

MDIA 201 Media in Aotearoa New Zealand

Trimester 2 2012

16 July to 17 November 2012

20 Points



“AUNTIES” OR DOCUMENTARIES

TVNZ 7 is being shut down soon.
It is one of the only stations that seems to favour critical thinking, art, culture and all round good local content and documentaries that are inspiring and educational. A refreshing change from other channels that seem to only offer shows of people fighting, cooking and hooking up

SAVE 7

SIGN THE PETITION AT WWW.SAVETVNZ7.CO.NZ YOU WON'T KNOW WHAT YOU'VE GOT 'TIL IT'S GONE

TRIMESTER DATES

Teaching dates: 16 July to 19 October 2012

Mid-trimester break: 27 August to 9 September 2012

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

Course Coordinator

Dr Anita Brady anita.brady@vuw.ac.nz 04 463 6853 Room 205, 81 Fairlie Terrace

Office hours: Wed 2.30-4.30pm

Tutors

Anna Macdonald	anna.macdonald@vuw.ac.nz	Office hours: TBC
Sarah Hudson	sarah.hudson@vuw.ac.nz	Office hours: Wed 10-11

CLASS TIMES AND LOCATIONS

Lectures

Wednesdays 12.00-1.50pm HMLT002

Lecture attendance is **compulsory** for MDIA 201. It is a mandatory course requirement that you attend **at least 7** of the 12 lectures.

Tutorials

Tutorial attendance is **compulsory** for MDIA 201. It is a mandatory course requirement that you attend **at least 8** of the 11 tutorials. You should turn up to them having done your readings and any set tasks, and prepared to engage in discussion.

Tutorials begin in WEEK 2. Please register for tutorials via the MDIA201 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 Reception, 83 Fairlie Terrace.

TEACHING LEARNING SUMMARY

Students enrolled in this course are required to attend one weekly two-hour lecture, and one weekly 50 minute tutorial starting in Week 2. **Both lecture and tutorial attendance is compulsory for MDIA201.** Lectures and tutorials are designed as interactive spaces. Students should come to class having read that week's assigned readings, and prepared to engage in class discussion.

COMMUNICATION OF ADDITIONAL INFORMATION

Course-related information will be communicated to students using the MDIA 201 Blackboard site. Occasionally emails are sent to the MDIA 201 class via Blackboard. Blackboard uses your VUW email address. Therefore, if you are not going to use the Victoria email address set up for you, we strongly encourage you to set a forward from the Victoria email system to the email address you do use.

COURSE PRESCRIPTION

MDIA 201 explores the relationship between notions of 'national identity' and New Zealand's media institutions, policy-making and production. The course focuses primarily on case studies of New Zealand advertising, film, television and popular music, applying relevant critical approaches in each case. Other media forms will also be discussed in various lectures. As of 2010, MDIA 201 is no longer a compulsory course for the MDIA major.

COURSE CONTENT

MDIA 201 is designed to introduce you to critical ways of thinking about and engaging with media in Aotearoa/New Zealand. It is concerned both with the media that is produced in New Zealand, and with the New Zealand that is produced in the media. It begins with a consideration of the New Zealand mediascape. This section is particularly concerned with how the role of the media is understood in New Zealand, and how that understanding is reflected in media history, government policy, media activism, notions of biculturalism, and everyday media practice. The second part of the course begins with the concept of national identity and considers how "New Zealandness" is produced, negotiated and contested across a wide range of media texts, institutions and industries. These are organised around three thematic case studies: sport, gender and multi-culturalism. The final part of the course is concerned with how the changing media environment intersects with media in Aotearoa New Zealand. In particular, we consider the impact of globalisation, new media technologies, and changing patterns of media use.

LEARNING OBJECTIVES

Students who pass this course should be able to:

- Demonstrate a sound knowledge of the infrastructure behind New Zealand media production.
- Demonstrate historical knowledge of the wider social processes that inform the production and consumption of New Zealand media.
- Understand the media's contribution to notions of New Zealand national identity, cultural difference and cultural sameness.
- Discuss discourses of biculturalism and multiculturalism as they relate to the mediated public sphere
- Demonstrate competencies in the written analysis and discussion of media texts, industries and cultural contexts
- Reflect critically on the relationship between media use and media theory.
- Utilise media texts and empirical data to critically engage with theories in Media Studies.

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.

Teaching Week:

1 x 2 hour lecture 2.0

1 x 1 hour tutorial 1.0

2 x 2 hours readings 4.0

1 x 6.5 hours revision/assessment 6.5

Total 13.5

Other Periods:

Research, study, assessment work: 38.0

READINGS

Essential texts:

MDIA 201 Student Notes (2012).

This contains the required readings for the course. You must read the required reading(s) for each week. Tutorials and lectures are delivered on the assumption that you have done that week's reading. The readings vary in mode from theoretical analysis to close readings of media texts. It is imperative that you grapple with the harder readings to develop your academic skills and your critical engagement with New Zealand media.

Recommended Reading:

In the course programme (pages 10-14 of this Outline) are recommended further readings for weeks 2-11. These expand on and further develop the ideas covered in that week's lecture and readings, and will at times be utilised in lectures. All of these readings are available via electronic reserve from the Library.

Additional Recommended Reading:

These books provide material that will further develop your knowledge and understanding of issues covered in the course. Along with the weekly required and recommended readings, they are likely to be of significant help in your assignments. All are available on Closed Reserve in the Library.

Anderson, Benedict. *Imagined Communities*. 3rd ed. London: Verso, 2006. Print.

Billig, Michael. *Banal Nationalism*. London: Sage, 1995. Print.

Dennis, Jonathan, and Jan Bieringa, eds. *Film in Aotearoa New Zealand*. Wellington: Victoria University Press, 1996. Print.

- Dunleavy, Trisha and Hester Joyce. *New Zealand Film & Television: Institution, Industry and Cultural Change*. Bristol: Intellect, 2011.
- Farnsworth, John, and Ian Hutchison, eds. *New Zealand Television: A Reader*. Palmerston North, NZ: Dunmore Press, 2001. Print.
- Goode, Luke, and Nabeel Zuberi, eds. *Media Studies in Aotearoa New Zealand*. Auckland: Pearson, 2004. Print.
- Goode, Luke, and Nabeel Zuberi, eds. *Media Studies in Aotearoa New Zealand 2*. Auckland, NZ: Pearson, 2010. Print.
- Hirst, Martin, Sean Phelan, and Verica Rupa, eds. *Scooped: The Politics and Power of Journalism in Aotearoa New Zealand*. Auckland: AUT Media, 2012. Print.
- Horrocks, Roger, and Nick Perry, eds. *Television in New Zealand: Programming the Nation*. Melbourne: Oxford University Press, 2004. Print.
- Law, Robin, Hugh Campbell, and John Dolan. *Masculinities in Aotearoa/New Zealand*. Palmerston North, NZ: Dunmore Press, 1999. Print.
- McGregor, Judy, and Margie Comrie, eds. *What's News? : Reclaiming Journalism in New Zealand*. Palmerston North, NZ: Dunmore Press, 2002. Print.
- Spencer, Philip and Howard Wollman, eds. *Nations and Nationalism: A Reader*. Edinburgh: Edinburgh University Press, 2005. Print.

All undergraduate textbooks and student notes will be sold from the Memorial Theatre foyer from 9–27 July 2012, 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.

Opening hours are 8.00 am – 6.00 pm, Monday – Friday during term time (closing at 5.00 pm in the holidays). Phone: 463 5515.

ASSESSMENT REQUIREMENTS

Assignment 1: Reading Response: worth 25% of final grade. 1200 words. Due 2pm Monday 20 August (in MDIA Drop slot, 83 Fairlie Terrace).

Assignment 2: Media Use Tutorial Exercise: worth 5% of final grade (Tutorials 2-4)

Assignment 3: Essay: worth 40% of final grade. 2000 words. Due 2pm Tuesday 25 September (in MDIA Drop slot, 83 Fairlie Terrace).

Assignment 4: Survey Results Assignment: worth 30% of final grade. 1200-1500 words. Due 2pm Friday 19 October (in MDIA Drop slot, 83 Fairlie Terrace).

Assignment 1: Reading Response: worth 25% of final grade. (1000-1200 words. Due 2pm Monday 20 August)

Drawing on **two** readings from weeks 2-4, discuss how the role of the media is imagined in the New Zealand mediascape.

This assignment will be assessed on the following criteria:

- your ability to concisely summarise academic discussion
- your ability to critically engage with academic arguments
- the quality of your written expression
- your ability to accurately follow an academic bibliographic style

Guidelines

- You can use both required and recommended readings. However, at least one of your chosen readings must be a required reading.
- This is a **reading response**. This means that your essay must be focussed on critically engaging with the ideas outlined in your chosen readings. It should not be an analysis of a media text, a descriptive summary of the readings, or a repetition of lecture notes.
- You cannot cover all aspects of the NZ mediascape in this assignment. You should use your chosen readings to narrow your focus initially, and then specify in your introduction precisely what aspect of the NZ mediascape your essay will focus on.
- The readings demonstrate changes in, and competing notions of, the imagined role of the media in Aotearoa New Zealand. Examining this is a key part of this first section of the course, and this should be reflected in your discussion.
- Each summary must be accompanied by a full bibliography, **formatted in MLA style**. This style is set out in the SEFTMS handbook (available on blackboard).
- You must submit an electronic copy of this assignment to Turnitin before handing in your hard copy to the Drop Slot. **You must attach a Turnitin receipt to the hard copy**. Any assignments not accompanied by a Turnitin receipt will not be marked.
- There will be tutorial time set aside to discuss this assignment.

This assessment relates to course objectives 1-5.

Assignment 2: Media Use Tutorial Exercise 5% (Weeks 3-4)

This assignment will require you to reflect on your media usage over one week. As tutorial preparation for Week 4 you will be invited to fill out an anonymous online Media Use Survey. Participating in this survey is voluntary, however students not wanting to participate in the research will be required to complete a print version as tutorial preparation. Full details of the expectations for this assignment will be discussed in class and made available on Blackboard by Week 3. Your grade is participation based. This means that if you complete the exercise you will receive 5%. You will be required to bring either a receipt of online participation or your completed print version to the tutorial. This evidence of participation will be marked off by your tutor, and you will receive 5 marks.

This assessment relates to course objectives 3, 6 and 7.

Assignment 3: Long Essay: worth 40% of final grade (2000 words. Due 2pm Tuesday 25 September)

A list of essay questions will be posted on Blackboard in week 5 in the assessment section.

This assignment will be assessed on the following criteria:

- your ability to produce a clearly thought out introduction and conclusion
- your ability to structure and develop an academic argument, and utilise good supporting evidence
- the quality of your written expression
- your ability to integrate theory and textual analysis
- your ability to accurately follow an academic bibliographic style

Guidelines

- You must utilise at least 2 reputable **academic** sources, At least one of these must be a required or recommended reading.
- All essays must be accompanied by a bibliography formatted in MLA-style. This style is set out in the SEFTMS handbook (available on Blackboard).
- You must submit an electronic copy of this assignment to Turnitin before handing in your hard copy to the Drop Slot. **You must attach a Turnitin receipt to the hard copy.** Any assignments not submitted to Turnitin will not be marked
- There are extensive essay writing guidelines in the SEFTMS handbook. It is strongly recommended that you consult them.
- There will be tutorial time set aside to discuss this assignment.

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

Assignment 4: Media Use Survey Results Assignment: worth 30% of final grade (1200-1500 words. Due 2pm Friday 19 October).

For the final assignment you will be asked to use the results from the Media Use Survey conducted earlier in the course to critically engage with theories of the relationship between the media, and the nation as an imagined community. Those survey results, and the theories you will be engaging with in this assignment, will be discussed extensively in weeks 9-12. The expectations for this assignment will be discussed at lectures and tutorials in the final part of the course.

This assessment relates to course objectives 1-7.

ASSIGNMENT COVER SHEETS

Assignment cover sheets and extension forms can be found on Blackboard or outside the Programme 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. **Do not ask for an extension without first filling out this form (it can be filled out electronically).** 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 assignments 1, 3 and 4 on or by the specified dates (subject to such provisions as are stated for late submission of work)
- Submit a copy of written work for assignments 1, 3 and 4 to Turnitin
- Attend **at least** 7 lectures
- Attend **at least** 8 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>. Work not accompanied by evidence of submission to Turnitin will not be marked.

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	18 July	<p>L1: WHAT IS “MEDIA IN AOTEAROA NEW ZEALAND”?</p> <p>Required Reading: Anderson, Benedict. Excerpts from <i>Imagined Communities</i>. 3rd ed. London: Verso, 2006. 5-7, 32-36. Print.</p> <p>Goode, Luke and Nabeel Zuberi. “Media Studies: Switching On” <i>Media Studies in Aotearoa/New Zealand</i>. Eds. Luke Goode and Nabeel Zuberi. Auckland: Pearson Education New Zealand, 2004. 134-143. Print.</p> <p>NO TUTORIAL THIS WEEK—Start reading your week 2 material this week.</p>
Week 2	25 July	<p>PART 1: THE NEW ZEALAND MEDIASCAPE</p> <p>L2: FOR THE PUBLIC GOOD?</p> <p>Required Reading: Hope, Wayne. “New thoughts on the public sphere in Aotearoa New Zealand.” <i>Scooped: The Politics and Power of Journalism in Aotearoa New Zealand</i>. Eds. Martin Hirst, Sean Phelan and Verica Rupa. Auckland: AUT Media, 2012. 27-47. Print.</p> <p>Dunleavy, Trisha and Hester Joyce. “Television after 2000: Digital ‘Plenty’ in a Small Market.” <i>New Zealand Film & Television: Institution, Industry and Cultural Change</i>. Bristol: Intellect, 2011. 171-208. Print.</p> <p>Recommended Further Reading: Dunleavy, Trisha and Hester Joyce. “Television, Neo-liberalism and the Advent of Competition.” <i>New Zealand Film & Television: Institution, Industry and Cultural Change</i>. Bristol: Intellect, 2011. 103-136. Print.</p> <p>Joyce, Zita. “Community and Diversity on the Air: Radio in New Zealand.” <i>Media Studies in Aotearoa New Zealand 2</i>. Eds. Luke Goode and Nabeel Zuberi. Auckland, NZ: Pearson, 2010. 80-90. Print.</p>
Week 3	1 Aug	<p>L3: MAORI TELEVISION</p> <p>Guest lecturer: Dr Jo Smith</p> <p>Required Reading: Smith, Jo and Sue Abel. “Ka Whawhai Tonu Mātou: Indigenous Television in Aotearoa/New Zealand.” <i>New Zealand Journal of Media Studies</i> 11.1 (2008): 1-14. Web. 20 June 2012.</p> <p>Recommended Further Reading: Smith, Jo. “Parallel Quotidian Flows: MTS On Air.” <i>New Zealand Journal of Media Studies</i> 9.2 (2006): 27-35. Print.</p> <p>Abel Sue, Tim McCreanor and Angela Moewaka Barnes. “Reporting te Tiriti: Producing and Performing Colonial Society.” <i>Scooped: The Politics and Power of Journalism in Aotearoa New Zealand</i>. Eds. Martin Hirst, Sean Phelan and Verica Rupa. Auckland: AUT Media, 2012. 65-79. Print.</p>

Week 4 8 Aug

L4: THE MEDIATED PUBLIC SPHERE

Guest lecturer: Chris Bramwell (Parliamentary Press Gallery)

Required Reading:

Matheson, Donald. "News: Producing Reality." *Media Studies in Aotearoa New Zealand 2*. Eds. Luke Goode and Nabeel Zuberi. Auckland, NZ: Pearson, 2010. 134-43. Print.

Comrie, Margie. "Politics, Power and Political Journalists." *Scooped: The Politics and Power of Journalism in Aotearoa New Zealand*. Eds. Martin Hirst, Sean Phelan and Verica Rupar. Auckland: AUT Media, 2012. 114-127. Print.

Recommended Further Reading:

Abel Sue, Tim McCreanor and Angela Moewaka Barnes. "Reporting te Tiriti: Producing and Performing Colonial Society." *Scooped: The Politics and Power of Journalism in Aotearoa New Zealand*. Eds. Martin Hirst, Sean Phelan and Verica Rupar. Auckland: AUT Media, 2012. 65-79. Print.

Phelan, Sean. "Media Power, Journalism and Agency." *Scooped: The Politics and Power of Journalism in Aotearoa New Zealand*. Eds. Martin Hirst, Sean Phelan and Verica Rupar. Auckland: AUT Media, 2012. 80-95. Print.

Week 5 15 Aug

PART 2: THE MEDIATED NATION

L5: NATIONAL IDENTITY AND THE MEDIA

Required Reading:

Billig, Michael. "Introduction" and "Concluding Remarks." *Banal Nationalism*. London: Sage, 1995. 1-12; 174-7. Print

Bell, Claudia.. "Where Am I? Invention and mythmaking." *Inventing New Zealand: Everyday Myths of Pakeha Identity*. Auckland, NZ: Penguin, 1996. 3-27. Print.

In preparation for this lecture you should also refamiliarise yourself with the Benedict Anderson reading from Week 1

Recommended Further Reading:

Petersoo, Pille. "What Does 'We' Mean? National Deixis in the Media." *Journal of Language and Politics* 6.3: (2007): 419-36. Print.

Higson, Andrew. "Nationality: National Identity and the Media." *The Media: An Introduction*. Eds. Adam Briggs and Paul Cobley. Essex: Longman, 1998. 354-363. Print.

Week 6	22 Aug	<p>L6: THE SPORTING NATION</p> <p>Required Reading: Brookes, Rod. "Media, Sport and National Identities." <i>Representing Sport</i>. London: Arnold, 2002. 83-106</p> <p>Turner, Stephen. "Representing the Country: Adidas Aotearoa." <i>Television in New Zealand: Programming the Nation</i>. Eds. Roger Horrocks and Nick Perry. Melbourne: Oxford University Press, 2004. 94-102. Print.</p> <p>Recommended Further Reading: Gajevic, Slavko. "Framing a Traitor in Five Key Words: New Zealand Newspapers, Russell Coutts and the America's Cup 2003." <i>Scooped: The Politics and Power of Journalism in Aotearoa New Zealand</i>. Eds. Martin Hirst, Sean Phelan and Verica Rupar. Auckland: AUT Media, 2012. 141-54. Print.</p> <p>Scherer, Jay and Steven J. Jackson. "Sports Advertising, Cultural Production and Corporate Nationalism at the Global-Local Nexus: Branding the New Zealand All-Blacks." <i>Sport in Society</i>. 10.2 (2007): 268-284.</p>
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Mid Trimester Break: Monday 27 August to Sunday 9 September 2012

Week 7	12 Sept	<p>L7: BLOKES, SHEILAS, AND WHOLESOME LESBIAN TWINS: GENDER AND "KIWI" IDENTITY</p> <p>Required Reading: Law, Robin, Hugh Campbell and John Dolan. "Introduction." <i>Masculinities in Aotearoa/New Zealand</i>. Eds. Robin Law, Hugh Campbell, and John Dolan. Palmerston North, NZ: Dunmore Press, 1999. 13-35. Print.</p> <p>Brady, Anita. 2010. "Camp Mothers of the Nation? Reading <i>Untouchable Girls</i>". <i>Women's Studies Journal</i>, 24.1: 3-13.</p> <p>Recommended Further Reading: Campbell, Hugh, Robin Law, and James Honeyfield. "What it means to be a man": Hegemonic masculinity and the reinvention of beer. <i>Masculinities in Aotearoa/New Zealand</i>. Eds. Robin Law, Hugh Campbell, and John Dolan. Palmerston North, NZ: Dunmore Press, 1999. 166-186. Print.</p> <p>Bannister, Matthew. "Kiwi Bokes: Recontextualising White New Zealand Masculinities." <i>Genders</i>. 42 (2005): n.pag. Web. 18 Jun 2012.</p>
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Week 8	19 Sept	<p>L8: WHO ARE “WE”? : REPRESENTATIONS OF MULTI-CULTURALISM</p> <p>Required Reading:</p> <p>Hannis, Grant. “Reporting Diversity in New Zealand: The ‘Asian Angst’ Controversy.” <i>Pacific Journalism Review</i> 15.1 (2009): 114-30. Print. NB: The <i>North & South</i> article that this reading discusses is available in the Course Resources section of Blackboard.</p> <p>Gershon, Ilana. “Indigeneity for Life: <i>bro’Town</i> and Its Stereotypes.” <i>FlowTV</i> 5.12 (2007): n. pag. Web. 25 Jun 2012.</p> <p>Recommended Further Reading:</p> <p>Pearson, Sarina. “Subversion and Ambivalence: Pacific Islanders on New Zealand Prime-Time.” <i>Contemporary Pacific: a Journal of Island Affairs</i> 11.2 (1999): 361-388. Print.</p> <p>Kothari, Shuchi, Sarina Pearson, and Nabeel Zuberi. “Television and Multiculturalism in Aotearoa New Zealand.” <i>Television in New Zealand: Programming the Nation</i>. Eds. Roger Horrocks and Nick Perry. Melbourne: Oxford UP, 2004. 135-51. Print.</p>
Week 9	26 Sept	<p>PART 3: RE-IMAGINED COMMUNITIES?</p> <p>L9: GLOBAL TV Guest Lecturer: Dr Joost de Bruin</p> <p>Required Reading:</p> <p>Appadurai. Arjun. “Disjuncture and Difference in the Global Cultural Economy”. <i>Theory, Culture & Society</i> 7 (1990): 295-310. Print.</p> <p>de Bruin, Joost. “<i>NZ Idol</i>: Nation Building Through Format Adaptation.” <i>Global Television Formats: Understanding Television Across Borders</i>. Eds. Tasha Oren and Sharon Shahaf. New York: Routledge, 2012. 223-41. Print.</p> <p>Recommended Further Reading:</p> <p>Farnsworth, John. “Local and Global Contexts of New Zealand Television.” <i>New Zealand Television: A Reader</i>. Eds. John Farnsworth and Ian Hutchison. Palmerston North, NZ: Dunmore Press, 2002. 332-342. Print.</p> <p>Oren, Tasha. “Reiterational Texts and Global Imagination: Television Strikes Back.” <i>Global Television Formats: Understanding Television Across Borders</i>. Eds. Tasha Oren and Sharon Shahaf. New York: Routledge, 2012. 366-81. Print.</p>

Week 10	3 Oct	<p>L10: SELLING NEW ZEALAND</p> <p>Required Reading:</p> <p>Jutel, Thierry. "Lord of the Rings: Landscape, Transformation and the Geography of the Virtual". <i>Cultural Studies in Aotearoa New Zealand</i>. Eds. Claudia Bell and Steve Matthewman. Melbourne: Oxford University Press, 2004. 54-65. Print.</p> <p>Conor, Bridget, "Problems in 'Wellywood': Rethinking the Politics of Transnational Cultural Labor." <i>FlowTV</i> 13.14 (2011): n. pag. Web. 26 June 2012.</p> <p>Recommended Further Reading:</p> <p>Dürr, Eveline. "Reinforcing Cultural Hegemony: Pākehā Perceptions of Brand New Zealand." <i>Journal of New Zealand Studies</i> 6-7 (2008): 59-76. Print.</p> <p>Lawn, Jenny and Bronwyn Beatty. "Getting to Wellywood: National Branding and the Globalisation of the New Zealand Film Industry." <i>Postscript</i>. 24.2-3 (2005): 122-139. Print.</p>
Week 11	10 Oct	<p>L11: NEW MEDIA/NEW MEDIASCAPES?</p> <p>Required Reading :</p> <p>Goode, Luke. "Pimp My Profile: Reading (and writing) the web." <i>Media Studies in Aotearoa New Zealand</i> 2. Eds. Luke Goode and Nabeel Zuberi. Auckland, NZ: Pearson, 2010. 112-23. Print.</p> <p>Jones, Steven G. "The Internet and Its Social Landscape." <i>Virtual Culture: Identity and Communication in Cybersociety</i>. Ed. Steven G. Jones. London: Sage, 1997. 7-35. Print.</p> <p>Recommended Further Reading:</p> <p>Chatterjee, Partha. "Beyond the Nation? Or Within?" <i>Social Text</i> 16.3 (1998): 57-69. Print.</p> <p>Goode, Luke. 2004. "Keeping in (and out of) Touch: Telecommunications and Mobile Technocultures." Claudia Bell & Steve Matthewman (eds.), <i>Cultural Studies in Aotearoa New Zealand</i>. Melbourne: Oxford University Press. 268-284. Print.</p>
Week 12	17 Oct	<p>CONCLUSIONS</p> <p>No readings this week.</p>