

## MDIA 205 Popular Music Studies

**Trimester 2 2011**

11 July to 12 November 2011

**20 Points**

### NAMES AND CONTACT DETAILS

Staff	Email	Phone	Room	Office Hours
<i>Course Coordinator</i>				
Lauren Anderson	lauren.anderson@vuw.ac.nz	463 7471	Room 310, 83 Fairlie Terrace	TBC
<i>Tutor</i>				
Kania Sugandi	kania.sugandi@vuw.ac.nz	TBC	TBC	TBC

### CLASS TIMES AND LOCATIONS

#### Lectures

Tuesdays 12pm until 2pm LT 105, Hugh McKenzie Building

#### Tutorials

Wednesday 9am, 10am, 12pm, 1pm (x 2) and 2pm

Friday 2pm and 3pm

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.

### 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

### WITHDRAWAL DATES

Information on withdrawals and refunds may be found at

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

## COURSE PRESCRIPTION

A critical introduction to the study of popular music, with an emphasis on post-1950s rock and pop music and its subsequent genres. Topics covered include the international and New Zealand music industry; music scene, stars and authorship; audiences, subcultures, and fandom; textual and genre analysis; and music and cultural politics.

## LEARNING OBJECTIVES

- The course provides a critical introduction to the study of popular music culture, with an emphasis on post-1950s rock and pop music and subsequent genres.
- Students will be introduced to issues and views/theories that relate to popular music culture and the various forms it takes.
- Students will gain an understanding of the nature and interaction of the international and New Zealand music industry; music scenes, stars and authorship; audiences and fans; textual and genre analysis; and music as a form of cultural politics.
- Through the course assignments and tutorial tasks, students will be expected to put into use critical terms, concepts, and approaches that they encounter across the course.

## COURSE DELIVERY

There are twelve (12) lectures & eleven (11) tutorials. See the schedule for details.

## 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.

You should attend at least 75% of your tutorial sessions. A roll will be kept, and you will present a specific tutorial task as an integral part of the course.

## COMMUNICATION OF ADDITIONAL INFORMATION

Additional information will be posted on Blackboard. Only the main course guidelines and reading list are on Blackboard; due to issues of copyright and intellectual property, the full lectures are not posted there.

## READINGS

### Essential texts:

Roy Shuker (2008) *Understanding Popular Music Culture*, Routledge, London & New York.

This will be a starting point and background reading for the lectures, which will largely focus on clarifying central debates and providing illustrative case studies.

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](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 nominated collection points at each campus. You will be contacted when they are available.

### Recommended Reading:

These are held on CLOSED RESERVE or REFERENCE in the Library.

Some key articles can be accessed electronically. There are also some very useful, relevant web sites, though at times these need to be treated with caution (as, indeed, do all sources). Available resources will be fully discussed at the first class, and in the first tutorial sessions.

## MANDATORY COURSE REQUIREMENTS

To complete the course requirements, students must complete the tutorial task, submit two essays, and attend at least 75% of the tutorial sessions.

## ASSESSMENT REQUIREMENTS

### Assignment One (20%)

*1000 word write-up of tutorial presentation.*

*Due: one week after your tutorial presentation (topics allocated in the first tutorial)*

You will make a brief (10 minutes) presentation on a provided topic (these will be randomly allocated at the first tutorials). The presentation and following discussion will be useful material for writing the tutorial paper (1,000 words). This must be handed in no later than one week after the presentation. The presentation is not assessed; only the paper version will be graded.

**Assignments Two and Three (40% each)**

*1200-1500 word essay*

*Due: dates vary throughout course (see further information below)*

Write on any TWO of the following. If you submit more than two essays, the best two count towards your course assessment.

**1. The NZ music Industry.**

**DUE Monday 8 August**

“The contemporary NZ music industry remains marginalised and underdeveloped within both local and international markets”. With reference to illustrative examples, critically discuss this claim.

**2. Popular music and the internet.**

**DUE Monday 15 August**

With reference to illustrative examples, critically discuss the impact of social networking sites (MySpace, etc) on the production, distribution and consumption of popular music.

**3. The music press.**

**DUE Monday 12 September**

“Women and their interests are marginalised by the popular music press”. With reference to female writers and female consumers, and with reference to specific examples from the music press, critically discuss this assertion.

**4. Genre.**

**DUE Monday 26 September**

“Popular music genres constitute an undifferentiated monolithic whole”. With reference to ONE genre, critically discuss this assertion.

**5. Music video.**

**DUE Monday 10 October**

- a. Critically discuss up to THREE music videos from the DVD on course reserve in the Library’s AV suite.

**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.

## 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](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**

<i>Week</i>	<i>Lecture date</i>	<i>Weekly topic</i>	<i>Reading (textbook)</i>	<i>Essays (due Mondays, 5pm)</i>
Week 1	12 July	Introduction	Introduction	
Week 2	19 July	Technology	Chpt 2	
Week 3	26 July	The Music Industry	Chpt 1	
Week 4	2 Aug	NZ Music and NZOA (Guest lecture: Brendan Smyth)	Chpt 12	
Week 5	9 Aug	Auteurs and Stars	Chpts 3 & 4	Essay 1 (NZ industry)
Week 6	16 Aug	The Music Press	Chpt 9	Essay 2 (Music & internet)
<b>Mid-trimester Break</b>		<b>Monday August 22 – Sunday September 4, 2011</b>		
Week 7	6 Sept	Popular Music as text	Chpt 5	
Week 8	13 Sept	Genre	Chpt 6	Essay 3 (Music press)
Week 9	20 Sept	Film, TV & MTV	Chpt 8	
Week 10	27 Sept	Politics and popular music	Chpt 14	Essay 4 (Genre)
Week 11	4 Oct	Subcultures, and moral panics	Chpts 11 & 13	
Week 12	11 Oct	Record collecting and fandom (Guest lecture: Roy Shuker)	Chpt 10	Essay 5 (Music video)