

MAOR/MDIA 308 Māori and the Media

Trimester 1 2011

28 February to 2 July 2011

20 Points

TRIMESTER DATES

Teaching dates:	28 February 2011 to 3 June 2011
Mid-trimester break:	18 April to 1 May 2011
Study week:	6 June to 10 June 2011
Last piece of assessment due:	Monday 13 June 2011

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

Jo Smith

Phone: 463-6801

Room 204, 81 Fairlie Terrace

Office Hours: Wednesday 1—3 pm

Email: jo.smith@vuw.ac.nz

This course will also feature guest lecturers from Media Studies, Te Kawa a Maui and the English programme, including Ocean Mercier, Joost de Bruin and Alice Te Punga Somerville.

CLASS TIMES AND LOCATIONS

Lectures

Wednesday 11 am until 1 pm 77FT Lecture Theatre 306

Tutorials

Tutorial enrolment will take place after the first lecture through the online S-Cubed system. Further details can be found on the MDIA 308 Blackboard site.

COURSE CONTENT

This course examines the interrelationship between Māori and the media from two perspectives. The first will examine the representation of Māori and te ao Māori across a range of mainstream media, both historic and contemporary. The second will focus on media made by Māori, for both a general audience and for a Māori audience. The course will be informed by theories of political economy, discourse analysis, postcolonialism, and Kaupapa Māori theory.

COURSE DELIVERY

Weekly two hour lecture (with a 10 minute break in the middle). Lecture attendance is mandatory.
Weekly tutorial starting Week 2. Tutorial attendance is optional.

COMMUNICATION OF ADDITIONAL INFORMATION

Information relevant to this paper including assessment, lecture notes, tutorial groupings, supplementary reading material for assignments and any general notices will be posted to Blackboard. Please check it regularly.

NOTE: Lecture notes that are posted contain the key points of a lecture, but do not replace your own notes. This paper is not designed as a distance learning course and notes posted on Blackboard are not intended as a substitute for attendance at lectures.

LEARNING OBJECTIVES

Students passing the course should be able to:

- Demonstrate an understanding of some of the key features of Māori media practices (Assessment 1, 2, 3, 4)
- Demonstrate an understanding of the historical context surrounding contemporary Māori media (Assessment 2)
- Demonstrate research skills by designing and producing a research project about a specific topic that relates to Māori media practices (Assessment 3)

EXPECTED WORKLOAD

This course is worth 20 points, expectations are that one point equates to 10 hours of work, spread over the trimester.

READINGS

Set Text: MDIA 308 Course Reader (2011) from **Student Notes Distribution Centre**.

Recommended Text: Murray, Stuart. 2008. *Images of Dignity: Barry Barclay and Fourth Cinema*. Wellington. Huia Publishers.

All undergraduate textbooks and student notes will be sold from the Memorial Theatre foyer from 7 February to 11 March 2011, 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 of the trimester all undergraduate textbooks and student notes will be sold from vicbooks on Level 3 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.

ASSESSMENT REQUIREMENTS

In order to pass this course, you must submit ALL set work and attend at least 9 lectures. Lecture attendance will be monitored. If there is a legitimate reason for an absence, you need to send an email to Jo Smith (jo.smith@vuw.ac.nz) explaining this.

Coursework incorporates the following:

Internal Assessment

100%

No final examination. This course is internally assessed and based on:

MEDIA STUDIES COURSE OUTLINE MAOR/MEDIA 308

Assessment 1. In-class Test #1 (week 5)	20%
Assessment 2. Short Essay* (due Thursday 14 April before 2pm)	20% (1000 words)
Assessment 3. Research Essay (due Monday 13 June before 2pm)	40% (3000 words)
Assessment 4. In-class Test #2 (week 12)	20%

NB: This course has two in-class tests based on lecture materials. As such, lecture attendance is a crucial component of MEDIA/MAOR308. The roll will be circulated at each lecture to monitor consistent attendance. In-class tests will occur in week 5 and week 12 *in the lecture time* scheduled for that week. Test #1 will cover lectures 1—4 and Test #2 will cover lectures 5—11.

***Short Essay Question:**

How might competing ideas about history help shape understandings of Māori media? Draw on one OR two specific Māori media texts to provide evidence that support the claims you make.

ASSIGNMENT COVER SHEETS

Assignment cover sheets and extension forms can be found on Blackboard or outside the Programme office.

PENALTIES AND EXTENSIONS

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 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

In order to pass this course, you must submit ALL set work and attend at least 9 lectures. Lecture attendance will be monitored. If there is a legitimate reason for an absence, you need to send an email to Jo Smith (jo.smith@vuw.ac.nz) explaining this.

All readings are to be done BEFORE class.

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.

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>

WHERE TO FIND MORE DETAILED INFORMATION

Find key dates, explanations of grades and other useful information at www.victoria.ac.nz/home/study.

Find out how academic progress is monitored and how enrolment can be restricted at

www.victoria.ac.nz/home/study/academic-progress. Most statutes and policies are available at

www.victoria.ac.nz/home/about/policy, except qualification statutes, which are available via the *Calendar* webpage at www.victoria.ac.nz/home/study/calendar.aspx (See Section C).

Other useful information for students may be found at the website of the Assistant Vice-Chancellor (Academic), at www.victoria.ac.nz/home/about_victoria/avcacademic.

COURSE PROGRAMME (SUBJECT TO CHANGE)

	Tutorials	Part One: Establishing a Critical Framework
Week 1	No tutorial	<p>Introduction: What are Communication Landscapes?</p> <p>Reading:</p> <ul style="list-style-type: none"> Barclay, Barry. 1996. "Amongst Landscapes." Jonathan Dennis & Jan Beiringa (eds.), <i>Film in Aotearoa New Zealand</i>. Wellington: Victoria University Press. 116-129. Plus extract from <i>Our Own Image</i>. Mita, Merata. 1994. "The Soul and the Image." Jonathan Dennis & Jan Bieringa (eds.), <i>Film in Aotearoa New Zealand</i>, Wellington: Victoria University Press. 36-54.
Week 2	Discussion based on readings/lecture	<p>Within and Against the Settler State: The Rise of Māori Television</p> <p>Reading:</p> <ul style="list-style-type: none"> Stephens, Tainui. 2004. "Māori Television Service". Roger Horrocks and Nick Perry (eds.), <i>Television in New Zealand: Programming the Nation</i>. 107–15. Smith, Jo and Sue Abel. 2008. "Ka Whawhai Tonu Mātou: Indigenous Television in Aotearoa/New Zealand". <i>New Zealand Journal of Media Studies</i>. 11.1. 2008. 1-14. Smith Jo. 2006. "Parallel Quotidian Flows: Māori Television On Air." <i>New Zealand Journal of Media Studies</i>. 9.2. 27-35.
Week 3	Discussion based on readings/lecture	<p>Mātauranga Māori and Kaupapa Māori Film Theory</p> <ul style="list-style-type: none"> Mercier, O.R. 2007. "Close encounters of the Māori kind - talking interaction in the films of Taika Waititi". <i>New Zealand Journal of Media Studies</i>. 10. 2. 37-51. ---. 2010. "Welcome to my interesting world" – pōwhiri styled encounter in <i>Boy</i>." <i>42 Illusions</i>. 3-7. Smith, Linda Tuhiwai. 1999. "Imperialism, History, Writing and Theory". <i>Decolonising Methodologies: Research and Indigenous People</i>. London: Zed Books. 19-41.
Week 4	ESSAY WORKSHOP #1: What is critical analysis?	<p>The 'Going Global' of Māori Media</p> <ul style="list-style-type: none"> Hokowhitu, Brendan. 2007. "Understanding Whangara: Whale Rider as Simulacrum." <i>New Zealand Journal of Media Studies</i>. 10.2. 53-70.
		Part Two: Developing Māori Media Methodologies
Week 5	Discussion based on lecture	<p>Industry guest (tbc)</p> <p>No Reading</p>
		IN-CLASS TEST #1 (worth 20%) in week 5 lecture time
Week 6	Discussion based on readings/lecture	<p>Case study: documentary</p> <p>Reading:</p> <ul style="list-style-type: none"> Murray, Stuart. 2007. "Activism, community and governance: Barry Barclay's <i>The Kaipara Affair</i> (2005). <i>Studies in Australasian Cinema</i>. 1.2. 147-159. Bennett, Kirsty. 2006. "Fourth Cinema and the Politics of Staring." <i>Illusions</i>. 38. 19-23.

Week 7	ESSAY WORKSHOP #2: Finding a Research Topic	<p>Case study: news media</p> <p>Reading:</p> <ul style="list-style-type: none"> Abel, Sue. 2006. "The Public's Right to Know": Television News Coverage of the Ngāpuhi Media Ban. <i>New Zealand Journal of Media Studies</i>. 9.2. 17-26. ---. 2008. "Tūhoe and "terrorism" on television. Danny Keenan (ed.), <i>Terror In Our Midst: searching for terror in Aotearoa New Zealand</i>. Wellington: Huia Publishing. 113-128. Stuart, Ian. 2005. "The Māori Public Sphere." <i>Pacific Journalism Review</i>. 11.1. 13-25.
SHORT ESSAY DUE Thursday 14 April (20 % 1,000 words)		
MID-SEMESTER BREAK		
Week 8	Discussion based on readings/lecture	<p>Case study: film</p> <p>Reading:</p> <ul style="list-style-type: none"> Peters, Geraldine. 2007. "Lives of Their Own: Films by Merata Mita." Ian Conrich and Stuart Murray (eds.), <i>New Zealand Filmmakers</i>. Detroit: Wayne State University Press. Reihana, Lisa. 1993. "Skinflicks: Practices in Contemporary Maori Media." Sunil Gupta (ed.), <i>disrupted borders: an intervention in definitions of boundaries</i>. London: Rivers Oram Press. 69-84.
Part Three: Māori Media Aesthetics and Politics		
Week 9	ESSAY WORKSHOP #3: Refining a Research Question	<p>Popular Culture and the Art of Decolonisation: Reality TV on Māori TV</p> <p>Reading:</p> <ul style="list-style-type: none"> Smith, Jo and Joost de Bruin. Forthcoming. "Survivor-styled Indigeneity in Two Reality Television Programmes from Aotearoa/New Zealand". Brendan Hokowhitu and Vijay Devadas (eds). <i>Indigenous Media: Nation, Community, Culture</i>. University of Minnesota Press.
Week 10	No tutorial	<p>Reporting on the BSA Report</p> <ul style="list-style-type: none"> Selected extracts from The Media Research team, Te Kawa a Maui (2005). <i>Portrayal of Maori and Te Ao Maori in broadcasting: the foreshore and seabed issue. : the foreshore and seabed issue</i>. Victoria University Of Wellington: Broadcasting Standard Authority.
Week 11	ESSAY WORKSHOP #4: Essay Peer Review	<p>Digital Māori Media</p> <p>Reading:</p> <p>Extracts from <i>Burn this CD</i>. Access to be arranged.</p>
Week 12	No tutorial	IN-CLASS TEST #2 (worth 20%) in week 12 lecture time
Week 13		RESEARCH ESSAY DUE Monday 13 June before 2pm (40% 3000 words)

Study Week: 6 June to 12 June 2011

Examination Period: 10 June to 3 July 2011