

MDIA 489 Research Project

Trimester 1+2 2012

5 March to 17 November 2012

30 Points

TRIMESTER DATES

Teaching dates:	5 March to 19 October 2012
Mid-trimester break 1/3:	6 to 22 April 2012
Mid-trimester break 2/3:	27 August to 9 September 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

MDIA 489 Coordinator

Anita Brady anita.brady@vuw.ac.nz (04) 463 6853 Room 205, 81 Fairlie Terrace

Office hours: TBC

COURSE PRESCRIPTION

This course gives students the opportunity to pursue an individual research project with regular guidance and support from a supervisor. This project is developed and completed as a 10,000 word research essay.

MDIA489 is a mandatory part of an Honours degree in Media Studies. Students enrolled in MDIA489 will be contacted by the MDIA489 coordinator prior to the start of trimester one regarding their research topic and supervision. 100% internal assessment.

COURSE CONTENT

There are four components to MDIA 489: The MDIA 489 research essay, supervision meetings, workshop attendance, and seminar attendance.

CLASS TIMES AND LOCATIONS

There are no classes for MDIA 489. However, as noted above, attendance at supervision meetings, workshops and seminars is an expectation for this course. Students who do not meet this expectation may be required to meet with the MDIA 489 Coordinator.

Supervision

The staff member you will work most closely with in completing your research essay is your supervisor. Students are expected to meet regularly with their supervisor to discuss their progress. You should expect to be meeting with your supervisor every 2-3 weeks during the trimester period.

What you can expect from your supervisor:

- Regular meetings to discuss your project, and progress on it.
- Written and oral feedback on written work within 2 weeks of submitting it.

What your supervisor will expect of you:

- Regular meetings to discuss your project, and progress on it.
- Adherence to any deadlines set (including milestone deadlines).
- The incorporation of feedback into subsequent drafts of your work.
- Notification as soon as possible of any problems you are having with your research.
- Notification as far in advance as possible of any reason why you may not be able to reach a milestone deadline.

Workshops

Students are required to attend 6 one-hour workshops that address different aspects of the MDIA 489 research project. Venue details will be announced at the MDIA 489 Introductory Meeting which will take place at 4pm Thursday 8 March (venue TBC).

These workshops are:

- Introduction to research and methods (2pm Thursday 15 Mar venue TBC)
- Library and database workshop (2pm Thursday 29 Mar venue TBC)
- Endnote and Zotero workshop (2pm Thursday 21 Apr venue TBC)
- Writing and editing (2pm Thursday 10 May venue TBC)
- Troubleshooting (2pm Tuesday 17 July venue TBC)
- Preparing final drafts (2pm Tuesday 11 Sept venue TBC)

Seminars

Students in MDIA 489 are expected to attend the Film and Media Studies Research seminars. These take place during the trimester, Thursdays. Full details will be conveyed via email and made available on the MDIA 489 Blackboard site.

COMMUNICATION OF ADDITIONAL INFORMATION

All additional information will be posted on the MDIA 489 Blackboard site and conveyed via email. 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..

LEARNING OBJECTIVES

To enable students to develop and demonstrate the skills required to conceive and implement a project, to conceptualise and clarify a problem, and to cogently present the results of the inquiry.

EXPECTED WORKLOAD

The expected workload for a 30 point course is 300 hours over the year or 10 hours per teaching week.

ASSESSMENT REQUIREMENTS

Research Essay: Due Friday, 12 October, 2pm. 100% of final grade.

The largest component of MDIA 489 is the individual research project you develop and complete as a 10,000 word research essay in consultation with your supervisor. This is a theoretically informed piece of writing that should demonstrate that you are able to conceive and implement a project, to conceptualise and clarify a problem, and to cogently present the results of the inquiry. Your research essay should include:

- A research question
- A thesis statement
- A theoretical and methodological framework
- Demonstration of familiarity with relevant literature
- Research findings and analysis
- A reference list

In Media Studies, completing the research essay is structured around a number of milestone deadlines that students must meet. These milestones are intended to ensure that steady progress is made on the research project throughout both trimesters, and to identify and help those students having difficulty with any aspect of the research process. If you are having trouble with the work required to meet these deadlines, you should discuss this with your supervisor as early as possible. Students who do not complete milestone tasks will be required to meet with the MDIA 489 Coordinator to discuss their continued enrolment in the course. Students who do not complete milestone tasks on time may also be required to meet with the MDIA 489 Coordinator.

The milestones are:

1. Research outline, with research question and methodology (Due 2pm Thurs 5 April)
2. Demonstration of familiarity with relevant literature (Due 2pm Monday 18 June)
3. Full first draft (Due 2pm Monday 10 September)
4. Submission of Research Essay (Due 2pm Friday 12 October).

All work is to be submitted to the MDIA drop slot at 83 Fairlie Terrace.

Submitting your research essay

You should submit **two** soft-bound or stapled hard copies to the drop slot. These should be in an envelope and accompanied by a signed Media Studies assignment coversheet. You must also email an electronic copy of your essay to the MDIA 489 Coordinator by the deadline.

Formatting your research essay

There is no prescriptive template for formatting a MDIA 489 research essay, however you should consider the following:

- This is a long document that someone has to read, and you would like that person to look as favourably upon your essay as possible. Clearly separated sections/chapters with subtitles make it much easier for the reader to understand how your essay is organised, and when you are moving from one section to another.
- The examples on the MDIA 489 Blackboard site may be helpful to consult when deciding how best to set out your own essay.
- You should follow the general rules for formatting Media Studies essays (12-pt font, double-spacing, easy to read font).
- Make sure you have page numbers. This makes it easy for the marker to indicate parts that are particularly problematic or particularly successful in their report.

Reference styles

There is no compulsory referencing style in Media Studies. The most common is MLA, and extensive referencing guidelines for MLA are contained in the SEFTMS handbook (available on Blackboard). You should use a recognised referencing style (e.g. MLA, Chicago, Harvard) and you must make sure you use that consistently throughout your essay.

The marking process

Note: Marks for Honours level assignments and final course grades are not finalised until feedback from the external examiner has been considered. Note also that honours grades gained in individual courses remain provisional until the overall final classification made by the Honours programme examination committee.

The marking process for a MDIA 489 research essay is: a Media Studies staff member is appointed to mark the essay in consultation with the supervisor and the MDIA 489 Coordinator. They mark the essay and write a report. The student's supervisor then writes a short response to the report and the grade given. Both reports are forwarded to the external Honours moderator. Your final grade is determined at the Media Studies Honours Examiners' Meeting.

Marking criteria

MDIA 489 Research Essays are marked according to the following criteria:

- Clarity of the research question and thesis statement
- Whether the essay conforms to its stated scope, methodology and theoretical framework
- Knowledge of literature relevant to the topic
- Quality of the analysis
- Quality of the written expression

Receiving your grade and feedback

Grades are entered in Student Records following the Honours Examiners' Meeting, and are usually available to students a couple of days later. You will be notified closer to the time when those grades will be available. If you would like to see feedback on your essay, contact the MDIA 489 Coordinator once your grade is available.

EXTENSIONS AND PENALTIES

Extensions will be granted only in exceptional and unforeseen circumstances. Issues of workload do not constitute exceptional and unforeseen circumstances. Extensions are negotiated with your supervisor and the MDIA 489 Coordinator. Research essays submitted after Friday, 12 October 2012 will be penalised by a 2.5 percent deduction from your total mark per work day.

MANDATORY COURSE REQUIREMENTS

To gain a pass in this course you must:

- Submit your research essay on or by the specified date (subject to such provisions as are stated for late submission of work)

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 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>

plagiarism, but access to the full text of submissions is not made available to any other party.

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.

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.

MDIA 489 TOPIC LIST

New Zealand media
Media audiences
Young people and media
Celebrity studies
Television formats
Television genres
Popular music studies
Sport and the Media
Science fiction
Television Institutions and Industries
New Zealand Cinema and Film Production Industry
Subjectivity and Identity
Postcolonial and Indigenous media studies
Race and the media
Migrants and media
Gender and Sexuality
Disability/mental illness
Media Policy
Media and Globalisation
Media and Politics
Media and Economics/ Cultural Economy/Political Economy
Media and activism
Media and environment
Politics in fiction
News media and News culture
Visual culture
Urban Culture
Scenes/Subcultures
New media and digital cultures (social media, mobile media, etc.)
Advertising

School of English, Film, Theatre, & Media Studies
MEDIA STUDIES PROGRAMME COURSE OUTLINE MDIA 489

COURSE PROGRAMME

Week 1 Thurs 8 Mar MDIA 489 Introductory meeting, 4pm

Week 2 Thurs 15 Mar Workshop 1: Introduction to research and methods, 2pm

Week 3

Week 4 Thurs 29 Mar Workshop 2: Library and database, 2pm

Week 5 Thurs 5 Apr Milestone deadline: Research outline, with research question and methodology (MDIA drop slot by 2pm).

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

Week 6 Thurs 19 Apr Workshop 3: Endnote and Zotero, 2pm

Week 7

Week 8 Thurs 10 May Workshop 4: Writing and editing, 2pm

Week 9

Week 10

Week 11

Week 12

Mon 18 June Milestone deadline: Demonstration of familiarity with relevant literature (MDIA drop slot by 2pm).

Mid Year Break: Thursday 5 July to Sunday 15 July 2012

Week 13 Tues 17 July Workshop 5: Troubleshooting, 2pm

Week 14

Week 15

Week 16

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Week 17 Tues 11 Sept Workshop 6: Preparing final drafts, 2pm

Week 18

Mid Trimester Break: Monday 27 August to Sunday 9 September 2012

Week 19 Mon 10 Sept Milestone deadline: Full first draft (Media Studies drop slot by 2pm)

Week20

Week 21

Week 22

Week 23 Fri 12 Oct Milestone deadline: Submission of Research Essay (2 copies to MDIA drop slot and an electronic copy to MDIA 489 Coordinator, by 2pm)

Week 24