

# MDIA 206 Media and Digital Cultures

**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 Angi Buettner [angi.buettner@vuw.ac.nz](mailto:angi.buettner@vuw.ac.nz) 04 463 5070 Room 002, 81 Fairlie Terrace

Office hours: Tuesday 2-3pm and Thursday 1-2pm.

Tutors:

TBC

## CLASS TIMES AND LOCATIONS

### Lectures

Tuesday	11am-1pm	COLT122
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### Tutorials

Tutorials begin in WEEK 2. Please register for tutorials via the MDIA 206 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

The two-hour session on Tuesdays consists of a lecture and whole-class discussion time. The tutorial hour is the forum where you can ask questions about lecture and reading material as well as discuss the content and practice essay writing skills. Tutorials start in Week 2. Engagement with course materials and active participation in class discussion is expected.

## COMMUNICATION OF ADDITIONAL INFORMATION

The lecture notes posted on Blackboard are only indicative of the content of the lectures and to complement attendance at lectures.

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 paper including assessment, information on reading material and further resources will be available on Blackboard and updated throughout the course. Announcements will also be posted. Check this site regularly.

## COURSE PRESCRIPTION

This course introduces some of the key arguments and issues discussed in the rapidly developing field of new media studies. We examine how digital technologies (such as the Internet, digital music, video games) are transforming contemporary culture and every day life, and in turn, how cultural, economic, and political forces shape these technologies.

## COURSE CONTENT

By interrogating the historical development of selected media from a variety of theoretical perspectives, we will examine how new cultural forms are made possible by various new technologies. These discussions will be embedded in an exploration of the social institutions that produce and distribute media texts and the different ways in which they are consumed.

## LEARNING OBJECTIVES

Upon successful completion of this course, students will:

1. be familiar with recent and emerging theories of new media
2. demonstrate knowledge of recent and emerging methods of new media analysis
3. demonstrate further development of their written, spoken and visual communication literacies
4. be able to demonstrate critical analytical skills in relation to new media theories and practices.

## EXPECTED WORKLOAD

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

## READINGS

### Essential texts:

Giddings, Seth, with Martin Lister, eds. *The New Media and Technocultures Reader*. London: Routledge, 2011. Print. (Available from vicbooks)

**Recommended Reading:**

Lister, Martin, Jon Dovey, Seth Giddings, Iain Grant, and Kieran Kelly. *New Media: A Critical Introduction*. 2nd ed. London: Routledge, 2009. Print. (Available in closed reserve)

Schirato, Tony, Angi Buettner, Thierry Jutel, and Geoff Stahl. *Understanding Media Studies*. Melbourne: Oxford University Press, 2010. Print. (Available in closed reserve)

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**

Assessment item	Word length	%	Due date
1. Short Essay	1500 words	30%	Week 5 (Tuesday 5 April 2012)
2. Essay	2000 words	40%	Week 8 (Friday 10 May 2012)
3. Tutorial Paper	1000 words (+ tutorial participation)	30%	Sign-up in tutorial (between wk 9–11)

**1. Short Essay (1500 words) 30% DUE WEEK 5 (Tuesday 5 April 2013, by 2pm)**

This assessment asks you to engage with materials in Part 1 of the course. Select one reading from Part 1 of the course and write a critical response to it. To do this you need to:

- Identify the main thesis of the reading (what the writer is arguing).
- Assess the strengths and weaknesses of this argument.
- Define and demonstrate an understanding of the most salient key terms used by your chosen author.
- Use examples of new media texts or practices to demonstrate your understanding and to support your argument.

Write your critical response using the essay form. Include an introduction, a thesis statement (your own, not that of the selected author), topic sentences, presentation of argument & textual evidence and a conclusion. You should also include the correct bibliographic reference information for all sources used. To enhance the analytical dimension of your short essay we encourage you to cite the work of other authors in the field.

\*This assessment relates to objectives 1, 2 and 3.

**2. Essay (2000 words) 40% Due Week 8 (Friday 10 May 2013, by 2pm)**

Essay questions will be posted on Blackboard in advance of the due date.

While your tutorial paper needs to be handed in to your tutor at the time of your tutorial, your short essay and long essay should be submitted to the department. Do not hand your short or long essay assignment in to a tutor or lecturer.

The criteria for assessing your short and long essay include:

**Argument**

- Clear and succinct introduction
- Thesis precisely formulated
- Thesis well substantiated
- Logically developed argument (well-defined paragraphs)
- Paragraphs clearly focused and introduced by topic sentence
- Strong justification of argument
- Clear conclusion
- Analytical presentation
- Original and creative thought

**Style and Presentation**

- Legible and well set-out
- Fluently expressed
- Succinct and concise
- Correct grammar and syntax
- Correct spelling and punctuation

**Criticism/methodology**

- Appropriate use of lecture notes
- Accurate use of terminology
- Good use of quotations
- Good acknowledgement of sources
- Clear and precise footnoting or reference style
- Good bibliographical style

\*This assessment relates to objectives 1, 2, 3 and 4.

**3. Tutorial Paper (1000 words + tutorial participation) 30% Sign-up in tutorial (between wk 9–11)**

This assessment asks you to engage with materials discussed between weeks 9–11 of the course. Once tutorials begin you will be asked to sign up to complete a Tutorial Paper on ONE of the three topics discussed between weeks 9–11. The topic questions will be posted on Blackboard. You write a 1000 word essay that addresses your chosen topic. Bear in mind that your Tutorial Paper should have an analytical dimension and be structured in essay form (introduction, thesis statement, presentation of argument & textual evidence, conclusion).

An integral part of this assignment is sharing the findings of your Tutorial Paper with the rest of the class. The expectation is that in the week you submit your Tutorial paper you will attend your tutorial **and** contribute to the group discussion. Hand in your written version of the paper to your tutor at the end of the tutorial. Make sure to have an electronic copy of the Tutorial Paper you have submitted to your tutor. The criteria for assessing your Tutorial Paper include:

- attendance at tutorial

- contribution to group discussion
- introduction/conclusion (in written version)
- argumentation (in written version)
- style and presentation (in written version).

If due to extenuating circumstances you cannot attend the tutorial you have signed up for, contact the course coordinator to organise an alternative. This will involve a new topic question, and will be available only to students who can provide a medical certificate or proof/documentation of extenuating circumstances (workload issues are not extenuating circumstances).

\*This assessment relates to objectives 3 and 4.

### 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 and oral work 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 7 out of 11 tutorials (subject to provisions for extenuating circumstances).

### 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).

**COURSE PROGRAMME**

Week 1      5 March      Introduction to Key Concepts and Themes – no tutorials

Week 2      12 March      History and Technology – tutorials

**Part 1: New Media Economies and Technologies**

Week 3      19 March      Cultural Production and New Media – tutorials

Week 4      26 March      Virtuality and Space – tutorials

**Easter Break:**      Thursday 28 March to Wednesday 3 April 2013

Week 5      9 April      Visual Culture and New Media – tutorials

**ASSIGNMENT #1 DUE 5 April 2013 by 2pm**

Week 6      16 April      Data and Networks – tutorials

**Mid Trimester Break:**      Monday 22 to Sunday 28 April 2013

Week 7      30 April      Digital cultures and new human-technology relationships – tutorials

Week 8      7 May      Social Media – tutorials

**ASSIGNMENT #2 DUE 10 May 2013 by 2pm**

Week 9      14 May      Participation, Citizenship and Digital Cultures – tutorials

**ASSIGNMENT #3 DUE**

Week 10      21 May      Surveillance Cultures – tutorials

**ASSIGNMENT #3 DUE**

Week 11      28 May      Everyday Life and New Media Literacies – tutorials

**ASSIGNMENT #3 DUE**

Week 12      4 June      Course Wrap-Up & make-up time for tutorial papers