

# MDIA 203 Visual 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

|                              |                                  |                     |
|------------------------------|----------------------------------|---------------------|
| A/P Tony Schirato            | tony.schirato@vuw.ac.nz          | Phone (04) 463 7445 |
| Room 001, 81 Fairlie Terrace | Office hours Monday 9.00-11.00am |                     |

## CLASS TIMES AND LOCATIONS

### Lectures

Wednesday      3.10-5pm      MCLT101

### Tutorials

Tutorials begin in WEEK 2. Please register for tutorials via the MDIA 203 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.

## TEACHING LEARNING SUMMARY

This course requires students to attend 1 weekly two-hour lecture and 1 weekly 50-minute tutorial in each of weeks 2- 11.

Students must attend at least 7 of 10 tutorials to pass the course.

## COMMUNICATION OF ADDITIONAL INFORMATION

All course related information will be available on the MDIA 203 Blackboard site.

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

MDIA 203 deals with visuality and the techniques and contexts that inform the ways we 'read' the visual. It also considers the relationship between different visual regimes or ways of seeing and contemporary media texts and genres. The areas covered include techniques of reading the visual; visual technologies; visual narratives and genres; visual communication; sound and script and the visual; visual regimes; and the field of advertising. The main object of the course is to provide students with a set of visual literacies that will have both specific (media studies programme) and more general applications.

## LEARNING OBJECTIVES

Students passing the course should be able to:

- 1) demonstrate an understanding of the field of Visual Culture
- 2) engage critically with and apply theory and literature in the field of Visual Culture
- 3) demonstrate an understanding of the historical and social contexts of the visual
- 4) develop analytical skills in terms of reading, writing, and discussion.

## 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:

Schirato T & Webb J (2004) *Reading the Visual*, Allen & Unwin Sydney

### Recommended reading:

|               |                              |
|---------------|------------------------------|
| Barthes R     | Mythologies                  |
| Baudrillard J | The Consumer Society         |
| Benjamin W    | Illuminations                |
| Berger J      | Ways of Seeing               |
| Bignall J     | Media Semiotics              |
| Bourdieu P    | On Television and Journalism |

**MEDIA STUDIES PROGRAMME COURSE OUTLINE MDIA 203**

|                          |                                     |
|--------------------------|-------------------------------------|
| Evans J & Hall S (eds)   | Visual Culture                      |
| Frow J                   | Genre                               |
| Crary J                  | Techniques of the Observer          |
| Crary J                  | Suspensions of Perception           |
| Debord G                 | The Society of the Spectacle        |
| Kellner D                | Media Spectacle                     |
| Mirzoeff N (ed)          | The Visual Culture Reader           |
| Mirzoeff N               | An Introduction to Visual Culture   |
| Poster M                 | The Second Media Age                |
| Rose G                   | Visual Methodologies                |
| Schirato T & Yell S      | Communication and Cultural Literacy |
| Schirato T et al         | Understanding Foucault              |
| Sturken M & Cartwright L | Practices of Looking                |

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](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 customers or they can be picked up from nominated collection points at each campus. You will be contacted when they are available.

### **ASSESSMENT REQUIREMENTS**

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

(1) Essay: Value 20%

Length: 1000 words (dealing with material covered in weeks 2-3 inclusive). Learning Objectives 1-2.

Due 2pm Wednesday 10 April into MDIA drop-slot at 83 Fairlie Terrace

(2) Essay: Value: 30%

Length: 1500 words (dealing with material covered in weeks 4-5 inclusive). Learning Objectives 1-4.

Due: 2pm Wednesday 15 May into MDIA drop-slot at 83 Fairlie Terrace

(3) Take-Home Assignment: Value: 50%

Length: 2000 words (4 x 500 word essays, covering material dealt with in weeks 6-10 inclusive). Learning Objectives 1-4.

Due 2pm Friday 7 June into MDIA drop-slot at 83 Fairlie Terrace

### 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 all 3 pieces of assessment by the due date in hard copy and attend at least 7 of 11 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](http://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>

## 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](http://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](http://www.victoria.ac.nz/home/about_victoria/avcacademic).

School of English, Film, Theatre, & Media Studies  
**MEDIA STUDIES PROGRAMME COURSE OUTLINE MDIA 203**

**COURSE PROGRAMME**

|  |          |   |
|--|----------|---|
| Week 1   | 6 March  | Introduction<br>Reading: (None)   |
| Week 2   | 13 March | The Activity of Seeing<br>Reading: Reading the Visual (11-21; 35-53)                    |
| Week 3   | 20 March | Reading the Visual<br>Reading: RTV (17-30)  |
| Week 4 MTW   | 27 March | Signs & Meanings<br>Readings: RTV (57-67); C & CL (18-33)                               |
| <b>Easter Break:</b> Thursday 28 March to Wednesday 3 April 2013 |          |   |
| Week 5   | 10 April | Visual Intertexts, Narratives & Genres<br>Readings: RTV (26-32; 81-104)                 |
| Week 6   | 17 April | Normalising Vision<br>Reading: RTV (139-149)  |
| <b>Mid Trimester Break:</b> Monday 22 to Sunday 28 April 2013    |          |   |
| Week 7   | 1 May    | The Visual as Culture<br>Readings: RTV (105-139)  |
| Week 8   | 8 May    | The Visual as Commodity<br>Readings: RTV (105-68)                                       |
| Week 9   | 15 May   | Society of the Spectacle<br>Readings: RTV (164-8)                                       |
| Week 10  | 22 May   | Spectacle & Spectatorship<br>Readings: RTV (169-91); USP (90-103)                       |
| Week 11  | 29 May   | Revision of Material from Weeks 6-10<br>Reading: None<br>Take Home Assignment Given Out |
| Week 12  | 5 June   | Take Home Assignment Due on Friday 7 June at 2pm  |