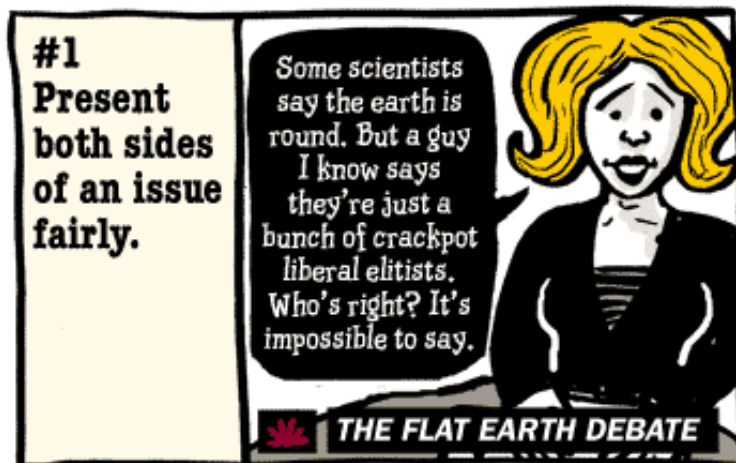


## MDIA102: Media, Society and Politics

Trimester 2 2010

Monday 12 July to Saturday 13 November 2010

20 Points



Mikhaela B. Reid, March 2005, <www.mikhaela.net>

### TRIMESTER DATES

Teaching dates:	Monday 12 July 2010 to Friday 15 October 2010
Mid-trimester break:	Monday 23 August to Sunday 5 September 2010
Study week:	Monday 18 October to Friday 22 October 2010
Examination/Assessment period:	Friday 22 October to Saturday 13 November 2010

**Note:** Students who enrol in courses with examinations are expected to be able to attend an examination at the University at any time during the formal examination period.

### 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

Course Co-ordinator	Administrative Tutor
Dr Anita Brady	Kim Wheatley
<a href="mailto:anita.brady@vuw.ac.nz">anita.brady@vuw.ac.nz</a>	<a href="mailto:kim.wheatley@vuw.ac.nz">kim.wheatley@vuw.ac.nz</a>
Ph: 463 6853	Room 206, 83 Fairlie Terrace
Room 205, 81 Fairlie Terrace	Office Hours: TBA
Office Hours: Tues 1 - 3pm	

Tutors

(Office Hours and Contact Information TBA)

Nic Anderson

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Ph: 463 8933

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Maria Hellstrom

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Paulin-Travers Jones

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Ph: 463 8907

Office Hours: TBA

Anna Currie

anna.currie@vuw.ac.nz

Ph: 463 8933

Office Hours: TBA

### CLASS TIMES AND LOCATIONS

Lectures

Wednesday 12pm – 2pm MCLT103

Tutorials

Tutorials begin in WEEK 2. Tutorials will be limited to 20 persons. Please register for tutorials via the MDIA102 site on Blackboard: go to “Tutorials” and then follow the instructions under the Tutorial Enrolment link. Please read the instructions carefully. Tutorial rooms will be listed on Blackboard and on the bulletin board outside the SEFTMS Admin Office, 83 Fairlie Terrace.

### COURSE DELIVERY

This course requires students to attend 1 weekly two-hour lecture and 1 weekly 50-minute tutorial in each of weeks 2- 12.

Tutorials are essential to completing the course successfully as they are an opportunity to develop your understanding, ask questions, receive information about assignments, and develop the analytical skills required in media studies. All students are expected to complete tutorial worksheets prior to attending each tutorial. Students who do this will find tutorials much more useful, and will be better prepared for the final exam. Tutorial worksheets will be made available on Blackboard at least 7 days before the scheduled tutorial. Attendance at tutorials is compulsory. Students who miss more than two tutorials without providing adequate justification to their tutors will fail to meet mandatory course requirements.

### COMMUNICATION OF ADDITIONAL INFORMATION

All course related information, and any additional information that students may find useful, will be available on the MDIA102 Blackboard site. Lecture notes will be uploaded to Blackboard once all tutorials have been completed for the week (this is to ensure fairness in the preparation of response papers). Please

note: these notes are an outline only and must not be considered an adequate substitute for lecture attendance. Blackboard also includes areas for class discussion, and you are encouraged to utilise this.

## **COURSE CONTENT**

MDIA102: Media, Society and Politics is an introductory course exploring the role of the media in shaping culture and politics. It focuses on the field of the media through the exploration of the relationships between technologies, histories, institutions, and practices. The course specifically looks at the development of the mass media, the control and regulation of media institutions and practices, the ways in which the media shape and contribute to cultural and political debates, and the practice of journalism. It will also assess the impact of current developments such as network culture, media surveillance, globalisation and the concentration of media ownership. The course is divided into four parts:

1. Media and society (weeks 1-4)
2. Media industries and institutions (weeks 5-6)
3. Media practices (weeks 7-9)
4. Mediascapes (weeks 10-12)

## **LEARNING OBJECTIVES**

1. Students passing the course should have acquired a practical familiarity with, the concepts of mass media, political economy, the public sphere, media industries and institutions, media practices, and media technologies
2. Students passing the course will have developed and practiced techniques of scholarship and methods of analysis of the media
3. Students passing the course should be familiar with the literacies of academic writing
4. Students passing the course should be able to contribute to, and facilitate, group discussion
5. Students passing the course will have been introduced to a theoretical framework in relation to the above so as to prepare them for more advanced and specialised studies of media contexts and texts.

## **EXPECTED WORKLOAD**

In order to make satisfactory progress in this course you should expect to devote, on average, 12 hours a week to it. This includes attendance at lectures and tutorials, reading and preparation for tutorials, and preparation for and completion of assignments.

## **READINGS**

### **Essential texts:**

There are two set texts for MDIA102:

- Schirato, Tony, Angi Buettner, Thierry Jutel and Geoff Stahl. *Understanding Media Studies*. Melbourne: Oxford, 2010  
All students majoring in Media Studies or intending to do MDIA101 should purchase this textbook. Other students should either purchase this textbook, or make use of the copies on Close Reserve in the library.
- *MDIA102 Course Reader*  
All 102 students should purchase the course reader.

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.

Customers can order textbooks and student notes online at [www.vicbooks.co.nz](http://www.vicbooks.co.nz) or can email an order or enquiry to [enquiries@vicbooks.co.nz](mailto:enquiries@vicbooks.co.nz). Books can be couriered to customers or they can be picked up from nominated collection points at each campus. Customers will be contacted when they are available. Opening hours are 8.00 am – 6.00 pm, Monday – Friday during term time (closing at 5.00 pm in the holidays). Phone: 463 5515.

**Further Recommended Reading:**

In addition to the weekly required readings there is also a recommended further reading or screening each week. These are listed in the course programme at the end of this outline, and except for Gorman and McLean (which is highly recommended and thus included in the Course Reader), all are available on electronic or closed reserve, or in the AV section of the library.

There are also a number of books that are recommended as useful to students of MDIA102. These are listed below. All are available in the library:

Allan, Stuart. *News Culture*. 2nd ed. Berkshire: Open University Press, 2004.

Boler, Megan, ed. *Digital Media and Democracy: Tactics in Hard Times*. Cambridge, MA: MIT, 2008.

Branston, Gill and Roy Stafford. *The Media Student's Book*. 4th ed. London: Routledge, 2006.

Devereux, Eoin, ed. *Media Studies: Key Issues and Debates*. London: Sage, 2007.

Devereux, Eoin. *Understanding the Media*. 2nd ed. London: Sage, 2007.

Goode, Luke and Nabeel Zuberi, eds. *Media Studies in Aotearoa/New Zealand*. Auckland: Pearson, 2004.

Grossberg, Lawrence et.al. *Media Making: Mass Media in a Popular Culture*. 2nd ed. Thousand Oaks, CA: Sage, 2006.

Hirst, Martin and John Harrison. *Communication and New Media: From Broadcast to Narrowcast*.

Melbourne: OUP, 2007.

McGregor, Judy and Margie Comrie, eds. *What's News? Reclaiming Journalism in New Zealand*. Palmerston

North: Dunmore, 2002.

### ASSESSMENT REQUIREMENTS

Assignment 1: Essay: worth 35% of final grade. Due Monday August 16 at 2pm (Media Studies Drop Box).

You must submit your essay to Turnitin prior to handing in your hard copy, and **a Turnitin receipt must be attached to the hard copy that you submit**. Essays not submitted to Turnitin will not be marked.

Assignment 2: Response paper: worth 20% of final grade. To be submitted at tutorials in weeks 7-11. You must submit your written response paper to Turnitin prior to the tutorial in which you are discussing it, and **a Turnitin receipt must be attached to the hard copy that you give to your tutor**. Response papers not submitted to Turnitin will not be marked.

Assignment 3: Final Exam: Worth 45% of final grade.

- All work submitted in this course must be correctly referenced and include an accurate bibliography. Referencing and bibliographies must be formatted in MLA style. The SEFTMS Handbook available on Blackboard gives clear instructions on MLA style.
- All MDIA102 students are expected to consult the SEFTMS Handbook in preparing their assignments. The Handbook contains clear and detailed advice on how to produce written work of an acceptable academic standard.
- Please note: you should utilise (and reference) reputable academic sources in your assignment research and writing. The Handbook contains information on the use of internet sources, make sure you read it. **NB: Wikipedia is not a reputable academic source.**
- The Student Learning Service can also help you improve your essay writing skills.

**Assignment 1: Essay (1500 words, 35%)**

A list of essay questions will be posted on Blackboard in week 2 in the assessment section. The essay will cover material covered in weeks 1-5. There will be tutorial time set aside to discuss this assignment.

This assessment relates to course objectives 1, 2, 3 and 5

**Assignment 2: Response Paper (700-800 words, 20%)**

This assignment requires you to submit a response paper that critically responds to that week's reading.

Depending on your choice of topic, you will submit your response paper in one of weeks 7-11. You cannot submit a response paper in any other week. Your response paper will require you to address that week's reading, and can only be submitted in the week that reading is discussed. You will sign up for your response paper at the tutorial in Week 3.

Your response paper should have an analytical dimension and be structured in essay form (introduction, thesis statement, presentation of argument and textual evidence, conclusion). It must include a bibliography correctly formatted in MLA style. Given the word count of this assignment your response paper will need to be succinct and precise.

Submission: You need to bring your response paper along to your tutorial and submit a copy of it to your tutor at the beginning of the class. Make sure you have attached your Turnitin receipt. Please note that these assignments can *only* be submitted in tutorials (you CANNOT put them into your tutor's box or bring them along to lectures).

Please note: An integral part of this assignment is sharing your tutorial preparation with the rest of the class. It is therefore expected that in the weeks you submit your response papers you will a) attend your tutorial and b) take an active role in class discussion. The criteria for assessing your response paper includes:

1. Introduction/conclusion
2. Argumentation
3. Active participation at tutorial

This assessment relates to course objectives 1-5

**Assignment 3: Final Exam (45%)**

The exam will be discussed at the final lecture. The University examination period is Friday 22 October to Saturday 13 November 2010.

This assessment relates to course objectives 1, 2, 3 and 5

**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.

## **EXTENSIONS AND PENALTIES**

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. Work that is submitted late without an extension will be penalised by a 2.5 percent deduction from your total mark per work day. Late work also receives only minimal comments from your marker.

## **MANDATORY COURSE REQUIREMENTS**

To gain a pass in this course you must:

- Submit a hard copy of Assignment 1 to the Media Studies Dropbox, and an electronic copy to Turnitin.
- Submit a hard copy of the written component of Assignment 2 to your tutor, and an electronic copy to Turnitin.
- Attend at least 9 tutorials

## **CLASS REPRESENTATIVES**

Two class representatives will be elected in the first class, and their names 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. Work submitted in the final examination will obviously be handwritten. You are expected to write clearly. Where work is deemed 'illegible', you will be given a photocopy of the work and asked to transcribe it to an acceptable standard (preferably typed) within a specified time frame.

## **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>

### **TURNITIN**

Written work provided for internal assessment in this course will be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Work not submitted to Turnitin will not be marked.

Turnitin is an online plagiarism prevention tool which compares submitted work with a very large database of existing material. Turnitin will retain a copy of submitted material on behalf of the University for detection of future plagiarism, but access to the full text of submissions is not made available to any other party.

### **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/avcacademic/Publications.aspx](http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx)



**COURSE PROGRAMME**

Week 1	14 Jul	<b>Media Histories (1): The Mediated Society</b> <u>Required Reading:</u> <i>Understanding Media Studies</i> 1-16 <u>Recommended Reading:</u> McQuail Denis. "The Rise of Mass Media". <i>McQuail's Mass Communication Theory</i> . 5th ed. London: Sage, 2005. 24-45.
Week 2	21 Jul	<b>Media Histories (2): Technology</b> <u>Required Reading:</u> <i>UMS</i> 16-26 <u>Recommended Reading:</u> Gorman, Lyn and David McLean. "The Rise of New Media" (in Course Reader).
Week 3	28 Jul	<b>Public Debate</b> <u>Required Reading:</u> <i>UMS</i> 110-135 <u>Recommended Screening:</u> Achbar, Marc and Peter Wintonick <i>Manufacturing Consent: Noam Chomsky and the Media</i> . Necessary Illusions Productions, 1992 (in AV section of library).
Week 4	4 Aug	<b>Theoretical Frameworks</b> <u>Required Reading:</u> Fenton, Natalie. "Bridging the Mythical Divide: Political Economy and Cultural Studies Approaches to the Analysis of the Media" (in Course Reader). <u>Recommended Reading:</u> Flew, Terry. "Introduction to Global Media: Key Concepts." <i>Understanding Global Media</i> . Basingstoke: Palgrave, 2007. 1-30.
Week 5	11 Aug	<b>Media Industries</b> <u>Required Reading:</u> <i>UMS</i> 73-82 <u>Recommended Reading:</u> Devereux, Eoin. "Media Ownership: Concentration and Conglomeration" <i>Understanding the Media</i> . 2nd ed. London: Sage, 2007. 87-118.
Week 6	18 Aug	<b>Media Institutions</b> <u>Required Reading 1:</u> <i>UMS</i> 83-87 <u>Required Reading 2:</u> Tully, Jim and Nadia Elsaka. "Ethical Codes and Credibility: The Challenge to Industry" (in Course Reader). <u>Recommended Reading:</u> Hannis, Grant. "Reporting Diversity in New Zealand: The 'Asian Angst' Controversy." <i>Pacific Journalism Review</i> . 15.1 (2009): 114-30.
Mid Trimester Break:	Monday 23 August to Sunday 5 September 2010	
Week 7	8 Sept	<b>The Field of Journalism</b> <u>Required Reading:</u> Allan, Stuart. "Making News: Truth, Ideology and Newswork" (in Course Reader).

Recommended Reading: McNair, Brian. "What is Journalism?" *Making Journalists*, Hugo de Burgh, ed. New York: Routledge, 2005. 25-43.

Week 8	15 Sept	<b>Media Hegemony</b> <u>Required Reading:</u> Abel, Sue. "All the News You Need To Know?" (in Course Reader). <u>Recommended Screening:</u> Noujaim, Jehane <i>Control Room</i> . Artisan Entertainment, 2004 (in AV section of library).
Week 9	22 Sept	<b>Media Resistances</b> <u>Required Reading:</u> <i>UMS</i> 102-109 <u>Recommended Screening:</u> Sharpe, Jill. <i>Culture Jam: Hijacking Commercial Culture</i> . Vancouver, BC : Right to Jam Productions, 2001.
Week 10	29 Sept	<b>Network Cultures</b> <u>Required Reading:</u> <i>UMS</i> 156-169 <u>Recommended Reading:</u> Gorman, Lyn and David McLean. "The Rise of New Media" (in Course Reader).
Week 11	6 Oct	<b>The Surveillance Society</b> <u>Required Reading 1:</u> Hirst, Martin and John Harrison. "I Know What You Did Last Summer." (in Course Reader). <u>Required Reading 2:</u> <i>UMS</i> 'Surveillance' 169-171 'Moral Panics' 96-97 <u>Recommended Reading:</u> Hirst, Martin and John Harrison. "That's the Way the Cookie Rumbles: A Surveillance Economy." <i>Communication and New Media: From Broadcast to Narrowcast</i> . Melbourne: OUP, 2007. 315-333.
Week 12	13 Oct	<b>Summary and Exam Preparation</b> <u>Required Reading:</u> Grossberg, Lawrence et.al. "Media Globalization" (in Course Reader).
<b>Study Week:</b>		Monday 18 October to Friday 22 October 2010
<b>Examination Period:</b>		Friday 22 October to Saturday 13 November 2010