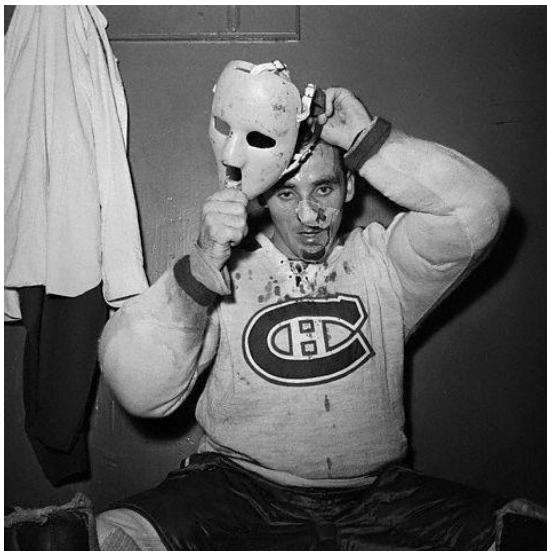


MDIA 407 Media, Subjectivity & Identity



Trimester 2 2011

11 July to 12 November 2011

30 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 |

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 Coordinators | | | | |
| Tony Schirato | tony.schirato@vuw.ac.nz | 463 6827 | Room 001, 81 Fairlie Terrace | TBC |
| Thierry Jutel | thierry.jutel@vuw.ac.nz | 463 9737 | Room 202, 81 Fairlie Terrace | TBC |

CLASS TIMES AND LOCATIONS

| | | |
|------------|-----------------|------------------------------|
| Wednesdays | 10am until 12pm | Room 103, 81 Fairlie Terrace |
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COURSE DELIVERY

There are ten (10) seminars. See the schedule for details.

COMMUNICATION OF ADDITIONAL INFORMATION

Additional information will be posted on Blackboard.

COURSE PRESCRIPTION

This course is an advanced examination of theories of identity and subjectivity alongside media theories in order to determine ways in which the contemporary human 'self' is constituted through media texts, representations and spectatorship.

LEARNING OBJECTIVES

By the end of the course students should be able to demonstrate:

- Techniques of scholarship and textual analysis appropriate to future postgraduate studies. These literacies will be introduced & dealt with in lectures, workshopped in tutorials, and assessed in all three pieces of assessment.
- An ability to analyse and articulate the relation between everyday practices and media texts and genres. These literacies will be introduced & dealt with in lectures, workshopped in tutorials, and assessed in all three pieces of assessment.
- An ability to analyse and articulate the relation between categories of subjectivity and wider socio-cultural and historical contexts. These literacies will be introduced & dealt with in lectures, workshopped in tutorials, and assessed in all three pieces of assessment.

EXPECTED WORKLOAD

The expected workload for a 30 point course is 300 hours spread evenly over the 12 week trimester and breaks, or 20 hours per teaching week.

READINGS

Essential texts:

A Reader will be available on Blackboard.

Additional Reading

Althusser L (1977) Lenin & Philosophy

Anderson B (1983) Imagined Communities

Appadurai A (1996) Modernity at Large

Baudrillard J (2003) The Consumer Society

Bhabha H (1994) The Location of Culture

Bourdieu P (1991) Language & Symbolic Power

Bourdieu P (2000) Pascalian Meditations
Butler J (1990) Gender Trouble
Butler J (1993) Bodies that Matter
Butler J (1997) The Psychic Life of Power
Crary J (1990) Techniques of the Observer
Debord G (1977) Society of the Spectacle
Foucault M (1980) The History of Sexuality
Foucault M (1980) Power/Knowledge
Foucault M (1986) The Use of Pleasure
Foucault M (1988) The Care of the Self
Foucault M (1995) Discipline & Punish
Keith M & Pile S (eds) (1993) Place & the Politics of Identity
Mansfield N (2000) Subjectivity
Zizek S (1997) A Plague of Fantasies

ASSESSMENT REQUIREMENTS

First Essay: covers material dealt with in weeks 2-4 (inclusive)

Value: 30%

Length: 1500 words

Due 1.00pm Friday 19 August. Assignment cover sheets and extension forms can be found on Blackboard or outside the SEFTMS Admin Office, 83 Fairlie Terrace.

Second Essay: covers material dealt with in weeks 5 & 8

Value: 30%

Length: 1500 words

Due 1.00pm Friday 16 September Assignment cover sheets and extension forms can be found on Blackboard or outside the SEFTMS Admin Office, 83 Fairlie Terrace.

Take Home Assignment: covers material dealt with in weeks 9-12 (inclusive)

Value: 40%

Length: 2 x 1500 word essays

Due 1.00 pm, Friday 14 October Assignment cover sheets and extension forms can be found on Blackboard or outside the SEFTMS Admin Office, 83 Fairlie Terrace.

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: submit the written work 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>

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

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| Week 1 | 11 July | Introduction Reading: None |
| Week 2 | 18 July | Imagined Identities Reading: Appadurai A <i>Modernity at Large</i> (27-43) |
| Week 3 | 25 July | Subjectivity, Identity & Desire Reading: Brady A & Schirato T <i>Understanding Judith Butler</i> (5-29) |
| Week 4 | 1 August | Disciplinarity, Normativity & Bio-power Readings: Ransom J <i>Foucault's Discipline</i> (26-58) Danaher G et al 'Governmentality' in <i>Understanding Foucault</i> (forthcoming, NP) Danaher G et al 'Power-Knowledge' in <i>Understanding Foucault</i> (forthcoming, NP) |
| Week 5 | 8 August | Habitus & the Body Readings: Bourdieu P (2000) <i>Pascalian Meditations</i> (128-63) Webb J et al <i>Understanding Bourdieu</i> (21-44) |
| Week 6 | 15 August | Gender and Performativity Reading: Brady & Schirato T <i>Understanding Judith Butler</i> (30-58) Jagger G <i>Judith Butler</i> (17-49) |
| Mid Trimester Break: Monday 22 August to Sunday 4 September 2011 | | |
| Week 7 | 5 September | Capitalism & Commodity Culture Readings: Baudrillard J <i>Consumer Society</i> (129-50) Appadurai A <i>The Social Life of Things</i> (3-63) |
| Week 8 | 12 September | Subjects, Spectators & Spectacle Readings: Schirato T & Webb J <i>Reading the Visual</i> (169-91) Crary J <i>Techniques of the Observer</i> (1-22) Schirato T <i>Understanding Sports Culture</i> (82-102) Debord G <i>The Society of the Spectacle</i> (35-46) |
| Week 9 | 19 September | Cyborgs & the Posthuman Readings: Gray C <i>Cyborg Citizen</i> (1-20) Tomas D 'Feedback and Cybernetics' in Featherstone M & Burrows R (eds) <i>Cyberspace, Cyberbodies, Cyberpunk</i> (21-42) |
| Week 10 | 26 September | Virtual Subjects Readings: Levy P <i>Becoming Virtual</i> (35-44) Dyson F 'Space, Being and Other' in Beckmann J (ed) <i>The Virtual Dimension</i> (27-45) |
| Week 11 | 3 October | Take Home Assignment: one-to-one consultation |
| Week 12 | 10 October | Take Home Assignment: one-to-one consultation |

Study Week: Monday 17 October to Friday 21 October 2011