

MDIA 202 Television Studies

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

Examination/Assessment period: 10 June to 2 July 2011

Note: Students who enrol in courses with examinations are expected to be able to attend an examination at the University at any time during the formal examination period.

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

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Office Hours to be advised

CLASS TIMES AND LOCATIONS

Lectures

Wednesday 3-5pm CO LT 122

Tutorials

MEDIA STUDIES COURSE OUTLINE 202

This course entails one two-hour lecture and one 50-minute tutorial each week of trimester. Please note that attendance at lectures and tutorials is compulsory for students in MDIA 202 and a minimum attendance level is a required element of course completion. Please refer to the section entitled 'Mandatory Course Requirements' for details of attendance requirements. Enrolment in tutorials will be done by S-Cubed. An opening time for this will be announced at the first lecture.

COURSE DELIVERY

MDIA 202 has one two-hour lecture each week plus a weekly one-hour tutorial. Attendance at lectures and tutorials is vital to successful progress on this course. Tutorials will operate one week behind material covered in lectures to allow time for students to complete relevant reading prior to their tutorial. Students should also note that, due to copyright restrictions and availability, screenings and/or clips shown as part of lectures may not be available for viewing outside of the lectures. Tutorials start in Week 2 and occur each week thereafter. Students must attend the same tutorial right through the trimester.

COMMUNICATION OF ADDITIONAL INFORMATION

Any additional information will be communicated to students using the MDIA 202 Blackboard site.

COURSE CONTENT

MDIA 202 offers a critical introduction to the study of television, using American, British and New Zealand contexts. Although the lecture topics are interspersed, this course incorporates two main approaches to studying television. The first examines the evolution and cultural influence of television, whereas the second explores the functions and conventions of primetime TV forms, including 'high-end' drama, sitcom, soap opera, 'reality' TV, and makeover programming.

LEARNING OBJECTIVES

- To introduce and explore various critical approaches to the analysis of television and its output. This objective is underlined by the importance within MDIA 202 of such related concepts as: 'institution,' 'public service', 'broadcast', 'post-broadcast', 'convergence', 'form', 'genre', and 'format adaptation'.
- To track, with particular reference to American and British contexts, the evolution of television industries and cultures from the 1950s up to 2011. Critical perspectives on the development of television – one model for which is John Ellis's "scarcity", "availability" and "plenty" – will be explored.
- To explore the institutional, cultural and technological factors shaping television industries, aesthetics, modes of production, genres, and programmes – both past and present.
- To provide the basis of a theoretical framework in relation to the above so as to prepare students for higher level studies in television.

NB. Assessment and examination questions for this course (please see page 4-5) are cumulatively designed to test student learning and understandings of all of the above aims and objectives. This coverage is ensured by the prohibition of any duplication of topics or material between assignment and examination questions.

EXPECTED WORKLOAD

This course is designed on the assumption that students will be able to commit up to 15 hours a week, including attending lectures and tutorials, and completing course-related reading, research, writing and viewing.

READINGS

THE IMPORTANCE OF COMPLETING WEEKLY READINGS FOR MDIA 202

- The conceptual groundings that readings for each topic provide will help you to succeed on this course by informing your understanding of lectures, your contributions to tutorial discussions and research for written work.
- The weekly readings are designed to *extend* your knowledge of this field, so will tend to *complement* rather than simply *reiterate* what is covered in lectures.
- It is important to read at least one item EVERY week so that you are prepared to give and also to get maximum value from: 1) what is taught in lectures; 2) what is discussed in tutorials; and 3) what is required in terms of assessment for MDIA 202.
- Plan to complete the weekly reading BEFORE going to your tutorial each week.

Essential texts:

MDIA 202 Course Reader (2011), a collection of key readings for this course (Student Notes)

Additional Reading: for Assignment and Exam Research

For general and more specialised reading suggestions for each topic, please see the list of readings included at the end of the powerpoint slides for each lecture.

Recommended General Reading (See VUW Library 3-Day Loan)

- Robert C. Allen and Annette Hill (eds.) *The Television Studies Reader*, Routledge: London and New York, 2004.
- Glen Creeber (ed.) *The Television Genre Book*, London: BFI, 1st edn 2001 and 2nd edn 2008.
- Glen Creeber, *Tele-Visions: Methods and Concepts in Television Studies*, London BFI, 2005.
- John Ellis, *Seeing Things: Television in the Age of Uncertainty*, IB Tauris: London 2000.

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- Michele Hilmes (ed.) *The Television History Book*, BFI: London, 2003.
- Roger Horrocks and Nick Perry (eds.), *Television in New Zealand: Programming the Nation*, OUP: Melbourne, 2004.
- Toby Miller (ed.) *Television Studies*, London: British Film Institute, 2003.
- Lynn Spigel and Jan Olsson (eds.) *Television After TV: Essays on a Medium in Transition*, Durham, Duke University Press, 2004.
- Janet Wasko (ed.), *A Companion to Television*, Blackwell Publishing, 2005

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

This course's assessment involves a combination of essays and exam work. In order to pass the course you are required to attend a minimum number of lectures and tutorials and you must complete both pieces of coursework plus the exam in order to qualify for a final grade. The three items which combine to constitute your final grade for MDIA 202 are:

Essay One

Essay One 1600 words, worth 25%, due Monday April 11 (Week 7)

Essay Two

Essay Two 1600 words, worth 25%, due Monday May 23 (Week 11)

Examination

Two-hour duration, two essays together worth 50%.

Exam date to be advised. NB. It is generally not possible to miss the exam day and still receive a grade for this course.

Assessment Topics and Essay Submission

Assignment content and research approaches will be introduced and explained at tutorials. You will write on four of the lecture topics from which essay/exam questions will be generated. Of the four topics that

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you choose, two must be 'institutional' (I) and two must be 'genre' (G) questions. You must include one of each (institution and genre) among your two essays and one of each in your exam paper.

Essays must be delivered not later than 4.30 pm on the due date. Please read carefully (on later pages of this document) the instructions about plagiarism and avoid under-referencing any content that is included in written, oral or examination work. If inappropriate referencing is found in your work, you can expect to be penalized. If you are a student for whom English is not your first language, then you are strongly advised to book time (ideally well in advance) with VUW's Learning Support Centre for assistance with your writing.

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 MDIA 202 you must:

- Attend a minimum of 7 two-hour lectures (of 12 total)
- Attend a minimum of 6 tutorials (of 10 total)
- Submit both essays set for the internal assessment component of this course (50%) and complete the two-hour end-of course examination (50%)

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>

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

Week 1	2 March	Introducing Television No tutorials
Week 2	9 March	Television in the Broadcast Era (I) Tutorial One
Week 3	16 March	Television and Post-Broadcast Cultures (I) Tutorial Two
Week 4	23 March	Television Forms and Genres Tutorial Three
Week 5	30 March	Soap Opera (G) Tutorial Four
Week 6	6 April	Television Sitcom (G) Tutorial Five
Week 7	13 April	Series and Serial Drama (G) Tutorial Six
Mid Trimester Break: Monday 18 April– Sunday 1 May 2011		
Week 8	4 May	New Zealand Television (I) Tutorial Seven
Week 9	11 May	The International Format Trade (I) Tutorial Eight
Week 10	18 May	'Reality' TV (G) Tutorial Nine
Week 11	25 May	'Makeover' TV (G) Tutorial ten
Week 12	1 June	Pre-Exam Session No tutorials

Essay Submission Deadlines: Monday 11 April (Essay 1) and Monday 23 May (Essay 2)

Study Week: Monday 6 June to Sunday 12 June 2011

Examination Period: Friday 10 June to Sunday 3 July 2011