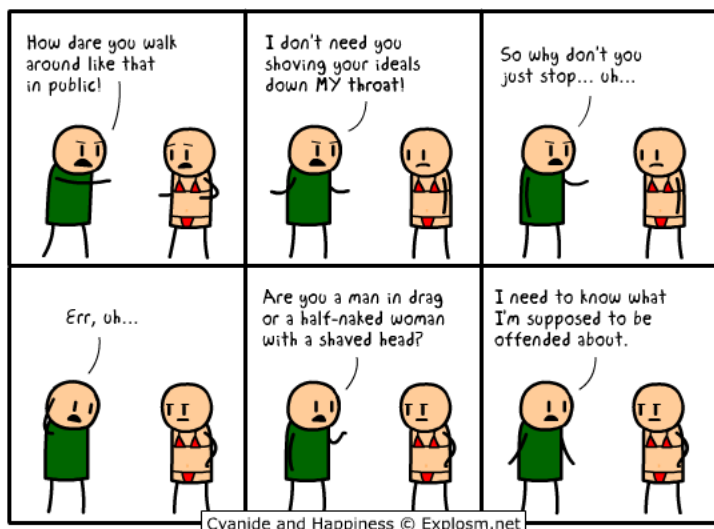


MDIA 306 Media, Gender and Sexuality

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 Anita Brady anita.brady@vuw.ac.nz 04 463 6853 Room 205, 81 Fairlie Terrace
Office hours: Mon 3-5pm

Tutor

Anna Macdonald anna-macdonald@vuw.ac.nz
Office hours: TBA

CLASS TIMES AND LOCATIONS

Lectures

Monday 10-11.50am HULT119

Tutorials

Tutorials begin in WEEK 2. Please register for tutorials via the MDIA 306 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

1 x 2-hour lecture per week.

10 x 50-minute tutorial. Tutorials will take place in weeks: 2 to 11.

Please Note: Tutorials and lectures are interactive and discussion based. Students must have done that week's required readings in order to participate and to understand what's going on in class. Students are also encouraged to contribute relevant media examples to the course. If you come across something that seems to speak to or exemplify issues we've been discussing please email it to Anita or bring it along to a tutorial.

COMMUNICATION OF ADDITIONAL INFORMATION

All additional information will be announced in lectures and tutorials, and made available on the MDIA 306 Blackboard site.

Occasionally emails are sent to the MDIA 306 class via Blackboard. Blackboard only recognises Victoria email addresses. 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 examines the representations, contexts, and politics of gender, sexuality and the media. By interrogating the discourses of gender and sexuality as they are 'mediated' in a variety of forms (television, film, popular music, video games, advertising), we will examine the construction and constitution of femininity, masculinity, heterosexuality, and lesbian/gay/queer identities.

COURSE CONTENT

MDIA 306 provides an introduction to theories of subjectivity, gender and sexuality, and examines the representations of gender and sexuality in the media and in popular culture. The course is divided into three sections:

Gendered Subjects (Weeks 1-5)

Sexual Subjectivity (Weeks 6-9)

Intersectionality (Weeks 10-12)

LEARNING OBJECTIVES

Students who pass this course should be able to:

1. Critically evaluate how gender and sexuality are represented and produced in a range of media texts, formats, genres and industries.
2. Discuss, utilise and critique a range of theoretical perspectives that address issues of gender and sexuality, and the media.
3. Utilise and produce critical feedback on the clarity and structure of a piece of academic work.
4. Critically evaluate how gender and sexuality intersect with other frameworks of identity (e.g. race, class, disability) in media texts, formats, genres and industries.

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:

Required reading: MDIA 306 Student Notes (This should be purchased by all students).

There are 2 to 3 required readings each week. These are a combination of theoretical approaches to gender and/or sexuality, theoretical analysis more specifically concerned with the analysis of media, and academically informed media commentary. These readings are carefully selected combinations, and **all** readings must be done each week in order to understand what we're covering in class. It is crucial that students recognise how important it is to complete the required readings each week. This is the **minimum** amount of reading you should do in order to successfully complete this course. All lectures and tutorials will be conducted on the assumption that you have done the readings. **Approximately four hours per week should be set aside for readings.**

Recommended reading: There are extra additional readings related to particular topic areas. These may be especially useful in assignments 3 and 4. They can be found in the "Recommended Reading" section on Blackboard.

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.

Opening hours are 8.00 am – 6.00 pm, Monday – Friday during term time (closing at 5.00 pm in the holidays). Phone: 463 5515.

ASSESSMENT REQUIREMENTS

Assignment 1: Reading Analysis. Worth 20% of final grade. Word limit 1200 words

Due Friday 12 April at 2pm in MDIA Drop Slot (Programme office, 83 Fairlie Terrace).

All learning objectives are potentially assessed in each assignment, however this piece of assessment specifically relates to Learning Objective 2.

Assignment 2: Peer Assessment Essay Introduction Exercise. Worth 10% of final grade. Word limit 300-500 words. Due in tutorials week beginning 6 May.

All learning objectives are potentially assessed in each assignment, however this piece of assessment specifically relates to Learning Objective 3

Assignment 3: Essay. Worth 40% of final grade. Word limit 2500 words. Due Friday 17 May at 2pm in MDIA Drop Slot (Programme office, 83 Fairlie Terrace).

All learning objectives are potentially assessed in each assignment, however this piece of assessment specifically relates to Learning Objectives 1 and 2.

Assignment 4: Take Home Assignment. Worth 30% of final grade. Word limit 1500 words. Due Friday 7 June at 2pm in MDIA Drop Slot (Programme office, 83 Fairlie Terrace).

All learning objectives are potentially assessed in each assignment, however this piece of assessment specifically relates to Learning Objectives 1, 2 and 4.

Assignment 1: Reading Analysis

Choose any 2 Required Readings from the Student Notes from Weeks 2-5 (these cannot be readings listed as "Media Commentaries"). Write a short essay that compares and contrasts the two readings in relation to **one** of the following topics.

- postfeminism
- hegemonic masculinities
- transgender and/or intersex
- gendered subjectivities

Guidelines

- This assignment is asking you to engage with your chosen readings, rather than to apply those readings to media texts.
- You do not need to cover every aspect of each reading. Rather you should be focussed on how the two readings work together to provide an analysis of your chosen topic.
- You can use readings from the same week, or from different weeks. They do not need to be readings that correspond to your choice of topic in the lecture schedule.
- There will be tutorial time set aside to discuss this assignment.
- Your assignment must be accompanied by a bibliography **formatted in MLA-style**. This style is set out in the Student Handbook (available on Blackboard).
- You must submit an electronic copy of this assignment to Turnitin before handing in your hard copy to the Drop Slot. **You must attach a Turnitin receipt to the hard copy**. Any assignments not submitted to Turnitin will not be marked.

Assignment 2: Peer Assessment Essay Introduction Exercise

In Week 8 you must bring a draft of the introductory paragraph to the essay you will submit in Assignment 3. In your tutorial that week you will use that draft in a peer feedback exercise designed to improve the structure of your essay and the clarity of your argument.

Guidelines

- Your grade for this assignment is for participation only. Your tutor will not mark your introduction, or the worksheet you will fill out in the tutorial exercise. However, they will look at both to ensure that you have completed the task(s) set, and can be awarded your 10 marks. PLEASE NOTE: If you complete both parts of this assignment you will receive 10 marks. This is not a mark out of 10. You will either receive 10 marks for completing the assignment, or 0 marks for not completing it. This means that if you only complete part of it, you will receive 0 marks. No part of your grade will be determined by feedback from your peers.
- In order to complete this assignment and receive your 10 marks you must turn up to your assigned tutorial in Week 8 (May 6 and 7). Provision will be made for those students who cannot attend their tutorial that week due to genuinely unforeseen and extenuating circumstances (as outlined in the "Lateness and Penalties" section of this Course Outline).
- In the tutorial in Week 7, time will be set aside to discuss what makes a good introductory paragraph, and other aspects of this assignment.
- Your introductory paragraph draft must be a genuine draft (we will discuss what this means in Week 7). It cannot be a list of ideas or bullet points.

Assignment 3: Essay

Choose any media text and answer the following question:

How does this text produce and/or disrupt norms of sexuality?

Guidelines

- You must utilise at least 2 reputable **academic** sources, including **at least** one from the Student Notes that you did not discuss in Assignment 1. You cannot repeat material from Assignment 1. The media commentaries contained in the Student Notes are not "peer reviewed" and are not academic sources. This does not mean you cannot use them in your essay as media commentaries. We will discuss how you might use these, as well as other types of sources, in class.
- There will be tutorial time set aside to discuss this assignment.
- All essays must be accompanied by a bibliography formatted in MLA-style. This style is set out in the Student Handbook (available on Blackboard).
- You must submit an electronic copy of this assignment to Turnitin before handing in your hard copy to the Drop Slot. **You must attach a Turnitin receipt to the hard copy**. Any assignments not submitted to Turnitin will not be marked.
- This assignment will be assessed on the following:
 - your ability to produce a clearly thought out introduction and conclusion
 - your ability to construct an academic argument, and utilise good supporting evidence
 - the quality of your written expression

- your ability to integrate theory and textual analysis
- your ability to accurately follow an academic bibliographic style

There are extensive essay writing guidelines in the Student Handbook. It is strongly recommended that you consult them.

Assignment 3: Take-Home Assignment

The Take-Home assignment will be distributed at the final lecture. You will be given clear guidelines as to what is expected of you for this piece of assessment.

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 specified for this course on or by the specified dates (subject to such provisions as are stated for late submission of work)
- Submit a copy of assignments 1, 3 and 4 to Turnitin.
- Attend **at least** 7 lectures
- Attend **at least** 8 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	4 March	<p>L1: Introduction: Subjectivity</p> <p>Media Commentary (MC): Hadley Freeman. "Beyoncé: Being Photographed In Your Underwear Doesn't Help Feminism."</p> <p>MC2: Maya. "Feminism is Totally Cool with Beyoncé Posing in Her Underwear."</p> <p>Required Reading (RR): Griselda Pollock. "What's Wrong with 'Images of Women'?"</p>
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Week 2	11 March	<p>L2: Theorising Gender</p> <p>RR1. Chris Barker. "Issues of Subjectivity and Identity."</p> <p>RR2. Anita Brady. "Can this Women's World Champ Really Be A Man: Caster Semenya and the Limits of Being Human."</p> <p>RR3. James Meffan. "Response to Anita Brady: Naturalising Gender."</p>
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Week 3	18 March	<p>L3: Contemporary Femininities</p> <p>RR1: Rosalind Gill. "Postfeminist Media Culture: Elements of a Sensibility."</p> <p>RR2: Catherine Lumby. "Past the Post in Feminist Media Studies."</p> <p>MC: Linda Martin Alcoff. "The Nerve of Lena Dunham"</p>
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Week 4 MTW	25 March	<p>L4: Contemporary Masculinities</p> <p>RR1: R W Connell and James W. Messerschmidt. "Hegemonic Masculinity: Rethinking the Concept."</p> <p>RR2: Consalvo, Mia. "The Monsters Next Door: Media Constructions of Boys and Masculinity."</p> <p>MC: Jackson Katz "Memo to Media: Manhood, Not Guns or Mental Illness, Should Be Central in Newtown Shooting."</p>
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Easter Break:	Thursday 28 March to Wednesday 3 April 2013	
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Week 5	8 April	<p>L5: Transgendered Bodies</p> <p>RR1: Jay Prosser. "Transgender."</p> <p>RR2: Joshua Gamson. "I Want to Be Miss Understood."</p> <p>MC: Clem Barstow. "Blurring Boy-Girl Boundaries."</p> <p> ASSIGNMENT ONE DUE</p>
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Week 6	15 April	<p>L6: Sexual Subjectivities</p> <p>RR1: Barry Smart. Extract from <i>Michel Foucault</i>.</p> <p>RR2: Anita Brady. "This is why mainstream America votes against gays, Adam Lambert': Contemporary outness and gay celebrity."</p> <p>MC1: Lynne Huffer. "The New Normal is Not Good Enough"</p> <p>MC2: Alison Bechdel. "An On-again Off-again Affair."</p>
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Mid Trimester Break: Monday 22 to Sunday 28 April 2013		
Week 7	29 April	L7: Heteronormativity and Anxieties of Representation RR1: Alexander Doty and Ben Gove, "Queer Representation in the Mass Media." RR2: Alexander Doty. "Flow Favourites: <i>Modern Family</i> , <i>Glee</i> , and the Limits of Television Liberalism."
Week 8	6 May	L8: The Politics of Queer RR1: Annamarie Jagose. "Queer." RR2: Alex Cho. "Lady Gaga, Balls-Out: Recuperating Queer Performativity." ASSIGNMENT TWO DUE
Week 9	13 May	L9: Porn Cultures RR1: Karen Ross. "Sexy Media: The Pornographication of Popular Culture or Just a Bit of Slap and Tickle?" RR2: Lisa Downing. "Safewording! Kinkphobia and Gender Normativity in <i>Fifty Shades of Grey</i> ." MC: Tracy Clark-Flory. "Is Kink the New Girl-On-Girl Kiss?" ASSIGNMENT THREE DUE
Week 10	20 May	L10: Race RR1: Robbie Shilliam. "Response to Anita Brady: This Woman is Also an African." RR2: Brendan Hokowhitu. "Race Tactics: The Racialised Athletic Body." RR3: Ramona Coleman-Bell. "Droppin' It Like It's Hot: The Sporting Body of Serena Williams."
Week 11	27 May	L11: Disability RR1: Rosemarie Garland-Thomson. "Integrating Disability: Transforming Feminist Theory." RR2: James Cherney and Kurt Lindemann. "Sporting Images of Disability: <i>Murderball</i> and the Rehabilitation of Masculine Identity." MC: Eddie Ndopu. "Oscar Pistorius: Salvaging the Super Crip Narrative." (NB: this reading is not in the Course Reader but is available in the Week 11 folder on Blackboard).
Week 12	3 June	Queen's Birthday NO LECTURE OR TUTORIALS

ASSIGNMENT 4 DUE