

MDIA 310

Cultural Identity and the Media

Trimester 2 2010

12 July to 15 October 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

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

Tony Schirato	Teaching Fellow - Olivier Jutel	Teaching Assistant - Kania Sugandi
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CLASS TIMES AND LOCATIONS

Lectures

Monday 12-2pm Hugh Mackenzie Lecture Theatre 104

Tutorials

TBA Further details can be found on the MDIA 310 Blackboard site, or on the noticeboards outside the Programme administration office 83 Fairlie Terrace, room 202.

COURSE DELIVERY

There are eleven (11) lectures & eleven (11) tutorials. See the schedule for details.

COMMUNICATION OF ADDITIONAL INFORMATION

Additional information will be posted on Blackboard.

LEARNING OBJECTIVES

By the end of the course students should be able to demonstrate:

- Techniques of scholarship and textual analysis. These literacies will be introduced & dealt with in lectures, workshopped in tutorials, and assessed in all three pieces of assessment.
- An ability to analyse and articulate the relation between everyday practices and media texts and genres. These literacies will be introduced & dealt with in lectures, workshopped in tutorials, and assessed in all three pieces of assessment.
- An ability to analyse and articulate the relation between categories of popular culture, most particularly the fields of sport and the media and their related activities, and wider socio-cultural and historical contexts. These literacies will be introduced & dealt with in lectures, workshopped in tutorials, and assessed in all three pieces of assessment.

COURSE CONTENT

MDIA 310 deals with the relation between identity and culture, particularly as it is played out in and through the field of the Media. More specifically it considers how different cultural fields, with their genres, logics, discourses and technologies, work to circulate, facilitate, naturalise and orient audiences towards different kinds of identity formations, categories and performances. It has 100% internal assessment.

In 2010 the course will focus on the relation between identity, media and the culture of the field of sport.

EXPECTED WORKLOAD

This course is worth 20 points, and expectations are that one point equates to 20 hours of work, spread over the trimester.

READINGS

Schirato T (2007) *Understanding Sports Culture* Sage London

Additional Reading (available in library)

Appadurai A (ed) (1988) *The Social Life of Things*

Appadurai A (1996) *Modernity at Large*

Baker W (1982) *Sports in the Western World*

Bale J (2001) *Sport, Space and the City*

Baker J & Cronin M (eds) (2003) Sport and Postcolonialism
Birley D (1995) Land of Sport and Glory
Boyle R & Haynes R (2000) Power Play: Sport, the Media , and Popular Culture
Brailsford D (2001) Sport, Time and Society
Brohm J (1978) Sport, a Prison of Measured Time
Carrington B & McDonald I (eds) (2009) Marxism, Cultural Studies and Sport
Cashmore E (2000) Sports Culture
Coakley J & Dunning E (eds) (2002) Handbook of Sports Studies
Dunning E (ed) (1971) The Sociology of Sport
Elias N & Dunning E (1993) Quest for Excitement
Elias N (2000) The Civilizing Process
Guttman A (1978) From Ritual to Record
Guttman A (1986) Sports Spectators
Guttman A (1991) Women's Sport
Guttman A (1994) Games and Empire
Hargreaves J (1987) Sport, Power and Culture
Holt R (1989) Sport and the British
Horne J et al (1999) Understanding Sport
Hughson J et al (eds) (2005) The Uses of Sport
Hughson J (2009) The Making of Sporting Cultures
Huizinga J (1966) Homo Ludens
Maguire J (1999) Global Sport
Mandell R (1984) Sport, a Cultural History
Miller S (2004) Ancient Greek Athletics
Pope S (ed) (1997) The New American Sport History
Riess S (ed) (1997) Major Problems in American Sport History
Rigauer B (1981) Sport and Work
Riordan J (ed) (1978) Sport Under Communism
Roche M (ed) (1988) Sport, Popular Culture and Identity
Spivey N (2004) The Ancient Olympics
Vertinsky P & Bale J (eds) (2004) The Sites of Sport
Vincent T (1994) The Rise and Fall of American Sport
Whannell G (2002) Media Sport Stars

ASSESSMENT REQUIREMENTS

First Essay: covers material dealt with in weeks 1-4 (inclusive)

Value: 30%

Length: 1500 words

Due 1.00pm Thursday 19 August (Drop Slot at Media Studies Office)

Second Essay: covers material dealt with in weeks 5-7

Value: 30%

Length: 1500 words

Due 1.00pm Thursday 16 September (Drop Slot at Media Studies Office)

Take Home Assignment: covers material dealt with in weeks 8-10 (inclusive)

Value: 40%

Length: 2 x 1000 word essays

Due 1.00 pm, Thursday 14 October (Drop Slot at Media Studies Office)

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 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).

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:

- 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

The following text must be included in all course outlines.

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/avcademic/Publications.aspx>

COURSE SCHEDULE

Week 1: Introduction: Culture, Identity & Sport

Reading: Understanding Sports Culture (1-4; 134-8)

Week 2: Theories of Play, Games & Sport

Reading: USC (5-21)

Week 3: From Pre-Modern Sport to the Field of Sport

Reading: USC (22-60)

Week 4: Global Sport

Reading: USC (61-80)

Week 5: Sports Spectatorship

Reading: USC (82-102)

Week 6: Sport as Spectacle

Reading: USC (103-17)

Mid-Trimester Break

Week 7: Sport and the Field of the Media

Reading: USC (118-34)

Week 8: Sport as Lifestyle

Reading: Bourdieu P (1991) 'Sport and Social Class' in Mukerji C & Schudson M (eds) *Rethinking Popular Culture* (357-73)

Week 9: Media Interactivity & Fantasy Sport

Reading: Jutel T & Schirato T (2008) Media Interactivity and Fantasy Sport (1-13)

Week 10: Representations of Sport in the Media

Reading: Hughson J (2009) *The Making of Sports Cultures* (118-30)

Week 11: Recap. Take-home assignment given out in lecture

Readings: None

Week 12: No Lecture. Take-home assignment due.