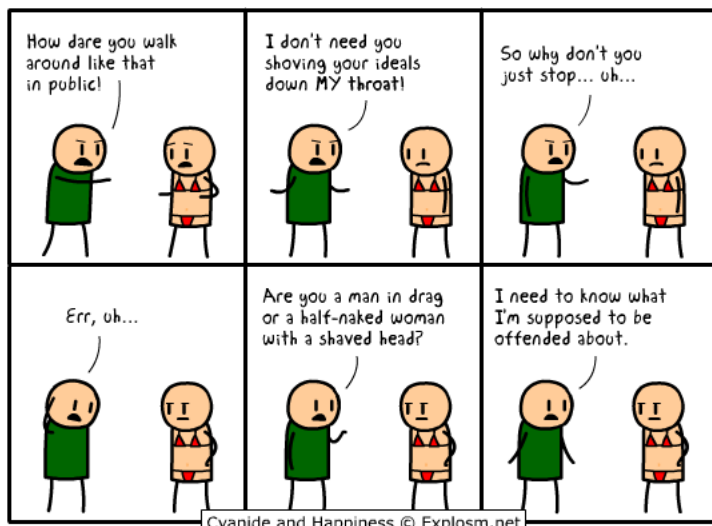


# MDIA 306 Media, Gender and Sexuality

**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
Last piece of assessment due:	19 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

### Course Coordinator

Dr Anita Brady    anita.brady@vuw.ac.nz    04 463 6853    Room 205, 81 Fairlie Terrace  
Office hours:    Tues 4.00-5.00pm, Wed 2.00-3.00pm.

### Tutor

Felicity Perry    felicity.perry@vuw.ac.nz  
Office hours:    Tues 5.00-6.00pm at Room 301, 83 Fairlie Terrace

## CLASS TIMES AND LOCATIONS

### Lectures

Tuesdays                    2.10-4.00pm            LT 306, 77 Fairlie Terrace

Lecture attendance is **compulsory** for MDIA 306. It is a mandatory course requirement that you attend **at least 7** of the 12 lectures.

### Tutorials

Tutorial attendance is **compulsory** for MDIA 306. It is a mandatory course requirement that you attend **at least 8** of the 10 tutorials. You should turn up to them having done your readings, and prepared to engage in discussion.

Tutorials begin in WEEK 2. Please register for tutorials via the MDIA 306 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 Admin Office, 83 Fairlie Terrace.

## COURSE DELIVERY

1 x 2-hour lecture per week.

10 x 50-minute tutorials. Tutorials will take place in weeks: 2-12. **Please note:** Because ANZAC Day falls on a Wednesday this year, and MDIA 306 tutorials are timetabled for Wednesdays, THERE ARE NO TUTORIALS IN WEEK 6.

## COMMUNICATION OF ADDITIONAL INFORMATION

All additional information will be announced in lectures and tutorials, and made available on the MDIA 306 Blackboard site.

Occasionally emails are sent to the MDIA 306 class via Blackboard. Blackboard only recognises VUW email addresses. 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. If you do not do this, you may miss out on important information.

## **COURSE PRESCRIPTION**

This course examines the representations, contexts, and politics of gender, sexuality and the media. By interrogating the discourses of gender and sexuality as they are 'mediated' in a variety of forms (television, film, popular music, video games, advertising), we will examine the construction and constitution of femininity, masculinity, heterosexuality, and lesbian/gay/queer identities.

## **COURSE CONTENT**

MDIA 306 provides an introduction to theories of subjectivity, gender and sexuality, and examines the representations of gender and sexuality in the media and in popular culture. The course is divided into three sections:

Gendered Subjects (Weeks 1-5)

Sexual Subjectivity (Weeks 6-9)

Cross-Representations (Weeks 10-12)

## **LEARNING OBJECTIVES**

- To enable students to develop and refine their techniques of scholarship and textual analysis. This objective will be introduced and dealt with in lectures, workshopped in tutorials, and assessed in all three pieces of assessment.
- To enable students to develop independent research skills. This objective will be introduced and dealt with in tutorials, and assessed in assessments 1 and 2.
- To enable students to become familiar with, and acquire literacy with regard to, theories of gender and sexuality. This objective will be introduced and dealt with in lectures, workshopped in tutorials, and assessed in all three pieces of assessment.
- To enable students to theorise and analyse the relation between categories of gender and sexual identity, and media texts and industries. This objective will be introduced and dealt with in lectures, workshopped in tutorials, and assessed in all three pieces of assessment.
- To enable students to analyse and articulate the relation between categories of gender and sexuality and wider socio-cultural and historical contexts. This objective 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 over the trimester or 13 week hours per teaching week.

## READINGS

### Essential texts:

**Required reading:** MDIA 306 Student Notes (This should be purchased by all students).

There are two required readings each week. In general, one is concerned with a theoretical approach to gender and/or sexuality, and the other is more specific to the analysis of media. It is crucial that students recognise how important it is to complete both of the required readings each week. This is the **minimum** amount of reading you should do in order to successfully complete this course. All lectures and tutorials will be conducted on the assumption that you have done the readings. **Approximately four hours per week should be set aside for readings.**

**Recommended reading:** There is an extra additional reading recommended in each week. These can be found in the "Recommended Reading" section on Blackboard.

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

**Assignment 1: Reading Summaries.** Worth 30% of final grade. Word limit 3 x 500-600 words (1500-1800 words in total). Due Tuesday 24 April at 2pm in MDIA Drop Slot (SEFTMS Admin Office, 83 Fairlie Terrace).

**Assignment 2: Essay.** Worth 40% of final grade. Word limit 2500 words. Due Tuesday 22 May at 2pm in MDIA Drop Slot (SEFTMS Admin Office, 83 Fairlie Terrace).

**Assignment 3: Take Home Assignment.** Worth 30% of final grade. Word limit 1500 words. Due Tuesday 19 June at 2pm in MDIA Drop Slot (SEFTMS Admin Office, 83 Fairlie Terrace).

### Assignment 1: Reading Summaries

Choose 3 readings from the Course Reader from Weeks 1-5. You may not choose two readings from the same week, and you may not choose the Chris Barker reading (Week 1) although you may find this reading very useful for understanding key terms that the other readings utilise.

Write a critical summary of each of your chosen readings. Each summary should be 500-600 words and should set out

- the thesis of the article/chapter
- how the author supports that thesis (examples, other theorist's work, etc)
- a critical engagement with the author's argument (e.g. do you find it convincing? How does it relate to other readings or theoretical frameworks?).

### **Guidelines**

- The word limit for each summary is very short, so you will need to be concise and selective, and quotations should be kept to a minimum. These summaries must not simply replicate lecture notes.
- Each summary must be accompanied by a full bibliographic citation, **formatted in MLA style**. This style is set out in the SEFTMS handbook (available on blackboard).
- You must submit an electronic copy of this assignment to Turnitin before handing in your hard copy to the Drop Slot. **You must attach a Turnitin receipt to the hard copy**. Any assignments not submitted to Turnitin will not be marked.

There will be tutorial time set aside to discuss this assignment.

### **Assignment 2: Essay**

Choose any media text and answer the following question:

How does this text produce and/or disrupt norms of sexuality?

### **Guidelines**

- You must utilise at least 2 reputable **academic** sources, including at least one from the course reader that you did not summarise in Assignment 1.
- All essays must be accompanied by a bibliography formatted in MLA-style. This style is set out in the SEFTMS handbook (available on blackboard).
- You must submit an electronic copy of this assignment to Turnitin before handing in your hard copy to the Drop Slot. **You must attach a Turnitin receipt to the hard copy**. Any assignments not submitted to Turnitin will not be marked.
- This assignment will be assessed on the following:
  - your ability to produce a clearly thought out introduction and conclusion

- your ability to construct an academic argument, and utilise good supporting evidence
- the quality of your written expression
- your ability to integrate theory and textual analysis
- your ability to accurately follow an academic bibliographic style
- clear evidence that you have responded to the feedback given on assignment one.

There are extensive essay writing guidelines in the SEFTMS handbook. It is strongly recommended that you consult them.

There will be tutorial time set aside to discuss this assignment.

### **Assignment 3: Take-Home Assignment**

The take-home assignment will be distributed at the final lecture. You will be given clear guidelines as to what is expected of you for this piece of assessment.

### **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)
- Submit a copy of all written work to Turnitin
- Attend **at least** 7 lectures
- Attend **at least** 8 tutorials.

## CLASS REPRESENTATIVES

Two class representatives will be elected in the first class, and those persons' name and contact details will be available to VUWSA, the Course Coordinator and the class. The class representatives provide 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 will be checked for academic integrity by the electronic search engine <http://www.turnitin.com>. Work not accompanied by evidence of submission to Turnitin will not be marked.

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](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	6 March	<p><b>L1: Introduction: Subjectivity</b></p> <p>R1: Griselda Pollock. "What's Wrong with 'Images of Women'?"</p> <p>R2: Chris Barker. "Issues of Subjectivity and Identity."</p>
Week 2	13 March	<p><b>L2: Theorising Gender</b></p> <p>R1: Jennifer Germon. "Circumnavigating Planet Gender."</p> <p>R2: Anita Brady. "Can this Women's World Champ Really Be A Man: Caster Semenya and the Limits of Being Human."</p>
Week 3	20 March	<p><b>L3: Contemporary femininities</b></p> <p>R1: Rosalind Gill. "Advertising and Postfeminism."</p> <p>R2: Catherine Lumby. "Past the Post in Feminist Media Studies."</p>
Week 4	27 March	<p><b>L4: Contemporary masculinities</b></p> <p>R1: Donaldson, Mike. "What is Hegemonic Masculinity?"</p> <p>R2: Consalvo, Mia. "The Monsters Next Door: Media Constructions of Boys and Masculinity."</p>
Week 5	3 April	<p><b>L5: Transgendered Bodies</b></p> <p>R1: Jay Prosser. "Transgender."</p> <p>R2: Joshua Gamson. "I Want to Be Miss Understood."</p>
<p><b>Mid Trimester Break:</b> Friday 6 April to Sunday 22 April 2012</p>		
Week 6	24 April	<p><b>L6: Sexual Subjectivities</b></p> <p>R1: Barry Smart. Extract from <i>Michel Foucault</i>.</p> <p>R2: Anita Brady. "This is why mainstream America votes against gays, Adam Lambert': Contemporary outness and gay celebrity."</p> <p>ASSIGNMENT ONE DUE</p> <p>NO TUTORIALS THIS WEEK</p>
Week 7	1 May	<p><b>L7: Heteronormativity and Anxieties of Representation</b></p> <p>R1: Alexander Doty and Ben Gove, "Queer Representation in the Mass Media."</p> <p>R2: Alexander Doty. "<i>Flow Favourites: Modern Family, Glee, and the Limits of Television Liberalism.</i>"</p>
Week 8	8 May	<p><b>L8: The politics of queer</b></p> <p>R1: Annamarie Jagose. "Queer."</p> <p>R2: Alex Cho. "Lady Gaga, Balls-Out: Recuperating Queer Performativity."</p>
Week 9	15 May	<p><b>L9: Norms and Regulation</b></p> <p>R1: Catherine Lumby. "Why Feminists Need Porn."</p> <p>R2: Karen Ross. "Sexy Media: The Pornographication of Popular Culture or Just a Bit of Slap and Tickle?"</p>

School of English, Film, Theatre, & Media Studies  
MEDIA STUDIES PROGRAMME COURSE OUTLINE MDIA 306

Week 10	22 May	<b>L10: Race</b> R1: Sue Tait. "Advertising, Cultural Criticism and Mythologies of the Male Body." R2: Ramona Coleman-Bell. "Droppin' It Like It's Hot: The Sporting Body of Serena Williams." ASSIGNMENT 2 DUE
Week 11	29 May	<b>L11: Disability</b> R1: Jenny Morris. "A Feminist Perspective." R2: James Cherney and Kurt Lindemann. "Sporting Images of Disability: <i>Murderball</i> and the Rehabilitation of Masculine Identity."
Week 12	5 June	<b>L12: Mental Illness</b> R1: Otto Wahl. "A Breed Apart." R2: Stephen Harper. "Madly Famous: Narratives of Mental Illness in Celebrity Culture."
<b>Study Week:</b>		Monday 11 June to Friday 15 June 2012
ASSIGNMENT 3 DUE:		TUESDAY, 19 JUNE 2012