

## MDIA 208 Media Audiences

**Trimester 2 2012**

16 July to 17 November 2012

20 Points

### NAMES AND CONTACT DETAILS

#### Course coordinator and lecturer:

Dr Joost de Bruin [joost.debruin@vuw.ac.nz](mailto:joost.debruin@vuw.ac.nz) (04) 463 6846 Room 304, 83 Fairlie Terrace

Office hours: Thursday 2:00 p.m. – 3:00 p.m.; Friday 1:00 p.m. – 2:00 p.m.; and by appointment.

#### Tutors:

Names, contact details and office hours of the tutors will be announced at the first lecture.

### TRIMESTER DATES

|                               |                               |
|-------------------------------|-------------------------------|
| Teaching dates:               | 16 July to 19 October 2012    |
| Mid-trimester break:          | 27 August to 9 September 2012 |
| Study week:                   | 22 October to 26 October 2012 |
| Last piece of assessment due: | 29 October 2012               |

### CLASS TIMES AND LOCATIONS

**Lectures:** Friday 2:10 p.m. – 4:00 p.m. in HULT323

**Tutorials:** Thursday or Friday, starting in week 2. Please register for tutorials via the MDIA 208 Blackboard site: go to “Tutorials” and then follow the instructions under “SCubed - Tutorial Enrolment Instructions”.

### WITHDRAWAL DATES

Information on withdrawals and refunds may be found at

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

### COMMUNICATION OF ADDITIONAL INFORMATION

The Blackboard site will be used for announcements and additional course information such as lecture slides (these contain key points from a lecture but do not replace your own notes), reading responses, assignments, and guidelines on essay writing. If you are not going to use the Victoria email address set up for you, we encourage you to set a forward from the Victoria email system to the email address you do use.

### TEACHING LEARNING SUMMARY

The course is designed under the assumption that students will commit an average of 13 hours a week to the course. Students are expected to attend one two-hour lecture and one one-hour tutorial each week. Your lecturer and tutors will put maximum effort into teaching at a high level. In return, you are asked to actively engage in the course. That involves attending all lectures and tutorials, reading the required texts on a weekly basis, actively searching for more information about topics which interest you, preparing questions for tutorials, engaging in discussions in tutorials, and performing at your best in assignments.

### COURSE PRESCRIPTION

In this course we address the most important theories and debates about media audiences. We focus on the cultural studies paradigm, which analyses media use in the context of everyday life and sees audience members as active interpreters of the media they consume. We will look at existing research into 'actual audiences' which analyses how particular identities (gender, race, age, sexuality) play a role in media consumption. We will introduce a diverse set of audience research methods.

### LEARNING OBJECTIVES

Students who pass this course, students will be:

1. familiar with the key public and academic debates about media audiences.
2. familiar with key pieces of research into actual media audiences.
3. able to demonstrate critical analytical skills in relation to media audiences.

### LECTURE PROGRAMME

|                            |              |                                |
|----------------------------|--------------|--------------------------------|
| Week 1                     | 20 July      | <b>Audience Studies</b>        |
| Week 2                     | 27 July      | <b>News Audiences</b>          |
| Week 3                     | 3 August     | <b>Soap Audiences</b>          |
| Week 4                     | 10 August    | <b>Reality TV Audiences</b>    |
| Week 5                     | 17 August    | <b>Fan Audiences</b>           |
| Week 6                     | 24 August    | <b>Gaming Audiences</b>        |
| <b>Mid Trimester Break</b> |              |                                |
| Week 7                     | 14 September | <b>Audiences and Gender</b>    |
| Week 8                     | 21 September | <b>Audiences and Sexuality</b> |
| Week 9                     | 28 September | <b>Audiences and Ethnicity</b> |
| Week 10                    | 5 October    | <b>Diasporic Audiences</b>     |
| Week 11                    | 12 October   | <b>Indigenous Audiences</b>    |
| Week 12                    | 19 October   | <b>Conclusion</b>              |

## READINGS

**Required Reading:** MDIA 208 Media Audiences Student Notes.

**Recommended Reading:** A wide range of texts important to the field of media audience research have been placed on short loan in the library. Search the Course Reserve catalogue for MDIA208.

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

## ASSESSMENT REQUIREMENTS

**Assignment 1 (35%):** 400 word reading responses. **Due every Tuesday 2:00 p.m. (starting week 2).**

**Assignment 2 (30%):** 1500 word essay. Covers weeks 1-6. **Due Monday 10 September 2:00 p.m.**

**Assignment 3 (35%):** 2000 word essay. Covers weeks 7-12. **Due Monday 29 October 2:00 p.m.**

Detailed instructions regarding the essays will be made available at appropriate moments during the course. All assignments test the learning objectives mentioned above.

## ASSIGNMENT COVER SHEETS

Assignment cover sheets and extension forms can be found on Blackboard or outside the Media Studies 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 per cent deduction from your total mark per work day. Late work also receives only minimal comments from your marker.

## MANDATORY COURSE REQUIREMENTS

This course is internally assessed. In order to pass the course, students are required to complete all three assignments. Attendance at lectures and tutorials is compulsory. It is a mandatory course requirement that you attend **at least** 7 of the 12 lectures and **at least** 8 of the 11 tutorials.

## CLASS REPRESENTATIVES

A class representative will be elected in the first or the second lecture, 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.

## READING RESPONSES

**Eight** reading responses are due in weeks 2-6 and weeks 8-10. You have to complete **seven** of these, which means that you are allowed to miss **one**. Questions will be made available on a weekly basis in lectures and on Blackboard. Here are some pointers that will assist you in preparing for your reading responses:

- Questions always focus on the required readings, all of which are in the course reader
- Aim to write an integrated response based on both required readings for that particular week
- Remember that the preferred word count is only 400 words. You cannot possibly address all aspects of both readings: focus on key points, important concepts, and main lines of argument
- Please use correct in-text referencing (MLA). You do not have to include a list of works cited
- Please submit your reading responses to your tutorial group's discussion board on Blackboard (instructions on how to do this will be available on Blackboard in the announcement section)
- Reading responses are due every Tuesday 2:00 at p.m. in weeks 2-6 and 8-10:
  1. **Audience Studies**                      Tuesday 24 July 2:00 p.m.
  2. **News Audiences**                        Tuesday 31 July 2:00 p.m.
  3. **Soap Audiences**                        Tuesday 7 August 2:00 p.m.
  4. **Reality TV Audiences**                Tuesday 14 August 2:00 p.m.
  5. **Fan Audiences**                         Tuesday 21 August 2:00 p.m.
  - Mid-trimester break*
  6. **Audiences and Gender**                Tuesday 18 September 2:00 p.m.
  7. **Audiences and Sexuality**            Tuesday 25 September 2:00 p.m.
  8. **Audiences and Ethnicity**            Tuesday 2 October 2:00 p.m.
- Each reading response is worth 5% of the final course grade. You will be awarded one of the following marks: 1%, 1.5% (E), 2% (D), 2.5% (C), 3% (B-), 3.5% (B+), 4% (A), 4.5% or 5% (A+)

## 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 [www.turnitin.com](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).