

MDIA 101 Media: Texts and Images

Trimester 1 2013

4 March to 3 July 2013

20 Points



TRIMESTER DATES

Teaching dates:	4 March to 7 June 2013
Easter break:	28 March to 3 April 2013
Mid-trimester break:	22 to 28 April 2013

WITHDRAWAL DATES

Information on withdrawals and refunds may be found at

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds>

NAMES AND CONTACT DETAILS

Course Coordinator and Lecturer

Dr Minette Hillyer

minette.hillyer@vuw.ac.nz

Ph: (04) 463 9746

Room 101, 81 Fairlie Terrace

Office Hours: Monday 10.30am-12.30pm, or by appointment.

Lecturer

Dr Michael Daubs

michael.daubs@vuw.ac.nz

Ph: (04) 463 6821

Room 302, 83 Fairlie Terrace

Office Hours: Tuesday 1-3pm, or by appointment.

Administrative Tutor

Dr Thomas Owen

thomas.owen@vuw.ac.nz

Room 301, 83 Fairlie Terrace

Office hours: Wednesday 4-5pm.

Tutors

Tbc

Tutors' office hours will be announced in the first lecture and posted on Blackboard.

Māori and Pacific Island Tutor

Sarah Hudson

mpitutor@vuw.ac.nz

Room 304, 83 Fairlie Terrace

Office Hours: Monday and Wednesday 9am-5pm

[facebook.com/seftms](https://www.facebook.com/seftms)

CLASS TIMES AND LOCATIONS

Lectures

Wednesday

12-2pm

KKLT303

Tutorials

Tutorial details will be announced at the first lecture on Monday 5 March. Tutorial enrolment will take place after the first lecture through the online S-Cubed system. Further details can be found on the MDIA 101 Blackboard site.

Tutorials begin in WEEK 2. Please register for tutorials via the MDIA 101 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 Administration office, 83 Fairlie Terrace.

Please note that tutorials in week 7 (the week of May 1) will be held in cyber commons rooms. Please check Blackboard to find your tutorial room for this week.

TEACHING LEARNING SUMMARY

Students enrolled in this course are required to attend one two-hour lecture, and (starting in week two) one 50 minute tutorial per week. The two hour class on Mondays will consist of a lecture and whole-class discussion time. The tutorials are your opportunity to ask questions, try out ideas, develop your analytical and rhetorical skills, and develop your interests.

Lectures and tutorials are designed to work together and course assessment assumes your regular attendance at both. The course also relies on your active participation, and your engagement with media

on a day to day basis. Come to class having completed your reading. Please bring along your ideas, experiences, and assigned readings.

COMMUNICATION OF ADDITIONAL INFORMATION

Course-related information will be communicated to students using the MDIA101 Blackboard site. The site also provides facilities for peer discussion; you are encouraged to make use of these.

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

This course is an introduction to one branch of Media Studies scholarship: namely, the close analysis of texts. It introduces the kinds of visual media texts which you may encounter in Media Studies courses and the methods of close analysis generally associated with them. In addition, it asks what the text is and what its function is in the context of our day to day experience of the mediated world. How do we use media texts in order to understand who we are and how we live, and how do we become literate in the skills necessary to understand them?

COURSE CONTENT

The course is divided into four sections:

- Text (weeks 1-3)
- Text, Intertext, Context (weeks 4-7)
- Text/Self (weeks 8-9)
- Text/World (weeks 10-11)

LEARNING OBJECTIVES

Students who pass this course will be able to:

1. Conduct credible close readings of a variety of visual media texts, individually and in groups
2. Use the evidence gathered from textual analysis to construct arguments and support their interpretations of media texts, genres, and narratives
3. Reflect critically on the role of the text in Media Studies scholarship
4. Demonstrate familiarity with theories concerning the practices, functions and effects of mediation
5. Demonstrate competency in the literacies of academic writing and argumentation
6. Demonstrate readiness for more advanced studies of media texts and contexts.

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:

There are two set texts for this course. They are:

- Schirato, Tony, Angi Buettner, Thierry Jutel and Geoff Stahl. *Understanding Media Studies*. Melbourne: Oxford University Press, 2010. Print.

- MDIA101 Student Notes.

Recommended Reading:

Other than O'Shaughnessy and Stadler "Reading Images," which is highly recommended and therefore included in the Student Notes, recommended readings will be made available via closed or electronic reserve, or on the MDIA101 Blackboard site. Check Blackboard for updates.

All undergraduate textbooks and student notes will be sold from the Memorial Theatre Foyer from 11 February to 15 March 2013, while postgraduate textbooks and student notes will be available from vicbooks' new store, Ground Floor Easterfield Building, Kelburn Parade. After week two of the trimester all undergraduate textbooks and student notes will be sold from vicbooks, Easterfield Building.

You can order textbooks and student notes online at www.vicbooks.co.nz or can email an order or enquiry to enquiries@vicbooks.co.nz. Books can be couriered to customers or they can be picked up from nominated collection points at each campus. You will be contacted when they are available.

The MDIA 101 set text, *Understanding Media Studies*, is also available to rent from Vicbooks in limited quantities. Please see Blackboard for more information.

ASSESSMENT REQUIREMENTS

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

1) Close Analysis: 1000 words / 25%. Due 11am, Monday 8 April to MDIA drop slot and to Turnitin.

This assignment covers weeks 1-4 of the course and tests learning objectives 1, 2, 5 and 6.

2) Essay: 1800 words / 40%. Due 11am, Monday 13 May, to MDIA drop slot and to Turnitin.

This assignment covers weeks 4-7 of the course and tests learning objectives 1,2,3,5 and 6.

3) Blogging exercise: 5 posts of 100-200 words each/ 10%. Due between Wednesday, 20 March and Wednesday, 29 May, depending on topic, to your tutorial group's blog on the MDIA 101 Blackboard site.

This assignment covers weeks 3-11 of the course and tests all learning objectives.

4) Take Home assignment: 1000 words / 25%. Due 11am, Thursday 6 June, to MDIA drop slot and to Turnitin.

This assignment covers weeks 8-11 of the course and tests all learning objectives.

Detailed instructions and marking criteria for each assignment will be handed out in lectures as indicated in the Course Programme, pages 7 and 8, and made available on Blackboard.

ASSIGNMENT COVER SHEETS

Assignment cover sheets and extension forms can be found on Blackboard or outside the Administration office: 83 Fairlie Terrace. Remember to fill in your tutor's name.

COLLECTING MARKED ASSIGNMENTS

Your marked assignment will be handed back by your tutor in tutorials or during their office hours. Any uncollected assignments can be picked up from the Programme Administrator after the last day of teaching.

Assignments will be held in the Administration office until the end of the following trimester. You need to show your student identification to collect marked assignment from the Administration office.

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 (Assignments 1, 2 and 4) specified for this course, on or by the specified dates (subject to such provisions as are stated for late submission of work).
- Attend at least 9 of the 11 scheduled 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. You can find out more information on Class Representatives on www.vuwsa.org.nz.

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>

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 (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.

COURSE PROGRAMME

Week 1 6 March **Texts 1: Mediation and textual analysis**

Read: *Understanding Media Studies [UMS]*, 27-33.

There are no tutorials this week.

Week 2 13 March **Texts 2: Texts and textual analysis**

Read: Kavka, Misha. "Studying Media Texts, or How to Decode the Mythology of Underwear" (in Student Notes)

Assignment One distributed in lecture.

Tutorials begin.

Week 3 20 March **Texts 3: Text / Image / Sign**

Print media

Read: Rayner, Philip, Peter Wall and Stephen Kruger. Extract from "Part 1: Reading the Media." (in Student Notes)

Recommended reading: O'Shaughnessy and Stadler "Reading Images" (in Student Notes)

Blogs open today.

Week 4 27 March **Text, Intertext, Context 1: Texts In Context**

Advertisements

Read: *UMS*, 33-42.

Matheson, Donald. "Advertising Discourse: Selling Between the Lines." (in Student Notes)

Easter Break: Thursday 28 March to Wednesday 3 April 2013

Assignment one due in, 11am, Monday 8 April to MDIA drop slot and Turnitin

Week 5 10 April **Text, Intertext, Context 2: Genre and narrative**

Music Videos

Read: *UMS*, 43-49.

Goodwin, Andrew. Extracts from "A Musicology of the Image" and "Metanarratives of Stardom and Identity" (in Student Notes)

Assignment Two distributed in lecture.

Week 6 17 April **Text, Intertext, Context 3: Genre and narrative cont.**

TV

Read: Gripsrud, Jostein. "Television, Broadcasting, Flow: Key Metaphors in TV Theory." (in Student Notes)

Recommended reading: Neale, Steve, et al "Introduction: What is Genre?" *The Television Genre Book*. Ed. Glen Creeber. London: BFI Publishing, 2001. 1-6. Print.

Bignell, Jonathan. Chapter 4 "Television Texts and Narratives" Introduction to television studies. London: Routledge, 2013.

<http://victoria.lconz.ac.nz/vwebv/holdingsInfo?bibId=1520885> Ebook.

Mid Trimester Break: Monday 22 to Sunday 28 April 2013

Week 7 1 May **Text, Intertext, Context 4: Remediation**

Web pages

Read: Bolter, Jay David and Richard Grusin. "Introduction: The Double Logic of Remediation," and "The World Wide Web." (in Student Notes)

Recommended reading: Grusin, Richard. "Premediation." *Criticism* 46.1 (2004) 17-39. Print.

Tutorials move to cyber commons this week. Check Blackboard to find your tutorial room.

Week 8 8 May **Text/Self 1: - Subjectivity**

Read: *UMS*, 50-55

Recommended reading: Goodwin, Andrew. Extract from "Metanarratives of Stardom and Identity" (in Student Notes)

Tutorials move back to regular rooms this week.

Assignment two due in, 11am Monday 13 May, to MDIA drop slot and Turnitin.

Week 9 15 May **Text/Self 3: Habitus and Cultural Fields**

Read: *UMS*, 70-72 and 87-90.

Recommended reading: Goode, Luke. "Pimp My Profile: Reading (and Writing) the Web." *Media Studies in Aotearoa New Zealand 2*. Ed. Luke Good and Nabeel Zuberi. Auckland: Pearson, 2010. 112-123. Print.

Week 10 22 May **Text/World 1: Commoditisation and Normalisation**

Read: *UMS*, 58-67.

Recommended reading: Goode, Luke. "Pimp My Profile" (as for week 9)

Week 11 29 May **Text/World 2: Spectacle**

Read: *UMS*, 136-55.

Take Home assignment available in lecture.

Blogs close today.

Week 12 5 June **No lecture this week. Use this time to work on your Take Home.**

Take Home assignment due in, 11am Thursday 6 June to MDIA drop slot and Turnitin