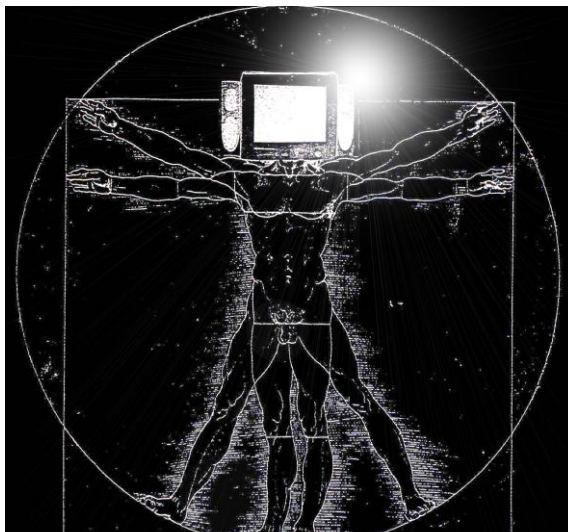


MDIA 102: Media, Society and Politics



Trimester 2 2011

11 July to 12 November 2011

20 Points

TRIMESTER DATES

Teaching dates: 11 July to 14 October 2011
Mid-trimester break: 22 August to 4 September 2011
Study week: 17 to 21 October 2011
Examination/Assessment period: 21 October to 12 November 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

Staff	Email	Phone	Room	Office Hours
Course Coordinator				
Peter Thompson	peter.thompson@vuw.ac.nz	463 6827	Room 305, 83 Fairlie Terrace	Weds 1-3pm
Admin Tutor:				
Anna Currie	anna.currie@vuw.ac.nz	463 8933	Room 309, 83 Fairlie Terrace	

Tutors: Anna Currie, Elyse Robêrt, Jean-Philippe Loret, Robyn Kenealy, Sophie Johnson, Tom Jamieson, Tonya Cooper

CLASS TIMES AND LOCATIONS

Lectures

Tuesday 4.00pm until 6pm Lecture Theatre 303, Kirk Building

Tutorials

Wednesday 9am (x 3), 10am (x 3), 11am (x 3), 12pm (x 3) and 1.10pm (x 2)

Thursday 9am, 10am, 11am, 2.10pm (x 2), 3.10pm (x 2) and 4.10pm

Tutorials begin in WEEK 2. Please register for tutorials via the MDIA102 site on Blackboard: go to “Tutorials” and then follow the instructions under the “SCubed - Tutorial Enrolment Instructions” link. Please read the instructions carefully. Tutorial rooms will be listed on S-Cubed, Blackboard and on the bulletin board outside the SEFTMS Admin Office, 83 Fairlie Terrace.

COURSE DELIVERY

This course requires students to attend 1 weekly two-hour lecture and 1 weekly 50-minute tutorial in each of weeks 2- 12.

Tutorials are essential to completing the course successfully as they are an opportunity to develop your understanding, ask questions, receive information about assignments, and develop the analytical skills required in media studies. All students are expected to complete that week’s set reading prior to attending each tutorial and undertake other reasonable preparations for effective participation. Students who do this will find tutorials much more useful, and will be better prepared for the final exam. Attendance at tutorials is compulsory. Students who miss more than two tutorials without providing adequate justification to their tutors will fail to meet mandatory course requirements.

COMMUNICATION OF ADDITIONAL INFORMATION

All course related information, and any additional information that students may find useful, will be available on the MDIA102 Blackboard site. Lecture notes will be uploaded to Blackboard once all tutorials have been completed for the week. Please note: these notes are an outline only and must *not* be considered an adequate substitute for lecture attendance. Blackboard also includes areas for class discussion, and you are encouraged to utilise this.

COURSE PRESCRIPTION

This is an introductory course for students interested in exploring the role of the media in shaping society and politics. The course discusses the rise of the mass-media, the control and regulation of media

institutions, and the role of the media in shaping public opinion. It will also assess the impact of current developments such as independent media, convergence, digitisation, globalisation and the concentration of media ownership.

COURSE CONTENT

MDIA 102 focuses on the field of the media through the exploration of the relationships between politics, economics, technologies, histories, institutions, and practices. The course looks at mass media effects debates, the control and regulation of media institutions and practices, the ways in which the media shape and contribute to political practices and democratic process, the nature of news production, and how media technologies contribute to social change. The course also introduces some important debates about the nature of knowledge in the social sciences/humanities and highlights links between media studies and the social-political theories that have informed the field.

LEARNING OBJECTIVES

1. Students passing the course should have acquired a practical familiarity with, the concepts of mass media, political economy, the public sphere, media industries and institutions, media practices, and media technologies
2. Students passing the course will have developed and practiced techniques of scholarship and methods of analysis of the media
3. Students passing the course should be familiar with the literacies of academic writing
4. Students passing the course should be able to contribute to, and facilitate, group discussion
5. Students passing the course will have been introduced to a theoretical framework in relation to the above so as to prepare them for more advanced and specialised studies of media contexts and texts.

EXPECTED WORKLOAD

The expected workload for a 20 point course is 200 hours spread evenly over the 12 week trimester and breaks, or 13 hours per teaching week. This includes attendance at lectures and tutorials, reading and preparation for tutorials, and preparation for and completion of assignments.

READINGS

Essential texts:

- MDIA 102 Course Reader. This set of readings is mandatory. Other relevant materials will be made available on Blackboard.
- This text is also recommended:
Schirato, Tony, Angi Buettner, Thierry Jutel and Geoff Stahl. *Understanding Media Studies*. Melbourne: Oxford University Press, 2010
- This text may also be helpful:
Van Belle, Douglas A. & Kenneth M. Mash. *A Novel Approach to Politics- introducing political science through books, movies and popular culture*. Washington DC, CQ Press, 2010.

All undergraduate textbooks and student notes will be sold from the Memorial Theatre foyer from 4 to 22 July 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 4 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 nominated collection points at each campus. You will be contacted when they are available.

Further Recommended Reading:

In addition to the weekly required readings there is also a recommended further reading or screening each week. These are listed in the course programme at the end of this outline, and except for Gorman and McLean (which is highly recommended and thus included in the Course Reader), all are available on electronic or closed reserve, or in the AV section of the library.

There are also a number of books that are recommended as useful to students of MDIA102. These are listed below. All are available in the library:

Allan, Stuart. *News Culture*. 2nd ed. Berkshire: Open University Press, 2004.

Boler, Megan, ed. *Digital Media and Democracy: Tactics in Hard Times*. Cambridge, MA: MIT, 2008.

Branston, Gill and Roy Stafford. *The Media Student's Book*. 4th ed. London: Routledge, 2006.

Devereux, Eoin, ed. *Media Studies: Key Issues and Debates*. London: Sage, 2007.

Devereux, Eoin. *Understanding the Media*. 2nd ed. London: Sage, 2007.

Goode, Luke and Nabeel Zuberi, eds. *Media Studies in Aotearoa/New Zealand*. Auckland: Pearson, 2004.

Grossberg, Lawrence et.al. *Media Making: Mass Media in a Popular Culture*. 2nd ed. Thousand Oaks, CA: Sage, 2006.

Hirst, Martin and John Harrison. *Communication and New Media: From Broadcast to Narrowcast*.

Melbourne: OUP, 2007.

McGregor, Judy and Margie Comrie, eds. *What's News? Reclaiming Journalism in New Zealand*. Palmerston

North: Dunmore, 2002.

ASSESSMENT REQUIREMENTS

Assignment 1: Essay: worth 30% of final grade. Due **Friday 12th August** at 2pm (Media Studies Drop Box outside the SEFTMS Admin Office, 83 Fairlie Terrace). You must submit your essay to Turnitin prior to handing in your hard copy, and **a Turnitin receipt must be attached to the hard copy that you submit.**

Essays not submitted to Turnitin will not be marked.

Assignment 2: Essay: worth 30% of final grade. Due **Friday 7th October** at 2pm (Media Studies Drop Box outside the SEFTMS Admin Office, 83 Fairlie Terrace). You must submit your essay to Turnitin prior to handing in your hard copy, and **a Turnitin receipt must be attached to the hard copy that you submit.**

Essays not submitted to Turnitin will not be marked.

Assignment 3: Final Exam: Worth 40% of final grade.

- All work submitted in this course must be correctly referenced and include an accurate bibliography. Referencing and bibliographies must be formatted in MLA style. The SEFTMS Handbook available on Blackboard gives clear instructions on MLA style.
- All MDIA102 students are expected to consult the SEFTMS Handbook in preparing their assignments. The Handbook contains clear and detailed advice on how to produce written work of an acceptable academic standard.
- Please note: you should utilise (and reference) reputable academic sources in your assignment research and writing. The Handbook contains information on the use of internet sources, make sure you read it. **NB: Wikipedia is not a reputable academic source.**
- The Student Learning Service can also help you improve your essay writing skills.

Assignment 1: Essay, 1200 words, 30%

The essay will cover material covered in weeks 1-5. There will be tutorial time set aside to discuss this assignment. This assessment relates to course objectives 1, 2, 3 and 5

Either:

- a) Provide a concise account of the main epistemological challenges faced by researchers in the humanities and social sciences in verifying research findings. Critically assess one media-related theory in your discussion.

OR

- b) Provide a concise account of the main paradigmatic shifts in theories concerning media effects and audience activity since the 1940s. Then use this discussion to critically assess an example of a contemporary claim made about the effects of media/video games.

Assignment 2: Essay, 1200 words 30%

The essay will cover material covered in weeks 6- 12 There will be tutorial time set aside to discuss this assignment. This assessment relates to course objectives 1, 2, 3 and 5

Either:

- a) With reference to at least two theories/approaches, discuss the norms and/or principles driving the operation of contemporary media, and identify any factors that might make it difficult for the media to live up to social ideals. Refer to at least one example of NZ media in your example.

OR

- b) Discuss the relationship between politics and the media from the perspectives of Liberal-pluralism/functionalist and Marxism/elite theory. Refer to at least one example NZ media in your example.

OR

- c) With reference to at least two theories, discuss the extent to which media technologies can be considered to be a driving force of social change and/or globalisation.

Assignment 3: Final Exam (40%)

There will be some lecture and tutorial time set aside to discuss the exam, and guidelines will be provided.

The University examination period is Friday 21 October to Saturday 12 November 2011.

This assessment relates to course objectives 1, 2, 3 and 5.

ASSIGNMENT COVER SHEETS

Assignment cover sheets and extension forms can be found on Blackboard or outside the SEFTMS Admin Office, 83 Fairlie Terrace. Remember to fill in your tutor's name.

EXTENSIONS AND PENALTIES

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 a hard copy of Assignment 1 to the Media Studies drop slot, and an electronic copy to Turnitin.
- Submit a hard copy of the written component of Assignment 2 to the Media Studies drop slot, and an electronic copy to Turnitin.
- Sit the examination.
- Attend at least 9 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 handwritten work is required you are expected to write clearly. If this 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 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.

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	11 July	<p>Introductory session- course structure, class rep election etc.</p> <p>1a) The Media: Chapter 15 in Giddens, A. (2006). <i>Sociology</i> (5th edition). Cambridge: Polity Press. pp.583-632.</p> <p>1b) The Idea of Theory: Chapter 2 in Littlejohn, S.W. & Foss, K.A. (2008). <i>Theories of Human Communication</i> (9th edition). Belmont, CA: Thomson-Wadsworth. pp.14-32.</p>
Week 2	18 July	<p>Epistemology 1: knowledge-claims in natural science, social science and humanities, positivism vs. phenomenology.</p> <p>2a) Introduction to Philosophy, Knowledge and Mind. Chapter 1 in Brook, A. & Stainton, R.J. (2000). <i>Knowledge and Mind: a philosophical introduction</i>. Cambridge, MA: MIT Press. pp. 1-12.</p> <p>2b) Arguments- Good, Bad and Weird: Extract from Chapter 6 in Schick Jr.,T. & Vaughn, L. (2005). <i>How To Think About Weird Things- Critical thinking for a new age</i>. New York: McGraw Hill. pp. 154-165.</p> <p>2c) Introducing the Ancient Debate- the ideal versus the real: Chapter 1 in Van Belle, D.A.. & Mash, K.M. (2010). <i>A Novel Approach to Politics- introducing political science through books, movies and popular culture</i>. Washington DC: CQ Press. pp. 1-17.</p>
Week 3	25 July	<p>Epistemology 2: empiricism vs. rationalism, Critical reasoning & scientific method; Hypthetico-deductive approach and paradigm shifts</p> <p>3a) Weighing the Words: Chapter 3 in Griffin, E. (2009). <i>A First Look at Communication Theory</i> (7th edition). New York: McGraw Hill. pp. 27-40.</p> <p>3b) Science and Its Pretenders: Chapter 7 in Schick Jr., T. & Vaughn, L. (2005). <i>How To Think About Weird Things- Critical thinking for a new age</i>. New York: McGraw Hill. pp. 175-197.</p>
Week 4	1 August	<p>Media Paradigm shifts 1: Hypodermic needle, Uses & Gratifications, New Effects</p> <p>4a) Effects of Mass Communication: Chapter 13 in Severin, W. & Tankard, J. (2001). <i>Communication Theories- Origins, Methods and Uses in the Mass Media</i> (5th edition). New York: Longman. pp. 56-86.</p> <p>4b) The Invasion from Mars. Cantril, H. (1940). Chapter 1 in O'Sullivan, T. & Jewkes, Y. (Eds) (1997). <i>The Media Studies Reader</i>. London: Arnold. pp. 6-17.</p>
Week 5	8 August	<p>Media Paradigm shifts 2: Ethnographic/ Reception studies, structure-agency</p> <p>5a) Renewing the Radical Tradition: Chapter 5 in Curran, J. (2002). <i>Media and Power</i>. London: Routledge. pp. 127-165.</p> <p>5b) Encoding/Decoding, Hall, S. (1973). Chapter 14 in Graddol, D. & Boyd-Barrett, O. (Eds) (1994). <i>Media Texts- Authors and Readers</i>. Clevedon: Open University Press/Multilingual Matters. pp. 200-211.</p> <p>5c) Media Audiences: Chapter 5 in Schirato, T. et al. (2010). <i>Understanding Media Studies</i>. Melbourne: Oxford University Press. pp. 92-109.</p>

- Week 6 15 August **Media and Society 1: Functional and normative models of media**
- 6a) **Normative Theories of Media and Society.** Chapter 7 in McQuail, D. (2000). *McQuail's Mass Communication Theory* (4th edition). London: Sage. pp. 141-162.
- 6b) **Last Chance to See? Public Broadcasting Policy and the Public Sphere in New Zealand:** Thompson, P.A. (forthcoming). In Hirst, M. Phelan, S. & Ruper, V. (Eds). *Journalism, Politics and Power in New Zealand*. Auckland: AUT Media/JMAD.
- 6c) **Media and the Public Sphere:** Chapter 6 in Schirato, T. et al. (2010). *Understanding Media Studies*. Melbourne: Oxford University Press. pp. 92-109.

Mid Trimester Break: Monday 22 August to Sunday 4 September 2011

- Week 7 5 **Media and Society 2: News, representation vs constructivism**
- September 7a) **Terrorism, War, Lions and Sex Symbols: Restating News Values:** Chapter 7 in McGregor, J. & Comrie, M. (Eds) (2002). *What's News? Reclaiming Journalism in New Zealand*. Palmerston North: Dunmore press. pp.111-125.
- 7b) **Four Approaches to the Sociology of News,** Schudson, M. Chapter 9 in Curran, J. & Gurevitch, M. (Eds) (2005). *Mass Media and Society* (4th edition). London: Hodder Arnold. pp.172-191.
- 7c) **The Media as Spectacle:** Chapter 7 in Schirato, T. et al. (2010). *Understanding Media Studies*. Melbourne: Oxford University Press. pp. 92-109.

- Week 8 12 **Political economy: Marxism vs. Liberal-pluralism**
- September 8a) **Theory of Media and Theory of Society:** Chapter 4 in McQuail, D. (2000). *McQuail's Mass Communication Theory* (4th edition). London: Sage. pp. 60-89.
- 8b) **Mass Society, Functionalism, Pluralism:** Extracts from Boyd-Barrett, Lasswell, Wright, and Curren, Gurevitch & Woollacott in Section 2 of Boyd-Barrett, O. & Newbold, C. (Eds) (1995). *Approaches to Media- a reader*. London, Arnold. pp. 68-76, and 93-107.

- Week 9 19 **Media and Politics 1: State, civil society, and social contract**
- September 9a) **Classical Theories of the State and Civil Society:** Chapter 2 in Faulks, K. (1999). *Political Sociology- a critical introduction*. Edinburgh: Edinburgh University Press. pp: 32-50.
- 9b) **Democracy, the Public and the Media,** Kemp, G. Chapter 6.1 in Miller, R. (Ed) (2010). *New Zealand Government & Politics*. Melbourne: Oxford University Press. pp. 385-398.
- 9c) **Governing Society: Controlling the Behaviour of Individuals:** Chapter 4 in Van Belle, D.A.. & Mash, K.M. (2010). *A Novel Approach to Politics- introducing political science through books, movies and popular culture*. Washington DC: CQ Press. pp. 70-92.

Week 10	26 September	<p>Media and Politics 2: Democracy, public sphere and the mediatisation of politics</p> <p>10a) New Media and Democracy: Goode, L. Chapter 6.4 in Miller, R. (Ed) (2010). <i>New Zealand Government & Politics</i>. Melbourne: Oxford University Press. pp. 431-443.</p> <p>10b) The Construction of the Political Public. Chapter 2 in Higgins. M. (2008). <i>Media and their Publics</i>. Maidenhead: Open University Press. pp. 18-32.</p> <p>10c) Media, Politics and Government: Chapter 11 in Van Belle, D.A.. & Mash, K.M. (2010). <i>A Novel Approach to Politics- introducing political science through books, movies and popular culture</i>. Washington DC: CQ Press. pp. 249-274.</p>
Week 11	3 October	<p>Media technology and social change: technological determinism vs cultural materialism</p> <p>11a) Understanding the Mediascape- Philosophies and Theories of Emergent Media. Chapter 2 in Macnamara, J. (2010). <i>The 21st Century Media Revolution</i>. New York: Peter Lang. pp.59-103.</p> <p>11b) Technological Determinism and Mobile Privatisation, McGuigan, J. Chapter 1 in Nightingale, V. & Dwyer, T. (Eds) (2007). <i>New Media Worlds: Challenges for Convergence</i>. Melbourne: Oxford University Press. pp. 5-18.</p>
Week 12	10 October	<p>Media and Globalisation- imperialism vs cultural autonomy, transborder flows and national sovereignty</p> <p>12a) Approaches to Theorizing International Communication: Chapter 2 in Thussu, D.K. (2006). <i>International Communication: Continuity and Change</i> (2nd edition). London: Hodder Arnold. pp.40-65.</p> <p>12b) Introduction, Held. D., plus A Globalizing Society, Cochrane, A. & Pain, K.: Chapter 1 in Held, D. (Ed). (2004). <i>A Globalizing World?-Culture, Economics, Politics</i>. (second edition). London: Routledge. pp.6-46.</p> <p>12c) International Politics: Apocalypse Now and Then: Chapter 12 in Van Belle, D.A.. & Mash, K.M. (2010). <i>A Novel Approach to Politics- introducing political science through books, movies and popular culture</i>. Washington DC: CQ Press. pp 275-305.</p>

Study Week: Monday 17 October to Friday 21 October 2011

Examination Period: Friday 21 October to Saturday 12 November 2011