

MDIA 103 Popular Media Culture

Trimester 1 2012

5 March to 4 July 2012

20 Points

NAMES AND CONTACT DETAILS

Course coordinator and lecturer:

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

Office hours: Wednesday 3.00pm – 4.00pm; Thursday 3.00pm – 4.00pm; and by appointment.

Lecturer:

Dr Geoff Stahl geoff.stahl@vuw.ac.nz (04) 463 7472 Room 102, 81 Fairlie Terrace

Office Hours: Monday 11.00am – 12.00noon; Tuesday 2.00pm – 3.00pm; and by appointment.

Administrative tutor:

Anna Currie anna.currie@vuw.ac.nz Room 301, 83 Fairlie Terrace

Office Hours: Thursday 11.00am – 1.00 pm; and by appointment.

Tutors:

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

TRIMESTER DATES

Teaching dates: 5 March to 8 June 2012

Mid-trimester break: 6 to 22 April 2012

Study week: 11 to 15 June 2012

CLASS TIMES AND LOCATIONS

Lectures: Wednesday 1.10pm – 3.00pm in KK LT 303

Tutorials: Wednesday and Thursday, starting in week 2 (see tutorial dates on the final page). Please note that there will not be tutorials in week 6 (the first week after the mid-trimester break). Tutorial enrolment will take place after the first lecture through the online S-Cubed system. Go to <https://signups.victoria.ac.nz> and follow the instructions. Further details can be found on the MDIA 103 Blackboard site.

WITHDRAWAL DATES

Information on withdrawals and refunds may be found at

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

COURSE PRESCRIPTION

This course is an introduction to the study of popular media culture, with reference to the relationship between cultural theory and selected popular media forms. The course centres on critically examining the production and consumption of popular media culture. Particular attention is paid to issues relating to the social function and value of popular media culture.

LEARNING OBJECTIVES

- This course is designed to introduce students to issues and ideas that relate to popular culture and the various forms it takes in the media.
- Culture and the media are defined broadly here, which will allow students to explore issues that relate to both the production and consumption of popular media texts.
- The course will concentrate on how cultural theory is put into practice by way of evaluating and discussing specific examples.
- Students will be introduced to differing approaches in order to provide an overview of some of the issues which define media studies and its relation to popular culture.
- Students will be expected to understand and put into use critical terms and concepts that they are presented with in the course.
- The ultimate goal of the course is to increase students' media literacies by exposing them to a variety of perspectives on popular media culture, in order to prepare them for more advanced and specialised studies of media contexts and texts.
- Along the way, students will develop basic writing skills, presentation skills, and library skills.

COURSE DELIVERY

Important issues, ideas, terms, concepts and theories will be introduced in the lectures by way of evaluating and discussing specific examples. Tutorials will provide a forum for collaborative learning in which students can ask questions about and discuss the issues raised in the lectures and in the readings. Tutorials will also assist students in developing basic writing skills, presentation skills, and library skills.

EXPECTED WORKLOAD

Students are expected to devote at least 13 hours a week to this course. This includes attending lectures and tutorials, reading required as well as additional readings, reading through your notes, doing research in the library, talking with other students about the course, and working on assignments.

COMMUNICATION OF ADDITIONAL INFORMATION

Additional information is available on the MDIA 103 Blackboard site. You are also expected to check your Victoria email regularly. If you are not using this, please set a forward to the email address you do use.

READINGS

Required text: MDIA 103 Popular Media Culture student notes. Additional readings will be made available on Blackboard and through the Library's Course Reserve.

All undergraduate textbooks and student notes will be sold from the Memorial Theatre foyer from 13 February to 16 March 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 email an order or enquiry to enquiries@vicbooks.co.nz. Books can be couriered to you or they can be picked up from the shop. You will be contacted when they are available.

ASSESSMENT REQUIREMENTS

Assignment 1 (30%): Short essays, 1200-1600 words. Covers weeks 2 – 5. *Due Friday 13 April 2.00pm*

Assignment 2 (20%): Response paper, 800 words. Covers weeks 8 – 11. *Sign up for tutorial 6, 7, 8 or 9.*

Assignment 3 (50%): Final assignment, 1600-2000 words. Covers weeks 2 – 11. *Due Friday 8 June 2.00pm*

Assignment descriptions and marking criteria 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 Programme office at 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. Extension request forms should be submitted to the administrative tutor for this course.

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 pieces of assessment and attend at least eight of the ten scheduled tutorials.

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.

STUDENT SERVICES

Visit <http://www.victoria.ac.nz/home/viclife/studentsservice/> for services available for Victoria students. Student Learning Support Services (http://www.victoria.ac.nz/st_services/slss/) is particularly useful for your learning. SLSS offers workshops on academic skills, and you can make one-to-one appointments with SLSS staff to discuss any aspect of academic life (essay writing, assignments, planning of your time, etc.).

CLASS REPRESENTATIVES

A class representative will be elected in the first or second lecture and that person's name and contact details will be made available to VUWSA, the course coordinator and the students. The class representative provides a communication channel to liaise with the course coordinator on behalf of students.

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.

LECTURE PROGRAMME

Week 1	7 March	Introduction
Week 2	14 March	Definitions
Week 3	21 March	Taste and value
Week 4	28 March	Representations
Week 5	4 April	Media audiences and cultural industries
Mid Trimester Break		
Week 6	25 April	No lecture
Week 7	2 May	Aotearoa/New Zealand
Week 8	9 May	Sports culture
Week 9	16 May	Youth culture
Week 10	23 May	Popular music
Week 11	30 May	Digital culture
Week 12	6 June	Conclusion

TUTORIAL PROGRAMME

Week 1	No tutorials	
Week 2	14/15 March	Tutorial 1
Week 3	21/22 March	Tutorial 2
Week 4	28/29 March	Tutorial 3
Week 5	4/5 April	Tutorial 4
Mid Trimester Break		
Week 6	25/26 April	No tutorials
Week 7	2/3 May	Tutorial 5
Week 8	9/10 May	Tutorial 6: response papers
Week 9	16/17 May	Tutorial 7: response papers
Week 10	23/24 May	Tutorial 8: response papers
Week 11	30/31 May	Tutorial 9: response papers
Week 12	6/7 June	Tutorial 10