

MDIA 407 Media, Subjectivity and Identity

Trimester 1 2013

4 March to 3 July 2013

30 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

Staff	Email	Phone	Room	Office Hours
Jo Smith	jo.smith@vuw.ac.nz	04 463 6801	81 FT Room 204	Tuesday 2.30-3.30pm

CLASS TIMES AND LOCATIONS

Seminars

Tuesday	10-11.50am	AM102
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TEACHING LEARNING SUMMARY

There are ten (10) seminars designed to promote self-directed and peer-to-peer learning. Course participants are part of a community of learners and thinkers. As such, it is imperative you come to class prepared. This means you have engaged with the set reading/s for the week, you have identified a media example that complements a key idea from the reading, and you have made notes in your *MDIA407 Critical Journal* about your preliminary thoughts and questions on the topic for the week.

COMMUNICATION OF ADDITIONAL INFORMATION

Additional information will be posted on Blackboard.

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 advanced examination of theories of identity and subjectivity alongside media theories in order to determine ways in which the contemporary human 'self' is constituted through media texts, representations and spectatorship.

COURSE CONTENT

In the 2013 version of this course we consider how popular cultural practices work to constitute subjectivity and identity for the individuals and groups who engage with them. We consider the social power relations that structure the subject positions and forms of identity in play (historical as well as contemporary), with a particular focus on race, ethnicity and postcolonial contexts. We ask: how might popular culture (television, cinema, new media) offer new forms of identity and agency that serve as ways of subverting and negotiating dominant forms of identity? How might increasingly intensified forms of mediatisation affect the self-understanding, the cultural representations and the social and political participations of contemporary subjects?

LEARNING OBJECTIVES

By the end of the course students should be able to demonstrate:

1. techniques of scholarship and critical analysis appropriate to future postgraduate studies.
2. an ability to analyse and articulate specific media examples in relation to theories of subjectivity and identity.
3. an ability to analyse and contextualise discourses of individual, societal, historical and technological transformations in the context of media studies.

EXPECTED WORKLOAD

Students should expect to spend an average of 20+ hours per week on this class over the course of the trimester, for a total of 300 hours. This is standard for a 400 level course.

READINGS

Readings will be available on Blackboard.

All postgraduate textbooks and student notes will be available from vicbooks' new store, Ground Floor Easterfield Building, Kelburn Parade from 11 February to 15 March 2013.

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: 407 Critical Journal entries. DUE WEEKLY EACH MONDAY AT 12PM. Worth 25% of your final grade. Only the best 5 out of 10 entries (selected by you) will be assessed. Each entry is worth 5% each. THE "BEST 5" ARE DUE WEEK 11: 28 MAY IN-CLASS OR ONLINE 12PM.

Information on this assessment (including marking criteria) to be discussed in week one of class and posted on Blackboard. For this assessment you will make a weekly entry (starting week 2) in your Critical Journal that addresses an aspect of one of the assigned readings for the week. This entry should include:

- 1) a brief quote from the text
- 2) a discussion of the quote that provides some working understanding of the quote and raises questions and/or contradictions
- 3) brief discussion of a possible media technology, practice or event (*not* already discussed in the reading) that relates to the quote

The length of your Critical Journal entry should be between 300-600 words (excluding quoted material). You are free to play with the style of writing that best suit the critical reflections you are pursuing. The Critical Journal assignment is designed to help you process and engage with course material as well as provide the course convenor insight into how you are engaging with course content. The course convenor will briefly review your Journal entry each week before the seminar. The "best 5" entries will be marked in relation to the following criteria:

- timely completion of each entry (by Monday 12pm each week starting week 2)
- thoughtful engagement with the selected quote
- pertinent media example that demonstrates and extends understanding of selected quote

We will discuss your preferred Journal method (online and/or analog) in class. This assessment relates to Learning Objectives 1, 2 and 3.

Assignment 2: Short Essay (2000 words). Due Week 5 (9 April) in-class. Worth 20% of your final grade.

Information on this assessment (including marking criteria) to be discussed in week one of class and posted on BLACKBOARD. This assignment asks you to select ONE of your Critical Journal entries (from week 2-4) and develop this entry into a more scholarly discussion of an aspect of the course material you have encountered so far.

This assignment will be assessed on the following criteria:

- your ability to produce a clearly thought out introduction and conclusion
- your ability to structure and develop 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

This assignment relates to Learning Objectives 1, 2 and 3.

Assignment 3: Long Essay Proposal. Paper version due: 12pm Week 9 (Wednesday 15th May, MDIA DROP SLOT) and presented in-class (5 min) on Tuesday 14th May. Worth 15% of your final grade. 1500 words.

Information on this assessment (including marking criteria) to be discussed in week one of class and posted on BLACKBOARD. This assignment relates to Learning Objectives 1, 2 and 3. This assignment asks that you develop a long essay proposal that provides a case study of a media technology, event or practice in relation to ONE of the following course questions:

1. How might popular culture (television, cinema, new media) offer new forms of identity and agency that serve as ways of subverting and negotiating dominant forms of identity?

OR

2. How might increasingly intensified forms of mediatisation affect the self-understanding, the cultural representations and/or the social and political participations of contemporary subjects?

In your proposal you need to include:

i) Essay title and topic (including a clear thesis statement).

This is a clear statement of the essay's thesis or argument.

ii) Statement of aims, research plan and method;

This is a detailed description of what the essay will achieve and *how* you will accomplish this.

This is the most detailed part of the proposal. In articulating the aims of your essay, you should describe what you hope to achieve, discover or explore, and how your essay is related to other studies in the field. You might find it useful to pose the questions you are seeking to answer in your essay. In articulating the research plan and methodology of your essay, you should describe the key terms of your inquiry and explain how you define them. What kind of critical approach will you take? What primary and secondary texts will be most important to your essay? What conceptual frameworks will you be adopting and why? What are the scope and limits of your inquiry?

iii) Annotated bibliography (approx. 4 key articles)

"Annotation" in this context does not mean an abstract or summary: rather, it means a brief description of the article or book and an indication of how and why you think it will be useful in your own essay. You should format the bibliography according to Media Studies essay writing guidelines (on Blackboard). This won't necessarily represent your final bibliography for the essay.

You will present your proposal in-class in week 9 and a paper version of this proposal is due **Wednesday 15 May at 12pm** (MDIA Drop Slot) to allow you to amend your proposal in light any in-class suggestions and feedback. This assignment relates to Learning Objectives 1, 2 and 3. The written component of this assignment will be assessed on the following criteria:

- your ability to concisely articulate each component of the proposal (i-iii)
- the quality of your written expression
- your ability to accurately follow an academic bibliographic style

Assignment 4: Long Essay Final Draft (3000 words). Due 2pm 7 June, MDIA Drop Box. Worth 40% of your final grade.

Information on this assessment (including marking criteria) to be discussed in week one of class and posted on BLACKBOARD. This assignment relates to Learning Objectives 1, 2 and 3. This assignment asks you to write a long essay that provides a case study of a media technology, event or practice in relation to ONE of the following course questions:

1. How might popular culture (television, cinema, new media) offer new forms of identity and agency that serve as ways of subverting and negotiating dominant forms of identity?

OR

2. How might increasingly intensified forms of mediatisation affect the self-understanding, the cultural representations and/or the social and political participations of contemporary subjects?

This assignment will be assessed on the following criteria:

- your ability to produce a clearly thought out introduction and conclusion
- your ability to structure and develop 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

Please note:

- Your bibliography and in-text referencing must be formatted in MLA-style. Guidelines for MLA can be found in the SEFTMS Handbook on Blackboard, and here: <http://owl.english.purdue.edu/owl/resource/747/01/>
- You must submit this assignment to Turnitin before handing it in to the MDIA drop slot. You must attach a Turnitin receipt to your hard copy.

The marking process

Please note: Marks for Honours level assignments and final course grades are not finalised until feedback from the external examiner has been considered. Note also that Honours grades gained in individual courses remain provisional until the overall final classification made by the Honours programme examination committee.

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 Course Coordinator's name.

COLLECTING MARKED ASSIGNMENTS

Your marked assignment will be handed back by your Course Coordinator in seminar 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.

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 essays and assignments, on or by the specified dates (subject to such provisions as are stated for late submission of work)

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*

***Subject to change**

Week 1	5 March	Theorising Subjectivity and Identity
Week 2	12 March	Situated Knowledges
Week 3	19 March	The Work of Imagination
Week 4	26 March	Anti-Humanism and Ambivalence
Easter Break: Thursday 28 March to Wednesday 3 April 2013		
Week 5	9 April	Whiteness (ASSIGNMENT 2 DUE 9 APRIL IN-CLASS)
Week 6	16 April	Settler Subjectivities
Week 7	30 April	Onscreen Indigeneity
Mid Trimester Break: Monday 22 to Sunday 28 April 2013		
Week 8	7 May	Mediated Memories
Week 9	14 May	Neoliberal Citizen-Subjects (ASSIGNMENT 3 DUE IN-CLASS 14 MAY; Paper Copy Due 15 MAY 2PM, MDIA DROP SLOT)
Week 10	21 May	Against Identity Politics
Week 11	28 May	The Politics of Affect (ASSIGNMENT 1 DUE 28 MAY IN-CLASS)
Week 12	4 June	Conclusions (LONG ESSAY DUE 7 JUNE 2PM, MDIA DROP SLOT)