

MDIA/MAOR 308 Māori Media

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

Note: There are five weeks of teaching before the mid-trimester break and seven weeks after.

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 and Lecturer

Jo Smith

Phone: (04) 463 6801

Office: Room 204, 81 Fairlie Terrace

Office Hours: Tuesday 3.00—4.00pm and by appointment.

Email: jo.smith@vuw.ac.nz

CLASS TIMES AND LOCATIONS

Lecture/Workshop

Monday 10.00am until 12.50pm

77 Fairlie Terrace Lecture Theatre 306

There are NO tutorials in this course.

COURSE DELIVERY

Weekly three-hour-lecture/workshop (with a 10-minute-break in the middle). Lecture/workshop attendance is mandatory. All readings are to be done BEFORE class.

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.

Information relevant to this course including assessment, lecture notes, supplementary reading material for assignments and any general notices will be posted to Blackboard. Please check it regularly.

NOTE: Lecture notes that are posted contain the key points of a lecture, but do not replace your own notes. This course is not designed as a distance learning course and notes posted on Blackboard are not intended as a substitute for attendance at lectures/workshops.

COURSE PRESCRIPTION

This course examines the idea of Māori media from a range of perspectives. Broadly defined, Māori media includes the creative works of Māori media practitioners; however, the course also examines representations of te ao Māori more generally. Drawing from resources and methodologies from the fields of Māori Studies and Media Studies, this course considers how Māori media poses a challenge to current thinking about media practices and processes. In 2012 this course will be delivered in a 3-hour lecture/workshop format. There are no tutorials for this course.

LEARNING OBJECTIVES

Students passing the course should be able to:

- Demonstrate an understanding of some of the key features of Māori media practices (Assessments 1, 2, 3 and 4)
- Demonstrate an understanding of the historical context surrounding contemporary Māori media (Assessment 2)
- Demonstrate research skills by writing an essay and presenting findings about a specific topic that relates to Māori media practices (Assessments 3 and 4)

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 text:

Please access reading materials for this course via Blackboard. All readings are to be done BEFORE class.

ASSESSMENT REQUIREMENTS

In order to pass this course, you must submit ALL course work and attend at least 9 lectures/workshops. Lecture/workshop attendance will be monitored. If there is a legitimate reason for an absence, you need to send an email to Jo Smith (jo.smith@vuw.ac.nz) explaining this.

Course work incorporates the following:

Internal Assessment

100%

This course is internally assessed and based on:

Assessment 1. <i>Māori Media in the Capital City</i> Commentary Posted on Blackboard (Due Monday 19 March before 4pm)	20% (600 words)
Assessment 2. <i>Māori Media Now and Then</i> Commentary Posted on Blackboard (Due Monday 2 April before 4pm)	20% (600 words)
Assessment 3. Long Essay (Due Friday 4 May before 2pm into MDIA drop slot at 83 FT)	40% (2500 words)
Assessment 4. Group Presentation (Due Monday 28 May in-class, individually marked)	20% (Individually marked)

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 Course Coordinator or Teaching Assistant'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 are stated for late submission of work)
- Attend at least 9 lecture/workshops

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.

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.

MAOR/MDIA308 COURSE PROGRAMME

Week 1	5 Mar	<p>Introduction</p> <p>Smith, Jo. 2011. "Understatement as Erasure: How State-funded Media Continues the Work of Settlement". Unpublished Short Essay.</p> <p>_____. "Framing <i>Parade</i>". Forthcoming. Marco Songovini (ed.), <i>Covering Parade</i>. Wellington: Wai-te-ata Press.</p> <p>Workshop questions:</p> <ul style="list-style-type: none"> - How does the banal and everyday nature of NZ media tell a story about the nation? - What are some common understandings about Māori media? - What tools or resources do we need to think about Māori media?
Week 2	12 Mar	<p>What are Communication Landscapes?</p> <p>Barclay, Barry. 1996. "Amongst Landscapes." Jonathan Dennis & Jan Beiringa (eds.), <i>Film in Aotearoa New Zealand</i>. Wellington: Victoria University Press. 116-129.</p> <p>Barclay, Barry. 1990. "Talking In." <i>Our Own Image</i>. Auckland: Longman Paul. 74-80.</p> <p>Bennet, Kirsty. 2006. "Fourth Cinema and the Politics of Staring." <i>Illusions</i>. 38. 19-23.</p> <p>Mita, Merata. 1994. "The Soul and the Image." Jonathan Dennis & Jan Bieringa (eds.), <i>Film in Aotearoa New Zealand</i>, Wellington: Victoria University Press. 36-54.</p> <p>Murray, Stuart. 2007. "Activism, community and governance: Barry Barclay's <i>The Kaipara Affair</i> (2005)." <i>Studies in Australasian Cinema</i>. 1.2. 147-159.</p> <p>Workshop tasks:</p> <p>Māori Media in the Capital City (Assignment #1) 600 words posted to BB by Monday 19th March 4pm.</p> <p>In-class discussion points:</p> <ul style="list-style-type: none"> • How did the active search for signs of te ao Māori shift your sense of the city? • How might you describe the common elements of each photo? • How might you describe any points of difference between your image and your partner's?
Week 3	19 Mar	<p>Mātauranga Māori Media Studies</p> <p>Peters, Geraldine. 2007. "Lives of Their Own: Films by Merata Mita." Ian Conrich and Stuart Murray (eds.), <i>New Zealand Filmmakers</i>. Detroit: Wayne State University Press.</p> <p>Smith, Linda Tuhiwai. 1999. "Imperialism, History, Writing and Theory". <i>Decolonising Methodologies: Research and Indigenous People</i>. London: Zed Books. 19-41.</p> <p>Mercier, Ocean. 2010. "Welcome to my interesting world" – pōwhiri styled encounter in <i>Boy</i>." <i>42 Illusions</i>. 3-7.</p> <p>Workshop questions:</p> <ul style="list-style-type: none"> - Debate the pros and cons of a kaupapa Māori media approach - Closely analyse Ocean Mercier's essay on <i>Boy</i> noting method, evidence and argument

Week 4 26 Mar **FILM ARCHIVE VISIT** (Meet at 84 Taranaki Street @ 10am sharp)

***Māori Media Now and Then* (Assignment #2) 600 words posted to BB by Monday 2nd April 4pm.**

Select an example of Māori media from the past and the present and discuss the changes you see in terms of content and underlying ideas and expectations. See BB for more info.

Week 5 2 Apr **Colonial Photography**

Beets, Jacqui Sutton. 2000. "Images of Maori Women in New Zealand Postcards after 1900." In *Bitter Sweet: Indigenous Women in the Pacific*, edited by Alison Jones, Phyllis Herda and Tamasailau M. Suaalii, 17-32. Dunedin: University of Otago Press.

Graham-Stewart, Michael. 2006. "Introduction: No Image Is Born Innocent." In *Out of Time: Maori and the Photographer 1860-1940*, edited by Michael Graham-Stewart and John Gow, 13-19. Auckland: John Leech Gallery.

Suaalii, Tamasailau M. 2000. "Deconstructing the 'Exotic' Female Beauty of the Pacific Islands." In *Bitter Sweet: Indigenous Women in the Pacific*, edited by Alison Jones, Phyllis Herda and Tamasailau M. Suaalii, 93-108. Dunedin: University of Otago Press.

Workshop tasks:

- Close analysis of music video (*JGeek and the Geeks*) in relation concepts encountered on the course (ex: cultural commodification; talking in/talking out; mātauranga Māori media theory)
- Brainstorm Long Essay question topics

Mid Trimester Break: Friday 6 April to Sunday 22 April 2012

Week 6 23 Apr **Māori TV**

Stephens, Tainui. 2004. "Māori Television Service". Roger Horrocks and Nick Perry (eds.), *Television in New Zealand: Programming the Nation*. 107–15.

Smith, Jo and Sue Abel. 2008. "Ka Whawhai Tonu Mātou: Indigenous Television in Aotearoa/New Zealand". *New Zealand Journal of Media Studies*. 11.1. 2008. 1-14.

Smith Jo. 2006. "Parallel Quotidian Flows: Māori Television On Air." *New Zealand Journal of Media Studies*. 9.2. 27-35.

Workshop tasks:

- Watching Maori TV: compare and contrast TV programming from Māori TV with programming from TVOne and TV3
- Discuss your long essay draft in small groups including your thesis statement, media examples, evidence and resources.

Week 7 1 May **Feature Film**

Mercier, O.R. 2007. "Close encounters of the Māori kind - talking interaction in the films of Taika Waititi". *New Zealand Journal of Media Studies*. 10. 2. 37-51.

Hokowhitu, Brendan. 2007. "Understanding Whangara: Whale Rider as Simulacrum." *New Zealand Journal of Media Studies*. 10.2. 53-70.

Workshop tasks:

- Debate the pros and cons of Hokowhitu's critique of *Whale Rider*.
- How might we critically engage with Taika Waititi's feature film *Boy*?

Assessment 3. Long Essay

Due Friday 4 May before 2pm into MDIA drop slot at 83 FT) 40% (2500 words)

Week 8	7 May	<p>News Media</p> <p>Abel, Sue. 2006. "The Public's Right to Know": Television News Coverage of the Ngāpuhi Media Ban. <i>New Zealand Journal of Media Studies</i>. 9.2. 17-26.</p> <p>---. 2008. "Tūhoe and "terrorism" on television. Danny Keenan (ed.), <i>Terror In Our Midst: searching for terror in Aotearoa New Zealand</i>. Wellington: Huia Publishing. 113-128.</p> <p>Stuart, Ian. 2005. "The Māori Public Sphere." <i>Pacific Journalism Review</i>. 13-25.</p> <p>Workshop tasks:</p> <ul style="list-style-type: none">- Select a news media topic and form a small group that will work towards a group presentation in week 11- Closely analyse news media items in class
Week 9	14 May	<p>Reality TV</p> <p>Smith, Jo and Joost de Bruin. Forthcoming. "Survivor-styled Indigeneity in Two Reality Television Programmes from Aotearoa/New Zealand". Brendan Hokowhitu and Vijay Devadas (eds). <i>Indigenous Media: Nation, Community, Culture</i>. University of Minnesota Press.</p> <p>Workshop tasks:</p> <ul style="list-style-type: none">- How to present research findings using Prezi; Keynote or Powerpoint.
Week 10	21 May	<p>Māori Media and Globalization</p> <p>Glynn, Kevin and A.F. Tyson. 2007. "Indigeneity, media and cultural globalisation". <i>International Journal of Cultural Studies</i>. 10. 2. 205-224</p> <p>Workshop tasks:</p> <p>Bring in recent examples of media that demonstrate the relationship between Māori and forces of globalisation.</p>
Week 11	4 June	GROUP PRESENTATIONS (In-class)
Week 12	4 June	NO CLASS (Public Holiday)