

MDIA 103 Popular Media Culture

Trimester 1 2011

28 February to 2 July 2011

20 Points

NAMES AND CONTACT DETAILS

Course coordinator and lecturer:

Dr Joost de Bruin joost.debruin@vuw.ac.nz (04) 463 6846 Room 304, 83 Fairlie Terrace

Office hours: Tuesday 11:00 a.m. – 12:00 noon; Wednesday 1:00 p.m. – 2:00 p.m.; and by appointment.

Lecturer:

Dr Geoff Stahl geoff.stahl@vuw.ac.nz (04) 463 7472 Room 102, 81 Fairlie Terrace

Office Hours: Monday 11:00 a.m. – 12:00 noon; Tuesday 2:00 p.m. – 3:00 p.m.; and by appointment.

Administrative tutor:

Kania Sugandi kania.sugandi@vuw.ac.nz (04) 463 8933 Room 309, 83 Fairlie Terrace

Office Hours: Tuesday 11:00 a.m. – 12:00 noon; Wednesday 12:00 noon – 1:00 p.m.; and by appointment.

Tutors:

Names, contact details and office hours of the other tutors will be announced at the first lecture.

TRIMESTER DATES

Teaching dates: 28 February 2011 to 3 June 2011

Mid-trimester break: 18 April 2011 to 1 May 2011

CLASS TIMES AND LOCATIONS

Lectures: Wednesday 10.00 a.m. – 12:00 noon in KK LT 303

Tutorials: Wednesday, Thursday or Friday, starting in week 2 (see tutorial dates on p. 6). Tutorial enrolment will take place after the first lecture through the online S-Cubed system. Go to <https://signups.victoria.ac.nz> and follow the instructions. Further details can be found on the MDIA 103 Blackboard site.

WITHDRAWAL DATES

Information on withdrawals and refunds may be found at

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

COURSE CONTENT

This course is an introduction to the study of popular media culture, with reference to the relationship between cultural theory and selected popular media forms. The course centres on critically examining the production and consumption of popular media culture. Particular attention is paid to issues relating to the social function and value of popular media culture.

LEARNING OBJECTIVES

- This course is designed to introduce students to issues and ideas that relate to popular culture and the various forms it takes in the media.
- Culture and the media are defined broadly here, which will allow students to explore issues that relate to both the production and consumption of popular media texts.
- The course will concentrate on how cultural theory is put into practice by way of evaluating and discussing specific examples.
- Students will be introduced to differing approaches in order to provide an overview of some of the issues which define media studies and its relation to popular culture.
- Students will be expected to understand and put into use critical terms and concepts that they are presented with in the course.
- The ultimate goal of the course is to increase students' media literacies by exposing them to a variety of perspectives on popular media culture, in order to prepare them for more advanced and specialised studies of media contexts and texts.
- Along the way, students will develop basic writing skills, presentation skills, and library skills.

COURSE DELIVERY

Important issues, ideas, terms, concepts and theories will be introduced in the lectures by way of evaluating and discussing specific examples. Tutorials will provide a forum for collaborative learning in which students can ask questions about and discuss the issues raised in the lectures and in the readings. Tutorials will also assist students in developing basic writing skills, presentation skills, and library skills.

EXPECTED WORKLOAD

Students are expected to devote at least 13 hours a week to this course. This includes attending lectures and tutorials, reading required as well as additional readings, reading through your notes, doing research in the library, talking with other students about the course, and working on assignments.

COMMUNICATION OF ADDITIONAL INFORMATION

Additional information is available on the MDIA 103 Blackboard site. Students are also expected to check their VUW email regularly.

READINGS

Required text: MDIA 103 Popular Media Culture student notes. Additional readings will be made available on Blackboard and through the VUW Library's Course Reserve. All undergraduate textbooks and student notes will be sold from the Memorial Theatre foyer from 7 February to 11 March 2011. 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 you can email an order or enquiry to enquiries@vicbooks.co.nz.

ASSESSMENT REQUIREMENTS

Assignment 1 (30%): Short essays, 1200-1600 words. Covers weeks 2 – 5. **Due Monday 11 April 2:00 p.m.**

Assignment 2 (20%): Response paper, 800 words. Covers weeks 8 – 11. **Sign up for tutorial 7, 8, 9 or 10.**

Assignment 3 (50%): Final assignment, 1600-2000 words. Covers weeks 2 – 11. **Due Friday 3 June 2:00 p.m.**

Assignment descriptions and marking criteria will be made available at appropriate moments during the course. All assignments test the learning objectives mentioned above.

ASSIGNMENT COVER SHEETS

Assignment cover sheets and extension forms can be found on Blackboard or outside the Media Studies Programme office. Please remember to fill in your tutor's name.

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 the Blackboard site for this course) prior to the assignment due date. This must be accompanied by relevant documentation (e.g. a doctor's certificate) where appropriate. All extension request forms should be submitted to Kania Sugandi, the administrative tutor for this course.

PENALTIES

Work submitted after the deadline will be penalised by a 2.5 percent deduction from your total mark per work day or part work day, starting from the hour the work is due. This means late work will drop one 'grade-step' every second day- i.e. from C+ to C, or A- to B+. Late work receives only minimal comments from your marker.

MANDATORY COURSE REQUIREMENTS

This course is internally assessed. In order to pass the course, students are required to complete all three pieces of assessment. Attendance at tutorials is compulsory.

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.

STUDENT SERVICES

A range of services is available for VUW students. See http://www.victoria.ac.nz/st_services/. The Student Learning Support Services (http://www.victoria.ac.nz/st_services/slss/) may be especially useful for your learning. SLSS offers workshops on academic skills, and you can also make a one-to-one appointment with SLSS staff to discuss any aspect of academic life (essay writing, assignments, planning of your time, etc.).

CLASS REPRESENTATIVES

A class representative will be elected in the first or second lecture, 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.

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.

LECTURE PROGRAMME

Week 1	2 March	Introduction
Week 2	9 March	Definitions
Week 3	16 March	Taste and value
Week 4	23 March	Representations
Week 5	30 March	Media audiences
Week 6	6 April	Cultural industries
Week 7	13 April	Aotearoa/New Zealand
Mid Trimester Break		
Week 8	4 May	Sports culture
Week 9	11 May	Youth culture
Week 10	18 May	Popular music
Week 11	25 May	Digital culture
Week 12	1 June	Conclusion

TUTORIAL PROGRAMME

Week 1	No tutorials	
Week 2	9/10/11 March	Tutorial 1
Week 3	16/17/18 March	Tutorial 2
Week 4	23/24/25 March	Tutorial 3
Week 5	30/31 March/1 April	Tutorial 4
Week 6	6/7/8 April	Tutorial 5
Week 7	13/14/15 April	Tutorial 6
Mid Trimester Break		
Week 8	4/5/6 May	Tutorial 7: response papers
Week 9	11/12/13 May	Tutorial 8: response papers
Week 10	18/19/20 May	Tutorial 9: response papers
Week 11	25/26/27 May	Tutorial 10: response papers
Week 12	1/2/3 June	Tutorial 11