

MDIA 403: Mass Media and Popular Culture

Trimester 2 2012

16 July to 17 November 2012

30 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:	29 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
Anita Brady	anita.brady@vuw.ac.nz	463 6853	Room 205, 81 Fairlie Terrace	Wed 2.30-4.30

CLASS TIMES AND LOCATIONS

Lectures

Mondays 2.10 to 4.00pm 81FT103

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.

TEACHING LEARNING SUMMARY

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 any required media viewing, and prepared to engage 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.

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

This course is an advanced study of a selected form of mass media culture, in the context of the operation of the international culture industries. Aspects to be addressed may include economic production, authorship texts, theories of consumption, the production of norms, issues of globalisation, and celebrity culture. In 2012 the course will focus on media scandals and moral panics.

COURSE CONTENT

The course is divided into four sections. Section one introduces the theoretical approach we will be using in the course. In particular we will engage with theories of media scandal, moral panic, hegemony, ideology, and with the field of Cultural Studies and the work of Michel Foucault. Section two examines the “conditions of possibility” that enable particular scandals to emerge in popular media culture, and the form they take. It approaches scandal from a variety of angles that are connected by considerations of embodiment, place, subjectivity and commodity culture. In section three we reflect on how the meaning of scandal can be determined by our discursive and theoretical location.

LEARNING OBJECTIVES

Students passing the course should be able to:

- 1) read and engage critically with theory related to mass media and popular culture
- 2) utilise theoretical material in a critical assessment of media texts
- 3) conceive of and pursue independent research projects
- 4) critically engage with and provide academic feedback on other students’ work
- 5) review and revise their own written work through the use of feedback and the development of their thinking
- 6) orally present the results of their research in an academic setting

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 text and recommended reading for each week will be made available via the MDIA403 Blackboard site. The weekly folders on Blackboard may also contain links to media coverage of particular stories and events. Students are expected to be familiar with that media coverage prior to the lecture, and to have considered any questions posted (by Anita) in relation to it prior to coming to class.

ASSESSMENT REQUIREMENTS

There will be four pieces of assessment for this course organised around case studies of two different media scandals. The assessment is designed so that you have an opportunity to utilise feedback and changes in your thinking as the course progresses. Thus Assignments One and Two ask you to do an initial analysis of two different media scandals, and Assignments Three and Four ask you to reconsider that analysis in light of peer and lecturer feedback, and material covered in the course. Time will be set aside in lectures for a fuller discussion of the expectations for each assignment.

Assignment 1: Case Study 1 (1500 words). Due Fri 3 Aug at 2pm. Worth 15% of your final grade.

Choose a recent scandal covered in the media. Drawing on the readings for weeks one **and** two, write an essay-style response to the following questions:

1. What makes this a scandal?
2. What issues can you identify that might be useful for further analysis in determining the significance of this scandal?

Guidelines

- While the typologies that identify scandal in the Lull and Thompson readings may be useful in your response, simply deploying them as a “checklist” will not enable you to adequately answer question 1. You need to also consider how scandal functions as a site of culture as theorised by Hall and Glynn.
- In considering the issues for further analysis, you should also consider the cultural studies framework theorised by Hall and Glynn.
- Your bibliography and in-text referencing must be formatted in MLA-style. Guidelines for MLA can be found in the SEFTMS Handbook on Blackboard, and here: <http://owl.english.purdue.edu/owl/resource/747/01/>
- You must submit this assignment to Turnitin before handing it in to the MDIA drop slot. You must attach a Turnitin receipt to your hard copy.

This assignment relates to learning objectives 1-3.

Assignment 2: Case Study 2 Essay Draft and Peer Feedback (Draft due: 2pm Tues 11 Sept; Peer Feedback due: 2pm Tues 18 Sept). Worth 15% of your final grade.

This assignment requires you to submit a draft of your final assignment for blind peer review, and to provide peer feedback on another student's essay. Your final assignment for this course requires you to produce a detailed case study of a media scandal that draws on material covered throughout the course. It cannot be the same scandal you discussed in Assignment 1, and it cannot be the Abu Ghraib scandal or the Tiger Woods scandal (as these will be discussed extensively in class). For Assignment 2, you are required to submit a complete draft of that final essay (3,000 words) by 2pm Tues 11 Sept. This **must be submitted by this time or you will lose 15% of your final grade (see below)**. If, due to extenuating circumstances covered by the Media Studies lateness policy, you cannot submit by this time, you must contact Anita as early as possible.

Your essay will be given to another student who will conduct a blind peer review of your draft. You, in turn, will conduct a blind peer review of another student's essay. Your review will be due by 2pm Tues 18 Sept. There will be a template for this feedback, and the expectations of the reviewers will be discussed in detail in class.

Your mark for this assignment is as follows:

5% Essay draft. All students who submit a complete draft on the due date will receive 5%. This is a participation mark. Your draft will not be graded by Anita.

10% Peer review (500 words). You will be graded on the quality of the peer review you provide. That grade will be determined by how well you answer the questions on the feedback template. The marking criteria for this assignment will be discussed in class, and posted on Blackboard.

PLEASE NOTE:

1. The expectations of your case study will be discussed in class.
2. Your draft must be complete. What this means is that you should consider this an essay deadline – i.e. your draft should be handed in in the same form as when you submit an essay for grading. It should have an introduction, argument, conclusion, complete paragraphs, correct referencing and bibliography. It should not be notes, ideas etc.
3. **No part of your grade for this assignment is determined by peer feedback on your work.** Your grade is determined by a) whether you hand in a draft and b) the quality of the feedback you provide.

4. If you do not submit a draft, you will not receive someone else's draft for peer review. This means that you will lose 15% of your grade.
5. All reviews will be done "blind". This means that you will not know whose work you are reviewing, or who has reviewed your work.
6. Please be collegial in your feedback. We will discuss this more fully, but, in general, think about the type of feedback that you would find useful, as well as the tone in which you would like it expressed.
7. You do not need to submit either part of this assignment to Turnitin. However, you need to submit electronic versions of your draft, and your feedback, to Blackboard.

This assignment relates to learning objectives 1-4.

Assignment 3: Student Seminar and Written Report (Weeks 10 & 11). All written reports due on the day of your presentation. Worth 30% of your final grade.

For this assignment you are required to present a 10-minute analysis of the scandal you discussed in Assignment One, and submit a written report.

In your presentation you should:

1. (VERY) Briefly outline the scandal
2. Briefly outline the issues you identified as useful for further analysis in Assignment 1
3. Consider whether those are still the issues you would identify if asked to do the assignment again.
4. Outline any other reconsiderations of that scandal and your analysis of it occasioned by the course and/or developments in the scandal.

Your written report should discuss, in essay form, parts 3 & 4 (i.e. your reconsideration of your initial analysis). Word length 1200-1500 words.

This assignment relates to learning objectives 1, 2, 3, 5 and 6.

Assignment 4: Media Scandal Case Study 2 Final Draft (3000 words). Due 2pm Mon 29 Oct. Worth 40% of your final grade

This is the final draft of the essay you submitted for peer review in Assignment 2. The extent to which you revise your original draft and utilise the feedback you were given is up to you, however this should not be exactly the same piece of work you handed in for Assignment 2. In redrafting your essay for submission you should consider the feedback you received, the feedback you gave, issues covered in the course since your first draft, and other developments in your thinking and reading.

Please note:

- Your bibliography and in-text referencing must be formatted in MLA-style. Guidelines for MLA can be found in the SEFTMS Handbook on Blackboard, and here:
<http://owl.english.purdue.edu/owl/resource/747/01/>
- You must submit this assignment to Turnitin before handing it in to the MDIA drop slot. You must attach a Turnitin receipt to your hard copy.

This assignment relates to learning objectives 1, 2, 3 and 5.

Provisional marks and grades

Marks for Honours level assignments and final course grades are not finalised until feedback from the external examiner has been considered. Honours grades gained in individual courses remain provisional until the overall final classification made by the Honours programme examination committee.

ASSIGNMENT COVER SHEETS

Assignment cover sheets and extension forms can be found on Blackboard or outside the Programme 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)
- Present a seminar in week 10 or 11.
- Submit assignments 1 and 4 to Turnitin.

CLASS REPRESENTATIVES

The class representative for the Media Studies Honours class is Thomas Mapplebeck. His contact details are available on Blackboard. 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.

School of English, Film, Theatre, & Media Studies
MEDIA STUDIES PROGRAMME COURSE OUTLINE MDIA 403

COURSE PROGRAMME

Week 1	16 July	PART ONE: THEORETICAL TOOLS L1: Theorising media scandal
Week 2	23 July	L2: Theorising popular culture
Week 3	30 July	L3: Foucault and genealogy
Week 4	6 August	L4: Genealogy case study: The scandal of the same-sex kiss
Week 5	13 August	PART TWO: THE PRACTICE OF SCANDAL L5: En-gendering scandal
Week 6	20 August	L6: Scandal and place
Mid Trimester Break: Monday 27 August to Sunday 9 September 2012		
Week 7	10 September	L7: Scandalous bodies
Week 8	17 September	L8: Race, scandal, and the sporting body
Week 9	24 September	L9: Celebrity culture
Week 10	1 October	PART THREE: RE-THINKING SCANDAL L10: Student seminars
Week 11	8 October	L11: Student seminars
Week 12	15 October	L12: Conclusions