

MDIA 208 Media Audiences

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

Lecturer:

Dr. Lauren Anderson

Email: lauren.anderson@vuw.ac.nz

Office: Room 206, 81 Fairlie Terrace

Office Hours: Wednesday 10am-12noon

Tutors:

Frances Cook

Email: frances.cook@vuw.ac.nz

Kania Sugandi

Email: kania.sugandi@vuw.ac.nz

CLASS TIMES AND LOCATIONS

Lectures

Wednesdays 12.00 – 1.50pm HU LT220

Tutorials

Wednesdays 3-4pm Murphy, Room 401

Wednesdays 4-5pm Murphy, Room 401

Thursdays 1-2pm 42 Kelburn Parade, Room 101

Thursdays 2-3pm 42 Kelburn Parade, Room 101

Thursdays 3-4pm 42 Kelburn Parade, Room 101

Students can sign up for a tutorial through S-CUBED. Go to <https://signups.victoria.ac.nz> and follow the instructions. Tutorial lists will be posted on the Blackboard site and the Media Studies notice board on Tuesday 20 July.

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.

LEARNING OBJECTIVES

Having passed this course, students will:

1. be familiar with the key public and academic debates about media audiences.
2. be familiar with key pieces of research into actual media audiences.
3. be able to demonstrate critical analytical skills in relation to media audiences.

COURSE DELIVERY

Students are expected to attend one two-hour lecture and one one-hour tutorial each week. Your lecturer and tutors will put maximum effort into teaching at a high level. In return, you are asked to actively engage in the course. That involves, in our view: attending all lectures and tutorials; reading the required texts on a weekly basis; actively searching for more information about topics that interest you; preparing questions for tutorials; engaging in discussions inside and outside tutorials; and performing at your best in the assignments.

COURSE CONTENT

In this course we address the most important theories and debates about media audiences. We focus on the cultural studies paradigm, which analyses media use in the context of everyday life and sees audience members as active interpreters of the media they consume. We pay attention to existing research into several 'interpretive communities' and introduce a diverse set of methodologies for audience research.

In the first half of the course we analyse the different ways in which audiences have been conceptualised in public debates and academic research. Students are invited to critically examine the different paradigms used to make sense of media audiences. In the second half of the course we take a closer look at research into 'actual audiences', which analyses how particular identities (gender, ethnicity, age, sexuality) play a role in media consumption.

EXPECTED WORKLOAD

The course is designed under the assumption that students will commit an average of 15 hours a week to the course. This includes attending lectures and tutorials, reading the required readings and additional literature, and working on the assignments.

COMMUNICATION OF ADDITIONAL INFORMATION

There is a Blackboard site for this course, which will be used for announcements and additional course information such as lecture slides (these contain key points from a lecture but do not replace your own notes), tutorial exercises, assignments, guidelines on essay writing, and links to related websites.

READINGS

Essential texts:

MDIA 208 Media Audiences course reader (available from the student notes distribution centre). The chapters and articles in the reader are **required reading**.

Please note: 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 or can email an order or enquiry to 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.

Recommended Reading:

A wide range of texts important to the field of media audience research have been placed on short loan in the library. Search the Course Reserve catalogue for MDIA208.

MANDATORY COURSE REQUIREMENTS

The course is internally assessed. To gain a pass in this course you must:

- Attend at least nine tutorials.
- Complete all three assignments. You must submit the written work specified for this course on or by the specified dates (subject to such provisions as are stated for late submission of work).

ASSESSMENT REQUIREMENTS

Assignment One (20%)

Tutorial exercises and tutorial participation

Relates to course objectives 1 and 2

Due: every week on Tuesday at 12.00noon (starting in Week 2).

Assignment Two (35%)

1500-2000 word essay

Relates to course objectives 1 and 3

Due: Friday 20 August, 10.00am

Assignment Three (45%)

2000-2500 word essay

Relates to course objectives 2 and 3

Due: Tuesday 26 October, 10.00am

See below for more information about Assignment One. Detailed instructions regarding Assignments Two and Three will be given at appropriate points during the course.

Tutorial exercises and tutorial participation:

Tutorial exercises are based on the required readings and lectures. The exercises are aimed at increasing your understanding of course content and preparing you for tutorial discussion. Tutorials are a vital component of undergraduate study: they provide a forum for collaborative learning in which small groups can discuss issues raised in the readings and lectures. Tutorials can also help you develop your communication skills which will be valuable in any postgraduate area of work. Tutorial exercises and participation make up 20% of the assessment for this course (Assignment One).

Nine tutorial exercises will be posted to "Tutorial Exercises" on Blackboard over the course of the trimester. To meet the requirements for completing this course you are required to complete **seven** of these. Each exercise should be **400 words**. They are to be uploaded to Blackboard before 12.00noon on Tuesdays. This

is to allow your tutor time to read them before tutorials. In addition, you should bring a printed copy to your tutorial on which to make further notes during tutorial discussion.

Each tutorial exercise is worth 2% (the seven exercises thus comprise 14% of the 20% allocated to this Assignment). If you have done a reasonable job in completing the exercise you will receive 1%. If you have done a good job, you will receive 2%.

The remaining 6% of tutorial assessment will be based on tutorial participation. Your attendance will have some relevance here, so if you cannot attend a particular tutorial you should give your tutor a note to explain your absence so that this can be taken into account. To allow tutorial groups to settle in, and for you to become familiar with your fellow students, your tutor, and some of the ideas underlying this course, assessment of tutorial participation will not start until week 4. The criteria for tutorial participation assessment will be discussed in the first and second tutorial.

ASSIGNMENT COVER SHEETS

Assignment cover sheets and extension forms can be found on Blackboard or outside the Media Studies 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.

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. Please use a 12 point font size, use 1.5 or double line spacing, and leave a reasonable margin for marker comments.

Make sure your work is carefully proofread to eliminate typographical, grammatical and punctuation errors. Students operating at 200-level are expected to be able to write with technical accuracy (coursework grades may be compromised as a result of a lack of attention to the structure and accuracy of your writing, your referencing of sources, and your provision of a full bibliography).

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

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

<i>Week</i>	<i>Lecture date</i>	<i>Weekly topic, and assessments due</i>
Week 1	14 July	Introduction
Week 2	21 July	Audience paradigms
Week 3	28 July	Effects debate
Week 4	4 Aug	Active audiences
Week 5	11 Aug	Fan audiences
Week 6	18 Aug	Soap audiences
<i>Mid trimester break</i>		<i>Monday 23 August to Sunday 5 September 2010</i>
Week 7	8 Sept	Methods in Cultural Studies audience research
Week 8	15 Sept	Audiences and gender
Week 9	22 Sept	Audiences and sexuality
Week 10	29 Sept	Audiences and race
Week 11	6 Oct	Children as audiences
Week 12	13 Oct	Diasporic audiences

ASSIGNMENT THREE DUE Tuesday 26 October