

MDIA 208 Media Audiences

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.

Tutors:

Names, contact details and office hours of the 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: Tuesday 9:00 a.m. – 11:00 a.m. in MC LT 102

Tutorials: Wednesday or Thursday, starting in week 2. Tutorial enrolment will take place after the first lecture through the online S-Cubed system. Further details can be found on the MDIA 208 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

In this course we address the most important theories and debates about media audiences. We focus on the cultural studies paradigm, which analyses media use in the context of everyday life and sees audience members as active interpreters of the media they consume. We will look at existing research into 'actual audiences' which analyses how particular identities (gender, race, age, sexuality) play a role in media consumption. We will introduce a diverse set of audience research methods.

LECTURE PROGRAMME

Week 1	1 March	Introduction
Week 2	8 March	Audience Studies
Week 3	15 March	News Audiences
Week 4	22 March	Soap Audiences
Week 5	29 March	Reality TV Audiences
Week 6	5 April	Fan Audiences
Week 7	12 April	Interactive Audiences
Mid Trimester Break		
Week 8	3 May	Audiences and Gender
Week 9	10 May	Audiences and Sexuality
Week 10	17 May	Audiences and Ethnicity
Week 11	24 May	Diasporic Audiences
Week 12	31 May	Indigenous Audiences

LEARNING OBJECTIVES

Having passed this course, students will:

1. be familiar with the key public and academic debates about media audiences.
2. be familiar with key pieces of research into actual media audiences.
3. be able to demonstrate critical analytical skills in relation to media audiences.

EXPECTED WORKLOAD AND COURSE DELIVERY

The course is designed under the assumption that students will commit an average of 15 hours a week to the course. Students are expected to attend one two-hour lecture and one one-hour tutorial each week. Your lecturer and tutors will put maximum effort into teaching at a high level. In return, you are asked to actively engage in the course. That involves attending all lectures and tutorials, reading the required texts on a weekly basis, actively searching for more information about topics which interest you, preparing questions for tutorials, engaging in discussions in tutorials, and performing at your best in assignments.

COMMUNICATION OF ADDITIONAL INFORMATION

There is a Blackboard site for this course, which will be used for announcements and additional course information such as lecture slides (these contain key points from a lecture but do not replace your own notes), reading responses, assignments, guidelines on essay writing, and links to related websites.

READINGS

Required Reading: MDIA 208 Media Audiences course reader.

Recommended Reading: A wide range of texts important to the field of media audience research have been placed on short loan in the library. Search the Course Reserve catalogue for MDIA208.

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 can email an order or enquiry to enquiries@vicbooks.co.nz.

ASSESSMENT REQUIREMENTS

Assignment 1 (35%): 400 word reading responses. *Due every Monday 2:00 p.m. (starting week 2).*

Nine reading responses are due in weeks 2-10 inclusive. You have to complete seven of these.

Assignment 2 (35%): 2000 word essay. Covers weeks 2-7. *Due Monday 18 April 2:00 p.m.*

Assignment 3 (30%): 1500 word essay. Covers weeks 8-12. *Due Friday 3 June 2:00 p.m.*

Detailed instructions regarding assignments 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. 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 the course coordinator. Tutors cannot grant extensions.

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>

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.

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.