

MDIA 310 Cultural Identity and the Media

Trimester 2 2012

16 July to 17 November 2012

20 Points



TRIMESTER DATES

Teaching dates: 16 July to 19 October 2012
Mid-trimester break: 27 August to 9 September 2012
Last piece of assessment due: 18 October 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

Staff	Email	Phone	Room	Office Hours
Tony Schirato	tony.schirato@vuw.ac.nz	463 7445	Room 001, 81 Fairlie Terrace	Wed 9-11am

CLASS TIMES AND LOCATIONS

Lectures

Mondays 12 noon to 1.50pm KKLT301 (New Kirk)

Tutorials

Tutorials begin in WEEK 2. Please register for tutorials via the MDIA 310 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

There are eleven (11) lectures and ten (10) tutorials. See schedule for details.

COMMUNICATION OF ADDITIONAL INFORMATION

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 310 deals with the relation between identity and culture, particularly as it is played out in and through the field of the Media. More specifically it considers how different cultural fields, with their genres, logics, discourses and technologies, work to circulate, facilitate, naturalise and orient audiences towards different kinds of identity formations, categories and performances. In 2012 this course will specifically deal with the fields of sport (and by extension, the media), and consider the kinds of cultural work sport does, and the functions it takes on, with regard to inflecting and facilitating identity formations.

COURSE CONTENT

In 2012 the course will focus on the relation between identity, media and the culture, logics, values and practices of the field of sport.

LEARNING OBJECTIVES

Students who pass this course should be able to demonstrate:

- Techniques of scholarship and textual analysis. These literacies will be introduced and 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 and 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 popular culture, most particularly the fields of sport and the media and their related activities, and wider socio-cultural and historical contexts. These literacies will be introduced and dealt with in lectures, workshopped in tutorials, and assessed in all three pieces of assessment.

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.

READINGS

Essential texts:

Schirato T (2007) *Understanding Sports Culture*, Sage, London

Recommended Reading (available in library):

Appadurai A (ed) (1988) *The Social Life of Things*

Appadurai A (1996) *Modernity at Large*

Baker W (1982) *Sports in the Western World*

Bale J (2001) *Sport, Space and the City*

Baker J and Cronin M (eds) (2003) *Sport and Postcolonialism*

Birley D (1995) *Land of Sport and Glory*

Boyle R and Haynes R (2000) *Power Play: Sport, the Media, and Popular Culture*

Brailsford D (2001) *Sport, Time and Society*

Brohm J (1978) *Sport, a Prison of Measured Time*

Carrington B and McDonald I (eds) (2009) *Marxism, Cultural Studies and Sport*

Cashmore E (2000) *Sports Culture*

Coakley J and Dunning E (eds) (2002) *Handbook of Sports Studies*

Dunning E (ed) (1971) *The Sociology of Sport*

Elias N and Dunning E (1993) *Quest for Excitement*

Elias N (2000) *The Civilizing Process*

Guttman A (1978) *From Ritual to Record*

Guttman A (1986) *Sports Spectators*

Guttman A (1991) *Women's Sport*

Guttman A (1994) *Games and Empire*

Hargreaves J (1987) *Sport, Power and Culture*

Holt R (1989) *Sport and the British*

Horne J et al (1999) *Understanding Sport*

Hughson J et al (eds) (2005) *The Uses of Sport*

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Hughson J (2009) *The Making of Sporting Cultures*
Huizinga J (1966) *Homo Ludens*
Maguire J (1999) *Global Sport*
Mandell R (1984) *Sport, a Cultural History*
Miller S (2004) *Ancient Greek Athletics*
Pope S (ed) (1997) *The New American Sport History*
Riess S (ed) (1997) *Major Problems in American Sport History*
Rigauer B (1981) *Sport and Work*
Riordan J (ed) (1978) *Sport Under Communism*
Roche M (ed) (1988) *Sport, Popular Culture and Identity*
Spivey N (2004) *The Ancient Olympics*
Vertinsky P and Bale J (eds) (2004) *The Sites of Sport*
Vincent T (1994) *The Rise and Fall of American Sport*
Whannell G (2002) *Media Sport Stars*

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

First Essay: covers material dealt with in weeks 2-4 (inclusive) (Learning Objectives 1-2)

Value: 30% Length: 1500 words

Due 1.00pm Thursday 23 August

Second Essay: covers material dealt with in weeks 5-6 (inclusive) (Learning Objectives 1-3)

Value: 30% Length: 1500 words

Due 1.00pm Thursday 20 September

Take Home Assignment: covers material dealt with in weeks 7-10 (inclusive) (Learning Objectives 1-3)

Value: 40% Length: 4 x 750 word essays

Due 1.00pm, Thursday 18 October

All work must be submitted through the MDIA Drop Slot at SEFTMS Admin Office, 83 Fairlie Terrace.

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. 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)
- Attend seven (7) 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>. 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.

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COURSE PROGRAMME

Week 1	16 July	Introduction: Culture, Identity and Sport (No tutorial) Reading: <i>Understanding Sports Culture</i> (1-4; 134-8); Bourdieu P et al <i>State, Economics, Sport</i>
Week 2	23 July	Theories of Play, Games and Sport Readings: <i>USC</i> (5-21); Segrave J <i>Sport as Escape</i>
Week 3	30 July	The Field of Sport Readings: <i>USC</i> (22-60); Hughson J <i>The Making of Sports Culture</i>
Week 4	6 August	Global Sport Readings: <i>USC</i> (61-80); Budd A <i>Capitalism, Sport and Resistance</i>
Week 5	13 August	Sports Spectatorship Readings: <i>USC</i> (82-102); Siegfried J and Zimbalist A <i>The Economies of Sports Facilities and their Communities</i>
Week 6	20 August	Sport as Spectacle Readings: <i>USC</i> (103-17); Bourdieu P <i>Sport and Social Class</i>
Mid Trimester Break: Monday 27 August to Sunday 9 September 2012		
Week 7	10 September	Sport and the Field of the Media Readings: <i>USC</i> (118-34); Schirato T <i>Television Formats and Contemporary Sport</i> ; Andrews D <i>Sport and the Transnationalizing Media Corporation</i>
Week 8	17 September	Sport as Lifestyle Readings: Andrews D <i>Contextualizing Suburban Soccer</i> ; Eagleton T <i>Football, a Dear Friend to Capitalism</i> ; Whannel G <i>Winning and Losing Respect</i>
Week 9	24 September	Media Interactivity and Fantasy Sport Readings: Jutel T and Schirato T <i>Media Interactivity and Fantasy Sport</i> ; Davis N and Duncan M <i>Sports Knowledge is Power</i>
Week 10	1 October	Representations of Sport in the Media Readings: Rowe D <i>Time and Timelessness in Sport Films</i> ; Baker A <i>Goal! And the Global Sports Film</i>
Week 11	8 October	Recap. Take-home assignment given out in lecture Readings: None
Week 12	15 October	No Lecture. Take-home assignment due.