

## MDIA 304 News 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

Dr Angi Buettner [angi.buettner@vuw.ac.nz](mailto:angi.buettner@vuw.ac.nz) (04) 463 5070 Room 002, 81 Fairlie Terrace  
Office hours: Wed 1.00-2.00pm and by appointment

#### Tutor

Chris Cherry [chris.cherry@vuw.ac.nz](mailto:chris.cherry@vuw.ac.nz)  
Office hours: TBC

### CLASS TIMES AND LOCATIONS

#### Lectures

Thursday 2.10pm until 4.00pm FT77 LT 306

#### Tutorials

Tutorials begin in Week 2. Please register for tutorials via the MDIA 304 site on Blackboard: go to "Tutorials" and then follow the instructions under the "SCubed - Tutorial Enrolment Instructions" link. Please read the instructions carefully. Tutorial times and rooms will be listed on S-Cubed, Blackboard and on the bulletin board outside the SEFTMS Admin Office, 83 Fairlie Terrace.

### COURSE DELIVERY

There are weekly 2-hour lectures and ten (10) tutorials. See the weekly 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.

Additional information and course material will be posted on Blackboard.

## COURSE PRESCRIPTION

This course initially introduces students to the history, theories, genres, and culture of news media; thereafter, it considers contemporary news texts and practices in terms of the contexts of globalisation, changes to the cultural field of journalism/media, and the advent of digital technologies.

## COURSE CONTENT

See the weekly schedule.

## LEARNING OBJECTIVES

By the end of the course students should be able to demonstrate:

- A knowledge of the history of news culture within the wider context of the advent of communication and the culture industry.
- Literacies regarding the logics, imperatives and discourses that characterize the field of news journalism.
- An understanding of the public sphere roles of journalism and news culture.
- An understanding of the transformation, in the digital age, of news culture, and its practices and genres.
- Enhanced literacies in textual and contextual analysis.
- Enhanced literacies regarding the field of the media.

## EXPECTED WORKLOAD

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

## READINGS

### Essential Text:

Allan, Stuart, ed. *The Routledge Companion to News and Journalism*. Rev. ed. Abingdon: Routledge, 2012. Print. (Available at vicbooks)

### Recommended Text:

Schirato, Tony, Angi Buettner, Thierry Jutel, and Geoff Stahl. *Understanding Media Studies*. Melbourne: Oxford University Press, 2010. Print. (Available in closed 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](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

### First Essay – 30%

Length: 1500 words

**Due 2.00pm, 5 April 2012 (MDIA Drop Slot at SEFTMS Admin Office)**

The essay covers material dealt with in lectures from weeks 1–4 (inclusive)

This assignment relates to objectives 1, 2, 5 & 6

### Second Essay – 30 %

Length: 1500 words

**Due: 2.00pm, 18 May 2012 (MDIA Drop Slot at SEFTMS Admin Office)**

The second essay covers material dealt with in lectures from weeks 5–8 (inclusive).

This assignment relates to objectives 2, 3, 5 & 6.

### Take-home Assignment – 40%

Length: 2000 words (2 x 1000 word essays)

**Due 2.00pm, 7 June 2012 (MDIA Drop Slot at SEFTMS Admin Office)**

The take-home assignment covers material dealt in lectures during the whole course and especially weeks 9-10 (inclusive).

There will be a recap of course material and workshop for the Take-home assignment in Week 11. Also, your tutors will be available for consultation on this assignment during this week's office hours and allocated tutorial times.

This assignment relates to objectives 4, 5 & 6.

## 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 and to sign the cover sheet.

## 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 and oral work specified for this course, on or by the specified dates (subject to such provisions as are stated for late submission of work)
- Attend 8 out of 10 tutorials (subject to provisions for extenuating circumstances).

### **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:

School of English, Film, Theatre, & Media Studies  
MEDIA STUDIES PROGRAMME COURSE OUTLINE MDIA 304

- 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).

## COURSE PROGRAMME

Week 1	8 March	Introduction: News Culture – no tutorials
Week 2	15 March	News Journalism: Genres and Mediums – tutorials
Week 3	22 March	News Culture and the Field of Journalism – tutorials
Week 4	29 March	News and the Public Sphere – tutorials
Week 5	5 April	News as Spectacle and Entertainment – no tutorials <b>First essay due 5 April by 2pm</b>
<b>Mid Trimester Break:</b> Friday 6 April to Sunday 22 April 2012		
Week 6	26 April	News and Networks in the Digital Age – tutorials
Week 7	3 May	Sports (guest lecture by Tony Schirato) – tutorials
Week 8	10 May	Politics – tutorials
Week 9	17 May	War – tutorials <b>Second Essay due 18 May 2012 by 2pm</b>
Week 10	24 May	Nature – tutorials
Week 11	31 May	Recap of all course material – and particularly Weeks 9–10 – + Workshop for Take-home Assignment – no tutorials Take-home Assignment available on Blackboard from 31 May 2012 after lecture
Week 12	7 June	<b>Take-home Assignment due 7 June 2012 by 2pm</b> – no lectures or tutorials –