

MDIA403: Mass Media and Popular Culture

Trimester 2 2011

11 July to 12 November 2011



TRIMESTER DATES

Teaching dates: 11 July to 14 October 2011
Mid-trimester break: 22 August to 4 September 2011
Last piece of assessment due: 19 October 2011

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				
Anita Brady	anita.brady@vuw.ac.nz	463 6853	Room 205, 81 Fairlie Terrace	TBC

CLASS TIMES AND LOCATIONS

Lectures

Thursdays 2pm until 4pm Room 103, 81 Fairlie Terrace

Additional screening times may be scheduled in order to allow students to view material in groups.

Attending these screenings will not be compulsory, although viewing the assigned material will be. Relevant information will be posted on Blackboard.

COURSE DELIVERY

Lectures in this course will be in seminar format, designed to help students develop their own research interests and skills as media scholars. Student participation is therefore critical to the delivery and success of this course. Students should come to class having completed the readings and prepared to engage thoughtfully with the material and their peers.

COMMUNICATION OF ADDITIONAL INFORMATION

All announcements, course readings, additional recommendations for reading, and information related to assignments will be posted on Blackboard.

COURSE PRESCRIPTION

This course is an advanced study of a selected form of mass media culture, in the context of the operation of the international cultural industries, especially the media conglomerates. Aspects to be addressed include economic production, authorship texts, and consumption, especially in relation to issues of globalisation and local cultural identity. In 2011 the course will focus on media scandals and moral panics.

COURSE CONTENT

The course is divided into four sections. Each section develops a critical analysis of the relationship between media theory and media texts utilised in that section of the course.

Section 1 (Weeks 1-2): Theoretical frameworks

Section 2: (Weeks 3-6): Media Scandal

Section 3: (Weeks 7-10): Moral Panics

Section 4: (Weeks 11 & 12): Media cultures, media contexts

LEARNING OBJECTIVES

Students passing the course should be able to :

- 1) read and engage critically with theory related to mass media and popular culture in general, and with issues of media scandal and moral panics
- 2) utilise theoretical material in a critical assessment of media texts
- 3) conceive of and pursue independent research projects in a developing area of Media Studies;
- 4) locate their research in relation to more established debates in the field of Media Studies;
- 5) participate in a collegial and focused way in class discussion and debate.

EXPECTED WORKLOAD

Students should expect to spend an average of 20+ hours per week on this class over the course of the trimester, for a total of 300 hours. This is standard for a 400 level course.

READINGS

Essential and recommended readings will be made available on the MDIA403 Blackboard site, and will be posted at least two weeks in advance of the relevant class meeting.

ASSESSMENT REQUIREMENTS

There will be three pieces of assessment for this course. Time will be set aside in lectures for a fuller discussion of the expectations for each assignment.

Assignment 1: Media Scandal Case Study , 3000 words, worth 40% of final grade (Due Mon Sept 5 at 2pm)

Drawing on theoretical frameworks discussed in the course, **critically analyse** a media scandal not discussed extensively in class. This assignment will be discussed and workshopped in Weeks 4, 5 and 6. This assignment develops all learning objectives, and tests objectives 1-4.

Assignment 2: Moral/Media Panic Case Study, 3000 words, worth 40% of final grade Due Wed October 5 at 2pm)

Drawing on theoretical frameworks discussed in the course, **critically analyse** a moral and/or media “panic” not discussed extensively in class. This assignment will be discussed and workshopped in Weeks 8 and 9. This assignment develops all learning objectives, and tests objectives 1-4.

Assignment 3: Critical reflection 1000 words, worth 20% of final grade (Due: Wed October 19 at 2pm)

This assignment will require you to examine one of the texts discussed in weeks 11 and 12 in relation to theoretical material covered earlier in the course.. Full details will be discussed in Week 11. This assignment tests learning objectives 1-5.

ASSIGNMENT COVER SHEETS

Assignment cover sheets and extension forms can be found on Blackboard or outside the SEFTMS Admin Office, 83 Fairlie Terrace.

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:

- Complete all assignments specified for this course, on or by the specified dates (subject to such provisions as are stated for late submission of work)

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

Written work submitted for assessment in this course will 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

Please note, while the overall themes and structure of the course will not change, there may be minor alterations to the course programme, depending on the availability of guest lecturers, and the development of media events.

Week 1	11 July	L1: Theorising popular culture (1): Why study media scandals and moral panics?
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Week 2	18 July	L2: Theorising popular culture (2)
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Week 3	25 July	L3: Media scandal: Models and definitions
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Week 4	1 Aug	L4: Media scandal: Case studies (1)
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Week 5	8 Aug	L5: Media scandal: Case studies (2)
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Week 6	15 Aug	L6: Media scandal: Case studies and critical reflections
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Mid Trimester Break:	Monday 22 August to Sunday 4 September 2011	
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Week 7	5 Sept	L7: Moral panics: Models and definitions
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Week 8	12 Sept	L8: Moral panics: Case studies (1)
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Week 9	19 Sept	L9: Moral panics: Case studies (2)
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Week 10	26 Sept	L10: Post-colonial panic (Dr Jo Smith)
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Week 11	3 Oct	L11: Media cultures, media contexts (1)
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Week 12	10 Oct	L12: Media cultures, media contexts (2)
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Study Week:	Monday 17 October to Friday 21 October 2011	
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Examination Period:	Friday 21 October to Saturday 12 November 2011	
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