

MDIA 413 Advanced Studies in New Media

Trimester 2 2010

Monday 12 July to Saturday 13 November 2010

30 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

Coordinator and lecturer: Dr Thierry Jutel
Email: thierry.jutel@vuw.ac.nz Phone : 463 9737 Room: 81 Fairlie Terrace, room 202
Office Hours: Tuesday 1:30-2:30; Thursday 1-2; and by appointment
Guest Lecturer: Dr Leon Gurevitch leon.gurevitch@vuw.ac.nz

CLASS TIMES AND LOCATIONS

Seminars

Days: Thursdays; Time: 2:10-4:00; Room Number: 81 Fairlie Terrace Room 103

COURSE DELIVERY

This course will be delivered as a weekly seminar and will involve formal presentations and extensive discussions. Students are to complete reading assigned for each week before the seminar.

COMMUNICATION OF ADDITIONAL INFORMATION

Additional information and resources about the course are available on Blackboard.

COURSE CONTENT

This course is an advanced study of a selected form of new media technologies in relation to broader issues of historical, social and aesthetic significance.
In 2010, the course will specifically look at the interrelation between digital technologies, critical theory, discourses and practices of cultural transformation, and moving image culture.
The central focus of the seminar will be the modalities of societal, cultural and individual changes in the context of digital culture. After an introduction, the course will be divided in two segments: firstly, the transformation of image culture; secondly, the transformation of identity.

LEARNING OBJECTIVES

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

1. techniques of scholarship and critical analysis appropriate to postgraduate studies. These include critically engaging with academic literature; developing research questions and research projects; and present research outcomes in written and oral forms.
2. an ability to analyse and articulate the relation between the scholarship in the field of digital media studies and specific media examples.
3. an ability to analyse and contextualise discourses of individual, societal and technological transformations in the context of digital media.

EXPECTED WORKLOAD

This course is worth 30 points, and expectations are that one point equates to 10 hours of work, spread over the trimester including teaching weeks, break and study week.

GROUP WORK

Presentations will be performed in groups of two students. Topics and schedules will be negotiated at the beginning of the trimester. Presentations will last 20 minutes and will involve both students. A 1,000 word summary will be handed by the group at the same time as the presentation is delivered. A single mark for the group will be awarded. The course coordinator will have a meeting with each group no later than one week before the date of presentation to review the progress of the group, offer advice and directions, and discuss any issues relating to the workings of the group.

READINGS

Compulsory and recommended readings will be available on Closed Electronic Reserve or on Blackboard.

ASSESSMENT REQUIREMENTS

Assessment is 100% internal.

1. Critical analysis 30%: 2000 words (Learning objectives 1, 2, 3). This assignment will cover weeks 1 to 6 and will deal with a combination of the assigned and recommended readings. The purpose of the essay will be to identify a key debate and discuss the existing literature on the topic. All essays will be due Monday 6 September, no later than 2pm.
2. Oral Presentation 20% including a summary of 1,000 words; to take place on weeks 8, 9, 10. Presentations will deal with the topic of those weeks. (Learning objectives 1, 2, 3)
3. Research Essay 50%, 3,000 words (Learning objectives 1, 2, 3). In the last part of the course, students will devise a research project for which they will perform a literature search and identify a research question. The final research essay is due Tuesday 26 October, no later than 2pm.

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 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

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	15-07	<p>Introduction: Digital/new media and transformational culture</p> <p>Reading: Manovich, Lev. "What is New Media". <i>The Language of New Media</i>. 30-74 www.manovich.net/LNM/Manovich.pdf</p> <p>Screening (A/V Centre): Marker, Chris (1982) <i>Sunless</i>. 100 min. (Vis 1925). To be screened by students before the lecture on their own time.</p>
Week 2	22-07	<p>Part 1: The Transformation of Moving Images</p> <p>The Language of New Media 1</p> <p>Reading: Manovich, Lev. "What is New Media". <i>The Language of New Media</i>. 75-114 www.manovich.net/LNM/Manovich.pdf</p>
Week 3	29-07	<p>The Language of New Media 2</p> <p>Reading: Manovich, Lev. "What is New Media". <i>The Language of New Media</i>. 194-248 www.manovich.net/LNM/Manovich.pdf</p> <p>Reading: Virilio, Paul (1994). "The Vision Machine". <i>The Vision Machine</i>. Bloomington: Indiana U. P.: 59-77</p>
Week 4	5-08	<p>Moving images, control and immersion</p> <p>Reading: Smith, Jo (2008) "DVD Technologies and the Art of Control". <i>Film and Television after DVD</i>. James Bennett and Tom Brown, eds. Routledge: New York and Oxon: 129-148</p>
Week 5	11-08	<p>Cinema and Digital Attractions</p> <p>Guest lecturer: Dr Leon Gurevitch</p> <p>Reading: Gurevitch, Leon (2010) "The Cinemas of Transactions: The Exchangeable Currency of the Digital Attraction". <i>Television and New Media</i> (to be published): 1-19 http://tvn.sagepub.com/cgi/content/abstract/1527476410361726v1</p>
Week 6	19-08	Seminar to be re-scheduled
Mid Trimester Break: Monday 24 August– Friday 4 September 2009		
Week 7	8-09	<p>Part 2: The Transformation of Body, Self and Identity</p> <p>The Second Media Age</p> <p>Reading: Poster, Mark (1995). "Postmodern Virtualities". <i>The Second Media Age</i>. London: Blackwell, Also available at http://www.hnet.uci.edu/mposter/writings/internet.html</p>
Week 8	15-09	<p>The Flickering and Remediated Self</p> <p>Reading: Bolter, Jay and Richard Grusin (1999). "The Remediated Self". <i>Remediations: Understanding New Media</i>. Cambridge, MA: MIT Press: 230-254</p> <p>Reading: Hayles, N. Katherine (1993). "Virtual Bodies and Flickering Signifiers". <i>October</i> 66, Fall: 69-91</p> <p>Recommended reading: Cubitt, Sean (1998). "Turbulence: Network Morphology and the Corporate Cyborg". <i>Digital Aesthetics</i>. London, Thousand Oaks, New Delhi: Sage: 122-151</p> <p>Screening: <i>eXistenZ</i>, David Cronenberg</p>

Week 9	22-09	Control and Agency 1 Reading: Van Dijck, José (2009). "Users Like You? Theorizing Agency in User-Generated Content". <i>Media, Culture and Society</i> 31.1: 41-58 Reading: Jutel, Thierry (2007). "Societies of Control, Compulsory Ecstasy and the Neo-Liberal Subject". <i>Junctures</i> 8 (June): 27-38 www.junctures.org
Week 10	29-09	Control and Agency 2 Reading: van Dick, José and David Nieborg (2009). "Wikinomics and its Discontents: A Critical Analysis of Web 2.0 business Manifestos". <i>New Media Society</i> 11.5: 855-874 Reading: Bruns, Axel (2007). "Prodisusage: Towards a Broader Framework for User-Led Content Creation". A paper presented at the Creativity and Cognition Conference, Washington D.C., 14 June 2007. Available at http://snurb.info/node/720 Reading: Scholz Trebor (2008). "Market Ideology and the Myths of Web 2.0". <i>First Monday</i> 13.3 http://firstmonday.org/htbin/cgiwrap/bin/ojs/index.php/fm/article/view/2138/1945
Week 11	6-10	The Networked and Mobilised Self 1 Reading: boyd, d. m., and Ellison, N. B. (2007). "Social Network Sites: Definition, History, and Scholarship". <i>Journal of Computer-Mediated Communication</i> , 13(1), article 11 http://jcmc.indiana.edu/vol13/issue1/boyd.ellison.html Reading: Baudrillard, Jean (1983). "The Ecstasy of Communication". <i>The Anti-Aesthetic: Essays in Postmodern Culture</i> , ed, Hal Foster. Port Townsend, MA: Bay Press. 126-134.
Week 12	13-10	The Networked and Mobilised Self 2 Recommended reading: Castells, Manuel, Mireia Fernández-Ardèvol, Jack Linchuan Qiu and Araba Sey (2007). "The Space of Flows, Timeless Time, and Mobile Networks". <i>Mobile Communication and Society</i> . Cambridge, MA; London: MIT Press. 171-178 Conclusion: Transformational Culture Research essays trouble-shooting