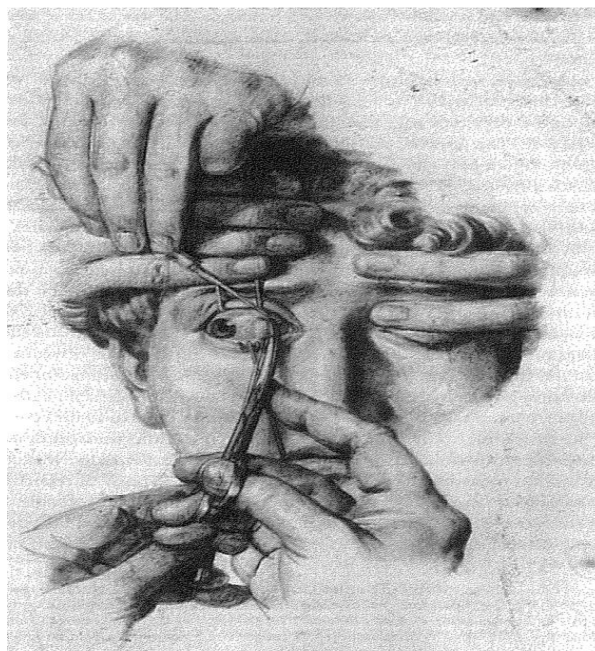


MDIA 203 Visual Culture

Trimester 2 2010

Monday 12 July to Saturday 13 November 2010

20 Points



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
Last piece of assessment due:	Tuesday 26 October, 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

Course Coordinator and Lecturer

Dr Minette Hillyer

minette.hillyer@vuw.ac.nz

Ph: 463 9746

Room 101, 81 Fairlie Terrace

Office Hours: Tuesdays 1-3 or by appointment

Tutor

Sophie Johnson

sophie.johnson@vuw.ac.nz

Office hours and location, TBA

CLASS TIMES AND LOCATIONS

Lectures

Tuesday 10-12 MCLT 101

Tutorials

Tutorials begin in week 2. Times and locations will be listed on the MDIA 203 Blackboard site and on the bulletin board in the Media Studies programme office, 83 Fairlie Terrace. Please sign up for a tutorial using Blackboard: go to Tutorials, then follow the instructions under the Tutorial Enrolment link. **Attendance at tutorials is compulsory: students must attend at least 9 of 11 tutorials to pass the course. Moreover, you must attend the tutorial related to your response paper in order to pass that piece of assessment.**

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.

Attendance at tutorials is compulsory: students must attend at least 9 of 11 tutorials to pass the course. Moreover, you must attend the tutorial related to your response paper in order to pass that piece of assessment.

COMMUNICATION OF ADDITIONAL INFORMATION

Any additional information will be communicated to students using the MDIA203 Blackboard site.

COURSE CONTENT

The two hour class on Wednesdays will consist of a lecture and whole-class discussion time. The tutorials are your opportunity to ask questions, try out ideas, develop your analytical and rhetorical skills, and develop your interests. Please come to both, having completed the readings, with questions, experiences, and ideas!

This course is divided into five sections: Introductory Concepts, Visual Technologies, Visual Regimes, Visual Subjects, and Visual Worlds.

LEARNING OBJECTIVES

Students passing the course should be able to:

- 1) demonstrate an understanding of the field of Visual Culture;
- 2) engage critically with and apply theory and literature in the field of Visual Culture;
- 3) demonstrate an understanding of the historical and social ramifications of the visual;
- 4) develop analytical skills in terms of reading, writing, and discussion.

EXPECTED WORKLOAD

Students should expect to spend an average of 16 hours per week on this class over the course of the trimester. This is standard for a 200-level course.

READINGS

Essential texts:

The set text for this course is the MDIA 203 course reader. The contents of the reader are also available on electronic reserve in the library.

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.

Recommended Reading (available on 3-day reserve in the library):

Barthes, Roland. *Mythologies*. Trans. Annette Lavers. London: Vintage, 1993. Print.

Berger, John. *Ways of Seeing*, London: Penguin Books, 1972. Print.

Bourdieu, Pierre et al. *Photography: A Middle-Brow Art*. Trans. Shaun Whiteside. Cambridge: Polity, 1996. Print.

Crary, Jonathan. *Techniques of the Observer : On vision and modernity in the nineteenth century*. Cambridge: MIT Press, 1990. Print.

Debord, Guy. "Separation Perfected." *The Society of the Spectacle*, trans. Donald Nicholson Smith, New York: Zone Books, 1995. Print.

Edwards, Elizabeth and Kaushik Bhaumik. *Visual Sense: A Cultural Reader*. Oxford and New York: Berg, 2008. Print.

Flew, Terry. *New Media: An Introduction*. 3rd ed. Melbourne: Oxford University Press, 2008. Print.

Hall, Stuart and Jessica Evans, eds. *Visual Culture: The Reader*. London, Thousand Oaks, New Delhi: Sage Publications, 1999. Print.

Kellner, Douglas. *Media Spectacle*. London and New York: Routledge, 2003. Print.

Mirzoeff, Nicholas, ed. *The Visual Culture Reader*, Nicholas, ed., London and New York: Routledge, 1998. Print.

_____ *An Introduction to Visual Culture*, New York: Routledge, 1999. Print.

Poster, Mark, ed. *Selected Writings: Jean Baudrillard*. Cambridge: Polity, 2001. Print.

Schirato, Tony and Jen Webb. *Understanding the Visual*, London: Sage Publications, 2004. Print.

Virilio, Paul. *The Vision Machine*. Bloomington: Indiana University Press, 1994. Print.

Schwartz, Vanessa R. and Jeannene M. Przyblinski, eds. *The Nineteenth-Century Visual Culture Reader*. New York and London: Routledge, 2004. Print.

Sontag, Susan. *Susan Sontag on Photography*. London: Allen Lane, 1978. Print.

Sturken, Marita and Lisa Cartwright, eds. *Practices of Looking: An Introduction to Visual Culture* 2nd ed. Oxford, New York: Oxford University Press, 2009. Print.

ASSESSMENT REQUIREMENTS

This course is internally assessed. There are three pieces of assessment:

1) Response paper: 20%, 800 words. Due in tutorials and to Turnitin weeks 3-6, depending on topic.

For this assignment you are required to submit an 800 word response paper, which responds to the reading in a particular week. Depending on your topics you will submit your response paper in weeks 3, 4, 5, or 6. Your response paper will require you to address that week's readings, and can **only** be submitted in the week that those readings are discussed. Response paper topics specific to each week are posted on Blackboard, under "Assignments." Please make sure you have looked at them prior to your first tutorial, as you will be required to sign up for a particular topic at your first tutorial. You are advised to also consider assessment commitments in other courses you are taking when choosing which week you will submit and present your response paper.

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 correctly formatted bibliography. Given the word count of this assignment your response paper will need to be succinct and precise. Make sure to draft a variety of versions of the response paper before you hand in your final version. You should consult the SEFTMS Handbook for essay and referencing guidelines. This is available on Blackboard. There will be tutorial time set aside to discuss this assignment.

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 also have a copy for your own use in tutorial – so ensure you print out 2 copies). 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). **If you are unable to attend a tutorial, for any reason, you may not submit a response paper for that week.**

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. Make sure to have an electronic backup of the response paper you have submitted to your tutor and to submit this to Turnitin. The criteria for assessing your response paper includes:

1. Attendance at tutorial
2. Active participation at tutorial
3. Introduction/conclusion
4. Argumentation
5. Style and presentation

This assignment tests all learning objectives for the course.

2) Essay: 40%, 2000 words. Due Monday 20 September, 2pm, to Media Studies drop slot and to Turnitin.

A list of essay questions will be posted on Blackboard, under "Assignments," in week 6. This assignment covers material from weeks 1-8 and tests all learning objectives for the course.

3) Take home assignment: 40%, 2000 words. Due Tuesday 26 October, 2pm to Media Studies drop slot and to Turnitin.

This assignment will be made available in lecture in week 12, 12 October, and on Blackboard that afternoon. It will cover material from weeks 9-11 and general questions arising from the course. This assignment tests all learning objectives for the 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.

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 is subject to penalties.

Work submitted after the deadline 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 all 3 pieces of assessment by the due date in hard copy and to Turnitin, and attend at least 9 of 11 tutorials.

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. 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:

1. Material from books, journals or any other printed source
2. The work of other students or staff
3. Information from the internet
4. Software programs and other electronic material
5. Designs and ideas

6. 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

Work provided for assessment in this course may be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. 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

COURSE PROGRAMME

Week 1	13 Jul	<p>Introduction to Concepts</p> <p>Read: Mirzoeff, Nicholas. Extract from “Introduction: What Is Visual Culture?” <i>An Introduction to Visual Culture</i>, New York: Routledge, 1999. 1-9. Print.</p> <p>There are no tutorials this week. Start reading your week 2 material.</p>
Week 2	20 Jul	<p>Read: Sturken, Marita and Lisa Cartwright. “Practices of Looking: Images, Power, and Politics.” <i>Practices of Looking: An Introduction to Visual Culture</i> 2nd ed. Eds. Marita Sturken and Lisa Cartwright. Oxford, New York: Oxford University Press, 2009. 9-48. Print.</p> <p>Tutorials begin. Sign up for a response paper topic in your tutorial.</p>
Week 3	27 Jul	<p>Visual Technologies</p> <p>Read: Berger, John. Chapter One. <i>Ways of Seeing</i>, London: Penguin Books 1972. Cover-27. Print.</p> <p>Benjamin, Walter. Extract from “The Work of Art in the Age of Its Technological Reproducibility.” <i>Walter Benjamin: Selected Writings. Volume 4: 1938-1940</i>, Edmund Jephcott, trans., Cambridge and London: Harvard University Press, 2003. 251-59; 270-76. Print.</p> <p>Response paper topic 1 – see Blackboard</p>
Week 4	3 Aug	<p>Read: Barthes, Roland. Extract from <i>Camera Lucida: Reflections on Photography</i>. Trans. Richard Howard. New York: Hill and Wang. 1981. 3-7. Print.</p> <p>_____ “Photography and Electoral Appeal.” <i>Mythologies</i>. Trans. Annette Lavers. New York: Hill and Wang, 1972. Print.</p> <p>Response paper topic 2 – see Blackboard</p>
Week 5	10 Aug	<p>Visual Regimes</p> <p>Read: Crary, Jonathan. “Modernizing Vision.” <i>Viewing Positions: Ways of Seeing Film</i>. Ed. Linda Williams. New Brunswick, NJ: Rutgers University Press, 1995. 23-35. Print.</p> <p>Response paper topic 3 – see Blackboard</p>
Week 6	17 Aug	<p>Read: Sturken, Marita and Lisa Cartwright. Extract from “Postmodernism, Indie Media, and Popular Culture.” <i>Practices of Looking: An Introduction to Visual</i></p>

Culture 2nd ed., Marita Sturken and Lisa Cartwright, eds., Oxford, New York: Oxford University Press, 2009. 307-16. Print.

Debord, Guy. "Separation Perfected." *The Society of the Spectacle*, trans. Donald Nicholson Smith, New York: Zone Books, 1995. 11-24. Print.

Have you completed a response paper yet? This is your last chance!!

Response paper 4 – see Blackboard

Mid Trimester Break:		Monday 23 August to Sunday 5 September 2010
Week 7	7 Sept	Read: Clifford, James. "On Collecting Art and Culture." <i>The Visual Culture Reader</i> , Nicholas Mirzoeff, ed., London and New York: Routledge, 1998. 94-107. Print.
Week 8	14 Sept	Read: Schirato, Tony and Jen Webb. "Normalizing Vision." <i>Understanding the Visual</i> , London: Sage Publications, 2004. 131-49. Print. Foucault, Michel. "Panopticism" <i>Visual Culture: The Reader</i> , Jessica Evans and Stuart Hall, eds., London, Thousand Oaks, New Delhi: Sage Publications, 1999. 61-71. Print.
Week 9	21 Sept	Read: Mulvey, Laura. "Visual Pleasure and Narrative Cinema" <i>Narrative, Apparatus, Ideology</i> , Philip Rosen, ed., New York: Columbia University Press, 1986. 198-209. Print. Fanon, Franz. "The Fact of Blackness" <i>Visual Culture: The Reader</i> , Jessica Evans and Stuart Hall, eds., London, Thousand Oaks, New Delhi: Sage Publications, 1999. 33-40. Print.
Week 10	28 Sept	Visual Worlds Read: Simmel, Georg. "The Metropolis and Mental Life." <i>The Nineteenth-Century Visual Culture Reader</i> , Vanessa R. Schwartz and Jeannene M. Przyblinski, eds., New York and London: Routledge, 2004. 51-55. Print. Schwartz, Vanessa R. Extract from "Setting the Stage: The Boulevard, The Press, and the Framing of Everyday Life." <i>Spectacular Realities: Early Mass Culture in Fin-de-Siecle Paris</i> , Berkeley, Los Angeles, London: University of California Press, 1998. 13-26. Print.
Week 11	5 Oct	Read: Campanella, Thomas J. "Webcameras and the Telepresent Landscape." <i>The Cybercities Reader</i> , Stephen Graham, ed., London and New York: Routledge, 2004. 57-63. Print. Lyon, David. "Surveillance in the City." <i>The Cybercities Reader</i> , Stephen Graham, ed., London and New York: Routledge, 2004. 299-305. Print.

Week 12	12 Oct	No assigned readings. Take home assignment distributed in lecture. Take home assignment due Tuesday 26 October, 2pm, to Media Studies drop slot and to Turnitin.
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