

MDIA 103 Popular Media Culture

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

Dr Geoff Stahl geoff.stahl@vuw.ac.nz (04) 463 7472 Room 102, 81 Fairlie Terrace
Office Hours: Monday 10.00am-11.00am; Wednesday 2.00pm-3.00pm; and by appointment.

Administrative tutor:

Kim Wheatley kim.wheatley@vuw.ac.nz Room 301, 83 Fairlie Terrace
Office Hours: Tbc

Tutors:

Names, contact details and office hours of the other tutors will be announced at the first lecture.

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

Monday 12-2pm KKLT303

Tutorials

Wednesday and Thursday, starting in week 2 (see tutorial dates on the final page). Please note that there will not be tutorials in week 6 (the first week after the mid-trimester break). Tutorial enrolment will take place after the first lecture through the online S-Cubed system. Please register for tutorials via the MDIA 103 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.

Go to <https://signups.victoria.ac.nz> and follow the instructions. Further details can be found on the MDIA 103 Blackboard site.

TEACHING LEARNING SUMMARY

Important issues, ideas, terms, concepts and theories will be introduced in the lectures by way of evaluating and discussing specific examples. Tutorials will provide a forum for collaborative learning in which students can ask questions about and discuss the issues raised in the lectures and in the readings. Tutorials will also assist students in developing basic writing skills, presentation skills, and library skills.

COMMUNICATION OF ADDITIONAL INFORMATION

Additional information is available on the MDIA 103 Blackboard site. You are also expected to check your Victoria email regularly. If you are not using this, please set a forward to the email address you do use.

COURSE PRESCRIPTION

This course is an introduction to the study of popular media culture, with reference to the relationship between cultural theory and selected popular media forms. The course centres on critically examining the production and consumption of popular media culture. Particular attention is paid to issues relating to the social function and value of popular media culture.

LEARNING OBJECTIVES

1. This course is designed to introduce students to issues and ideas that relate to popular culture and the various forms it takes in the media, with an emphasis placed on examining contexts of production and consumption.
2. Students will learn how to analyse issues that relate to both the production and consumption of popular media texts.
3. Students will learn and apply aspects of cultural theory by making use of specific examples, in tutorials, in lectures and in their written work.
4. Students will be introduced to differing approaches in order to provide an overview of some of the issues which define media studies and its relation to popular culture.
5. Students will be expected to understand and put into use critical terms and concepts that they are presented within the course.
6. Develop students' media literacies by exposing them to a variety of perspectives on popular media culture, in order to prepare them for more advanced and specialised studies of media contexts and texts.
7. Students will develop basic research, library and writing skills.

EXPECTED WORKLOAD

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

READINGS

Set texts:

MDIA 103 Popular Media Culture Student Notes. You are expected to purchase the student notes and have read the assigned reading prior to the lecture.

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.

Students 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. Students will be contacted when they are available.

Opening hours are 8am – 6pm, Monday – Friday during term time (closing at 5pm in the holidays). Phone: 463 5515.

ASSESSMENT REQUIREMENTS

There are three (3) pieces of assessment for this course, which are designed to develop and strengthen research and writing skills.

Assignment 1 (30%): Annotated Bibliography, 1250-1500 words. ***Due Friday 12 April @ 2.00pm***
Fulfills Learning Objectives 1, 6, 7

Assignment 2 (20%): Research Proposal, 750-1000 words. ***Due Monday 6 May @ 2.00pm***
Fulfills all Learning Objectives

Assignment 3 (50%): Research Essay, 2000-2500 words. ***Due Friday 7 June @ 2.00pm***
Fulfills all Learning Objectives

Assignment descriptions and marking criteria will be made available at appropriate moments during the course. All assignments test the learning objectives mentioned above.

All assignments will be checked for academic integrity through Turnitin, details of which are listed below. Students will be further advised on how to use Turnitin by the course coordinator as well as their respective tutors.

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

This course is internally assessed. In order to pass the course, students are required to complete all three assignments and attend at least nine (9) of the eleven (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.

LECTURE PROGRAMME

| | | |
|-----------------------------|---|--|
| Week 1 | 4 March | Introduction: Popular Culture and Media |
| Week 2 | 11 March | Media Analysis: Semiotics and Popular Culture |
| Week 3 | 18 March | Media Audiences: Debates and Discussion |
| Week 4 MTW | 25 March | Representation: Race and Gender |
| Easter Break: | Thursday 28 March to Wednesday 3 April 2013 | |
| Week 5 | 8 April | Ideology and Hegemony: Subcultures and Style |
| Week 6 | 15 April | Identity, Subjectivity and Technology: Popular Music and the iPod |
| Mid Trimester Break: | Monday 22 to Sunday 28 April 2013 | |
| Week 7 | 29 April | Consumer Culture: Advertising and Branding |
| Week 8 | 6 May | Promotional Culture: Celebrities and Scandals |
| Week 9 | 13 May | Networks and Digital Culture: Social Media |
| Week 10 | 20 May | Society of the Sign: Postmodernism and Remix Culture |
| Week 11 | 27 May | Conclusion: Boredom, Distraction and Play |
| Week 12 | 3 June | Queen's Birthday: No Lecture |

School of English, Film, Theatre, & Media Studies
MEDIA STUDIES PROGRAMME COURSE OUTLINE MDIA 103

TUTORIAL PROGRAMME

| | | |
|-----------------------------|---|--------------------|
| Week 1 | No tutorials | |
| Week 2 | 13/14 March | Tutorial 1 |
| Week 3 | 20/21 March | Tutorial 2 |
| Week 4 | 27 March | Tutorial 3 |
| Easter Break: | Thursday 28 March to Wednesday 3 April 2013 | |
| Week 4 | 4 April | Tutorial 3 |
| Week 5 | 10/11 April | Tutorial 4 |
| Week 6 | 17/18 April | Tutorial 5 |
| Mid Trimester Break: | Monday 22 to Sunday 28 April 2013 | |
| Week 7 | 1/2 May | Tutorial 6 |
| Week 8 | 8/9 May | Tutorial 7 |
| Week 9 | 15/16 May | Tutorial 8 |
| Week 10 | 22/23 May | Tutorial 9 |
| Week 11 | 29/30 May | Tutorial 10 |
| Week 12 | 5/6 June | Tutorial 11 |