

## MDIA 203 Visual Culture

**Trimester 1 2012**

**5 March to 4 July 2012**

**20 Points**

### 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

### 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

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Phone (04) 463 7445

Room 001, 81 Fairlie Terrace

Office hours Monday 9.00-11.00am

### CLASS TIMES AND LOCATIONS

Lecture:

Tuesday              4.10 - 6.00pm      Venue              MC LT 102

Tutorials:

Tutorials begin in WEEK 2. Please register for tutorials via the MDIA 203 site on Blackboard: go to 'Tutorials' and then follow the instructions under the 'SCubed - Tutorial Enrolment Instructions' link.

Read the instructions carefully. Tutorial rooms will be listed on S-Cubed, Blackboard and on the bulletin board outside the SEFTMS Admin Office, 83 Fairlie Terrace.

### COURSE DELIVERY

This course requires students to attend 1 weekly two-hour lecture and 1 weekly 50-minute tutorial in each of weeks 2- 11.

Students must attend at least 7 of 10 tutorials to pass the course.

## COMMUNICATION OF ADDITIONAL INFORMATION

All course related information will be available on the MDIA 203 Blackboard site.

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 203 deals with visuality and the techniques and contexts that inform the ways we 'read' the visual. It also considers the relationship between different visual regimes or ways of seeing and contemporary media texts and genres. The areas covered include techniques of reading the visual; visual technologies; visual narratives and genres; visual communication; sound and script and the visual; visual regimes; and the field of advertising. The main object of the course is to provide students with a set of visual literacies that will have both specific (media studies programme) and more general applications.

## LEARNING OBJECTIVES

Students passing the course should be able to:

- 1) demonstrate an understanding of the field of Visual Culture
- 2) engage critically with and apply theory and literature in the field of Visual Culture
- 3) demonstrate an understanding of the historical and social contexts of the visual
- 4) develop analytical skills in terms of reading, writing, and discussion.

## EXPECTED WORKLOAD

The expected workload for a 20 point course is 200 hours over the trimester or 13 week hours per teaching week.

## READINGS

### Essential texts:

Schirato T & Webb J (2004) *Reading the Visual*, Allen & Unwin Sydney

### Recommended reading:

Barthes R	Mythologies
Baudrillard J	The Consumer Society
Benjamin W	Illuminations
Berger J	Ways of Seeing
Bignall J	Media Semiotics
Bourdieu P	On Television and Journalism
Evans J & Hall S (eds)	Visual Culture

**MEDIA STUDIES PROGRAMME COURSE OUTLINE 203**

Frow J	Genre
Crary J	Techniques of the Observer
Crary J	Suspensions of Perception
Debord G	The Society of the Spectacle
Kellner D	Media Spectacle
Mirzoeff N (ed)	The Visual Culture Reader
Mirzoeff N	An Introduction to Visual Culture
Poster M	The Second Media Age
Rose G	Visual Methodologies
Schirato T & Yell S	Communication and Cultural Literacy
Schirato T et al	Understanding Foucault
Sturken M & Cartwright L	Practices of Looking

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](http://www.vicbooks.co.nz) or can email an order or enquiry to [enquiries@vicbooks.co.nz](mailto: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**

This course is internally assessed. There are three pieces of assessment:

(1) Essay: Value 20%

Length: 1000 words (dealing with material covered in weeks 2-3 inclusive)

Due 2pm Thursday 5 April into MDIA drop-slot at 83 Fairlie Terrace

(2) Essay: Value: 30%

Length: 1500 words (dealing with material covered in weeks 4-5 inclusive)

Due: 2pm Thursday 3 May into MDIA drop-slot at 83 Fairlie Terrace

(3) Take-Home Assignment: Value: 50%

Length: 2000 words (4 x 500 word essays, covering material dealt with in weeks 6-10 inclusive)

Due 2pm Friday 8 June into MDIA drop-slot at 83 Fairlie Terrace

### **ASSIGNMENT COVER SHEETS**

Assignment cover sheets and extension forms can be found on Blackboard or outside the SEFTMS Admin office at 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 all 3 pieces of assessment by the due date in hard copy and attend at least 7 of 10 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>

#### **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).

School of English, Film, Theatre, & Media Studies  
**MEDIA STUDIES PROGRAMME COURSE OUTLINE 203**

**COURSE PROGRAMME**

Week 1	6 March	Introduction Reading: None
Week 2	13 March	The Activity of Seeing Reading: Reading the Visual (11-21; 35-53)
Week 3	20 March	Reading the Visual Reading: RTV (17-30)
Week 4	27 March	Signs & Meanings Readings: RTV (57-67); C & CL (18-33)
Week 5	3 April	Visual Intertexts, Narratives & Genres Readings: RTV (26-32; 81-104)
Mid Trimester Break	6-22 April	
Week 6	24 April	Normalising Vision Reading: RTV (139-149)
Week 7	1 May	The Visual as Culture Readings: RTV (105-139)
Week 8	8 May	The Visual as Commodity Readings: RTV (105-68)
Week 9	15 May	Society of the Spectacle Readings: RTV (164-8)
Week 10	22 May	Spectacle & Spectatorship Readings: RTV (169-91); USP (90-103)
Week 11	29 May	Revision of Material from Weeks 6-10 Reading: None Take Home Assignment Given Out
Week 12	5 June	Take Home Assignment