

## MDIA 101 Media: Texts and Images

**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:	2 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

Dr Minette Hillyer

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Ph: 463 9746

Room 101, 81 Fairlie Terrace

Office Hours: Mondays, 1-2 and Tuesdays, 10-11

### Administrative Tutor

Kelly Pendergrast

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### Tutors

Tonya Cooper

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Madeleine Collinge

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Paulin Travers-Jones

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Office Hours: TBC

## CLASS TIMES AND LOCATIONS

### Lectures

Monday                      10am until 12pm    KK LT 303

### Tutorials

Tutorial details will be announced at the first lecture on Monday 28 February. Tutorial enrolment will take place after the first lecture through the online S-Cubed system. Further details can be found on the MDIA 101 Blackboard site.

## COURSE DELIVERY

Students enrolled in this course are required to attend one two-hour lecture, and (beginning in week two) one 50 minute tutorial per week. The two hour class on Mondays 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.

Lectures and tutorials are designed to work together and course assessment assumes your regular attendance at both. The course also relies on your active participation, and your engagement with media on a day to day basis. Come to class having completed your reading, and bringing along your ideas, experiences, and assigned readings!

## COMMUNICATION OF ADDITIONAL INFORMATION

Course-related information will be communicated to students using the MDIA101 Blackboard site. The site also provides facilities for peer discussion; you are encouraged to make use of these.

## COURSE CONTENT

This course is an introduction to Media Studies scholarship. It introduces the kinds of texts (primarily visual) which you may encounter in Media Studies courses and the methods of close analysis generally associated with them. In addition, it asks what 'the text' is and what its function is in the context of our day to day experience of the mediated world. How do we use media texts in order to understand who we are and how we live, and how do we become literate in the skills necessary to understand them?

The course is divided into four sections:

- Text (weeks 1-3)
- Text, Intertext, Context (weeks 4-7)
- Text/Self (weeks 8-9)
- Text/World (weeks 10-11)

## LEARNING OBJECTIVES

Students passing the course should be able to:

1. Conduct credible close readings of a variety of visual media texts, individually and in groups
2. Use the evidence gathered from textual analysis to construct arguments and support their interpretations of media texts, genres, and narratives
3. Reflect critically on the role of the text in Media Studies scholarship
4. Demonstrate familiarity with theories concerning the practices, functions and effects of mediation
5. Demonstrate competency in the literacies of academic writing and argumentation
6. Demonstrate readiness for more advanced studies of media texts and contexts

## EXPECTED WORKLOAD

Students should expect to spend an average of 13 hours a week working on this class over the course of the trimester. This includes time for attending lectures and tutorials, time to prepare for class and complete assigned readings, and time to work on assignments.

## READINGS

All undergraduate textbooks and student notes will be sold from the Memorial Theatre foyer from 7 February to 10 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](http://www.vicbooks.co.nz) or can email an order or enquiry to [enquiries@vicbooks.co.nz](mailto: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.

### Essential texts:

There are two set texts for this course. They are:

- Schirato, Tony, Angi Buettner, Thierry Jutel and Geoff Stahl. *Understanding Media Studies*. Melbourne: Oxford University Press, 2010. Print.
- MDIA101 course reader.

**Recommended Reading:**

Other than O'Shaughnessy and Stadler "Reading Images," which is highly recommended and therefore included in the course reader, recommended readings will be made available via closed or electronic reserve, or on the MDIA101 Blackboard site. Check Blackboard for updates.

**ASSESSMENT REQUIREMENTS**

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

**1) Close Analysis: 1000 words / 25%. Due 2pm, Wednesday 30 March, to Media Studies drop slot and to Turnitin.**

This assignment covers weeks 1-4 of the course and tests learning objectives 1, 2, 5 and 6

**2) Essay: 1500 words / 35%. Due 2pm, Wednesday 11 May, to Media Studies drop slot and to Turnitin.**

This assignment covers weeks 4-7 of the course and tests learning objectives 1,2,3,5 and 6.

**3) Blogging exercise: *at least* 5 posts of 100-200 words each/ 15%. To your tutorial group's blog on the MDIA 101 Blackboard site.**

This assignment covers weeks 4-11 of the course and tests all learning objectives.

**4) Take Home assignment: 1000 words / 25%. Due 2pm, Thursday 2 June, to Media Studies drop slot and to Turnitin.**

This assignment covers weeks 8-11 of the course and tests all learning objectives.

Detailed instructions for each assignment will be handed out in lectures as indicated in the Course Programme, below, and made available on Blackboard.

**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.

**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**

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).
- Attend at least 9 of the 11 scheduled 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. 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>

## TURNITIN

Work provided for assessment in this course will 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.

## WHERE TO FIND MORE DETAILED INFORMATION

Find key dates, explanations of grades and other useful information at [www.victoria.ac.nz/home/study](http://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](http://www.victoria.ac.nz/home/study/academic-progress). Most statutes and policies are available at

[www.victoria.ac.nz/home/about/policy](http://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](http://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](http://www.victoria.ac.nz/home/about_victoria/avcacademic).

## Course Programme

Week 1	28 February	<b>Texts 1: Mediation and textual analysis</b> <b>Read:</b> <i>Understanding Media Studies [UMS]</i> , 27-33. <b>There are no tutorials this week.</b>
Week 2	7 March	<b>Texts 2: Texts and textual analysis</b> <b>Read:</b> Jutel, Thierry. "Textual Analysis and Media Studies" (in Course Reader) <b>Assignment One distributed in lecture.</b> <b>Tutorials begin.</b>
Week 3	14 March	<b>Texts 3: Text / Image / Sign</b> Print media <b>Read:</b> Rayner, Philip, Peter Wall and Stephen Kruger. Extract from "Part 1: Reading the Media." (in Course Reader) <b>Recommended reading:</b> O'Shaughnessy and Stadler "Reading Images" (in Course Reader)
Week 4	21 March	<b>Text, Intertext, Context 1: Texts In Context</b> Advertisements <b>Read:</b> <i>UMS</i> , 33-42. Matheson, Donald. "Advertising Discourse: Selling Between the Lines." (in Course Reader)
Week 5	28 March	<b>Text, Intertext, Context 2: Genre and narrative</b> Music Videos <b>Read:</b> <i>UMS</i> , 43-49. Goodwin, Andrew. Extracts from "A Musicology of the Image" and "Metanarratives of Stardom and Identity" (in Course Reader) <b>Assignment Two distributed in lecture.</b> <hr/> <b>Assignment one due Wednesday March 30, 2pm to Media Studies drop slot and to <a href="http://www.turnitin.com">www.turnitin.com</a></b> <hr/>
Week 6	4 April	<b>Text, Intertext, Context 3: Genre and narrative cont.</b> TV <b>Read:</b> Gripsrud, Jostein. "Television, Broadcasting, Flow: Key Metaphors in TV Theory." (in Course Reader) <b>Recommended reading:</b> Neale, Steve, et al "Introduction: What is Genre?" <i>The Television Genre Book</i> . Ed. Glen Creeber. London: BFI Publishing, 2001. 1-6. Print.

Week 7	11 April	<b>Text, Intertext, Context 4: Remediation</b> Web pages <b>Read:</b> Bolter, Jay David and Richard Grusin. "Introduction: The Double Logic of Remediation," and "The World Wide Web." (in Course Reader) <b>Recommended reading:</b> Harries, Dan. "Watching the Internet." <i>The New Media Book</i> . Ed. Dan Harries. London: British Film Institute, 2002. 171-182. Print.
<b>Mid Trimester Break:</b> Monday 18 April– Sunday 1 May 2011		
Week 8	2 May	<b>Text/Self 1: - Subjectivity</b> <b>Read:</b> <i>UMS</i> , 50-55 <b>Recommended reading:</b> Goodwin, Andrew. Extract from "Metanarratives of Stardom and Identity" (in Course Reader)
Week 9	9 May	<b>Text/Self 3: Habitus and Cultural Fields</b> <b>Read:</b> <i>UMS</i> , 70-72 and 87-90. <b>Recommended reading:</b> Goode, Luke. "Pimp My Profile: Reading (and Writing) the Web." <i>Media Studies in Aotearoa New Zealand 2</i> . Ed. Luke Good and Nabeel Zuberi. Auckland: Pearson, 2010. 112-123. Print. <hr/> <b>Assignment two due in, 2pm Wednesday 11 May, to Media Studies drop slot and Turnitin.</b> <hr/>
Week 10	16 May	<b>Text/World 1: Commoditisation and Normalisation</b> <b>Read:</b> <i>UMS</i> , 58-67. <b>Recommended reading:</b> Goode, Luke. "Pimp My Profile" (as for week 9)
Week 11	23 May	<b>Text/World 2: Spectacle</b> <b>Read:</b> <i>UMS</i> , 136-55. <b>Take Home assignment available in lecture.</b>
Week 12	30 May	<b>Conclusion / Time for questions and discussion about Take Home.</b> <hr/> <b>Take home assignment due 2pm, Thursday 2 June, to Media Studies drop slot and Turnitin.</b> <hr/>
<b>Study Week:</b>	Monday 6 June to Friday 10 June 2011	
<b>Examination Period:</b>	Friday 10 June to Saturday 2 July 2011	