

MDIA 321 Special Topic: Media and the Environment

Trimester 1 2010

1 March to 4 July 2010

20 Points



Image: www.coolmike.org

TRIMESTER DATES

Teaching dates:	1 March 2010 to 4 June 2010
Mid-trimester break:	2 April to 18 April 2010
Study week:	7 June to 11 June 2010
Last piece of assessment due:	14 June 2010

WITHDRAWAL DATES

Information on withdrawals and refunds may be found at

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

NAMES AND CONTACT DETAILS

Dr Angi Buettner angi.buettner@vuw.ac.nz x5070 Room: KP 42 205 Office Hours: Mon 3–4

CLASS TIMES AND LOCATIONS

Lectures

Mon 9–11 am EA LT 206

Tutorials

Mon	1–2 pm	KP 42 101
Mon	2–3 pm	KP 42 101

COURSE DELIVERY

Two hour lectures (incl. screenings); one hour tutorials. This course is taught in an interactive lecture and tutorial style; it combines lecture, screenings, discussion, and workshop-style teaching. Students are expected to prepare the weekly course material for an active engagement in discussion and workshopping.

Please note: there will be a considerable number of essential screenings during lecture time.

COMMUNICATION OF ADDITIONAL INFORMATION

Additional information relevant to this paper including changes, assessment, information on reading material and resources will be available on Blackboard and updated regularly. Announcements will also be posted.

COURSE CONTENT

MDIA 321 provides an overview of the processes at work in the representations of environmental issues in the media, the arts, or in politics and industries. The media play an important role in communicating information about environmental issues and in shaping environmental values. It is increasingly important to understand the processes underlying the environmental debates in contemporary society.

Students will examine the role of media in communicating environmental issues as well as in shaping our perception and understanding of environmental issues. The course will focus on two perspectives: the use of, and interaction with, the media by environmental institutions to do their work on the one hand; and, on the other hand, the representations of these issues and organisations within the media.

LEARNING OBJECTIVES

By the end of the course students will be able to:

- 1) review the processes and contexts through and in which different media communicate environmental concerns;
- 2) engage critically with how the media contribute to shaping our perception and understanding of environmental issues;
- 3) evaluate critically the differing practices and agencies engaged in the environmental debate;
- 4) distinguish between the requirements of the various media—particularly traditional broadcast media vs. ‘new’ media forms—representing environmental issues;
- 5) engage in the practice of debate about media issues recognizing the differing requirements of oral, written, and visual discourses.

EXPECTED WORKLOAD

According to University policy students are expected to spend an average of 13 hours a week on this course which means a total of 200 hours. An indicative breakdown of these hours:

1. Class attendance (12 lectures):	24 hours
2. Tutorial attendance (10 tutorials):	11 hours
3. Reading (assigned and recommended further readings):	90 hours
4. Oral presentation (assign 1):	10 hours
5. Preparation and writing of research essay proposal (assign 2):	16 hours
6. Research essay including research and writing (assign 3):	49 hours

READINGS

For the first two weeks of trimester all undergraduate textbooks and student notes will be sold from the Memorial Theatre foyer, while postgraduate textbooks and student notes will be available from the top floor of vicbooks in the Student Union Building, Kelburn Campus. After week two all undergraduate textbooks will be sold from vicbooks and student notes from the Student Notes Distribution Centre on the ground floor of the Student Union Building. You can order textbooks and student notes online at www.vicbooks.co.nz or can email an order or enquiry to enquiries@vicbooks.co.nz. Books can be couriered to you or they can be picked up from the shop. You will be contacted when they are available.

Essential Texts:

MDIA 321 Media and the Environment Book of Readings

Recommended Reading:

Beder, Sharon. *Global Spin. The Corporate Assault on Environmentalism*. Rev. ed. Foxhole: Green Books, 2002.

Booth, Wayne C., Colomb, Gregory G., and Joseph M. Williams. *The Craft of Research*. 2nd ed. Chicago: Chicago UP, 2003.

ASSESSMENT REQUIREMENTS**1. Oral presentation** (all learning objectives, but particularly objective 5)

Oral presentation on a selected topic from the course outline. Your task is to introduce your topic, identify relevant issues, discuss an example or case study, and identify relevant critical literature. You also have to open your topic up for discussion and debate in class (that is, provide questions and points for discussion, be able to answer questions, etc.).

We will **assign the presentation topics in Week 2**.

Your presentations will be assessed on your delivery and engagement with the topic.

Please submit a written outline/draft of your presentation on the day of your presentation.

Weighting: 20%

Length: 10 min + time for discussion

Due: during tutorials weeks 3–11

2. Research essay proposal (all learning objectives)

Your research proposal will provide a description of your research question and a clear identification of your object of study and the purpose of your research essay. For more information on, and the necessary elements of, a research proposal for this course please refer to the sources on Blackboard.

Weighting: 20%

Length: 1500 words (excluding references)

Due: 31 March 2010, by 2pm

3. Research essay (objectives 1–4)

Your essay should have a clear object of study and a developed argument. You should substantiate your claims by discussion and analysis of example(s). The title should reflect that you have identified and delineated a clear topic (not merely a topic area), and that you have a clear sense of the purpose of your research essay. Please refer to *The Craft of Research* and to the relevant material on Blackboard for more information on how to write a research essay.

Weighting: 50%

Length: 3000

Due: 14 June 2010, by 2pm

4. Tutorial participation (all learning objectives)

Tutorial participation will be assessed on both attendance and active participation in tutorial discussions and exercises.

Weighting: 10%

Length: n/a

Due: during tutorials

① Specific assessment criteria will be discussed in class. Please use **MLA** style as your reference style for all assignments in this course.

ASSIGNMENT COVER SHEETS

Assignment cover sheets and extension forms can be found on Blackboard or outside the Programme office. Remember to fill in your tutor's name.

PENALTIES AND EXTENSIONS

Work submitted after the deadline will be penalised by a 2.5 percent deduction from your total mark per work day or part work day, starting from the hour the work is due. This means late work will drop one 'grade-step' every second day—i.e. from C+ to C, or A- to B+. Late work also receives only minimal comments from your marker.

Extensions

Extensions will be granted only in exceptional and unforeseen circumstances. Issues of workload do not constitute exceptional and unforeseen circumstances. If you require an extension, you must complete an extension request form (available on your course Blackboard site) prior to the assignment due date. This must be accompanied by relevant documentation (e.g. a doctor's certificate) where appropriate. Tutors cannot grant extensions.

MANDATORY COURSE REQUIREMENTS

Students must submit ALL pieces of assessment in order to pass the course.

CLASS REPRESENTATIVES

A class representative will be elected in the first class, and that person's name and contact details will be available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

STATEMENT ON LEGIBILITY

You are expected to present work that meets appropriate standards. Work submitted during the course (i. e. work that is internally assessed) should be typed or prepared on a computer.

ACADEMIC INTEGRITY AND PLAGIARISM

Academic integrity means that university staff and students, in their teaching and learning are expected to treat others honestly, fairly and with respect at all times. It is not acceptable to mistreat academic, intellectual or creative work that has been done by other people by representing it as your own original work.

Academic integrity is important because it is the core value on which the University's learning, teaching and research activities are based. Victoria University's reputation for academic integrity adds value to your qualification.

The University defines plagiarism as presenting someone else's work as if it were your own, whether you mean to or not. 'Someone else's work' means anything that is not your own idea. Even if it is presented in your own style, you must acknowledge your sources fully and appropriately. This includes:

- Material from books, journals or any other printed source
- The work of other students or staff
- Information from the internet
- Software programs and other electronic material
- Designs and ideas
- The organisation or structuring of any such material

Find out more about plagiarism, how to avoid it and penalties, on the University's website:

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

GENERAL UNIVERSITY POLICIES AND STATUTES

You should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the Victoria University Calendar or go to the Academic Policy and Student Policy sections on: <http://www.victoria.ac.nz/home/about/policy>

The AVC (Academic) website also provides information in a number of areas including Academic Grievances, Student and Staff conduct, Meeting the needs of students with impairments, and student support/VUWSA student advocates. This website can be accessed at:

http://www.victoria.ac.nz/home/about_victoria/avcademic/Publications.aspx

COURSE PROGRAMME

Week 1	1/3/10	Course Introduction - no tutorials and no readings this week
Week 2	8/3/10	The Rise of Environmentalism - tutorials begin
Week 3	15/3/10	Media, the Public Sphere, and Environmental Debate - tutorials
Week 4	22/3/10	Science Communication in the Media - tutorials
Week 5	29/3/10	News Production and the Environment – tutorials
ASSIGNMENT #2 due 31 March 2010 2pm		
Mid Trimester Break: Friday 2 April– Sunday 18 April 2010		
Week 6	19/4/10	Digital Media and the Rise of Alternative Environmental Media - tutorials
Week 7	26/4/10	Advocacy and NGOs - tutorials
Week 8	31/4/10	The Environment in Popular Culture - tutorials
Week 9	3/5/10	Climate Change - tutorials
Week 10	10/5/10	The Environment in Advertising and PR - tutorials
Week 11	17/5/10	Policy, Participation, and Citizenship in a 'Green Public Sphere' - tutorials
Week 12	24/5/10	Course Wrap-up and Essay Workshop - no tutorials-essay writing period
ASSIGNMENT #3 due 14 June 2010 2pm		

Study Week: Monday 7 June to Friday 11 June 2010

Examination Period: Friday 11 June – Sunday 4 July 2010