

MDIA 414 Advanced Studies in Television Culture

Trimester 1 2013

4 March to 3 July 2013

30 Points

NAMES AND CONTACT DETAILS

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Office hours: Monday 2:00 p.m. – 3:00 p.m.; Thursday 3:00 p.m. – 4:00 p.m.; and by appointment.

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
Last piece of assessment: 17 June 2013

CLASS TIMES AND LOCATIONS

Seminars: Thursday 1:10 p.m. – 3:00 p.m. in 83 FT 201

COURSE PRESCRIPTION

This course offers an in-depth cultural analysis of one area in the field of television studies, such as television institutions, television production, issues of globalisation and localisation in relation to television, interactive television, television audiences, television representations, or a specific television genre. In 2013, the course will analyse articulations of globalisation and localisation in relation to television.

COURSE CONTENT

In the first half of the course, we will look at different theories of globalisation in relation to the medium of television. We will consider, on the one hand, how television channels, formats and programmes travel the globe and, on the other hand, how television always acquires meaning in a particular local context. We will analyse examples of format adaptation, in which the global and local come together, and representations of the global and the local in television genres such as travel programmes and reality television. We will also consider how audiences make sense of television in relation to the global and the local to negotiate their identities. In the second half of the course, we will discuss two examples of local television (regional television and indigenous television) and two examples of non-western global television (television in Asia and television in Africa). For the assignments, students will have considerable freedom to work on topics they are interested in, providing that these are relevant to the contemporary field of television studies.

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COURSE PROGRAMME

Week 1	7 March	The global and the local
Week 2	14 March	Global television flows
Week 3	21 March	Local television content
Easter Break: Thursday 28 March to Wednesday 3 April 2013		
Week 4	4 April	Format adaptation
Week 5	11 April	Representations
Week 6	18 April	Television audiences
Mid-Trimester Break: Monday 22 to Sunday 28 April 2013		
Week 7	2 May	Regional television
Week 8	9 May	Indigenous television
Week 9	16 May	Asian television
Week 10	23 May	African television
Week 11	30 May	Student Presentations
Week 12	6 June	Student Presentations

TEACHING LEARNING SUMMARY

Classes will be run as seminars rather than as lectures and will be based on student discussion.

LEARNING OBJECTIVES

Upon successful completion of this course, students will:

1. be able to demonstrate an understanding of academic theories and research on one major area in the field of television studies
2. be able to independently analyse and critically evaluate academic research in this area and present their findings in written and oral form
3. be able to either propose or conduct research that contributes to and reflects on contemporary discussions in this area of television studies
4. be able to actively engage in existing academic and public discussions about this area of television studies.

EXPECTED WORKLOAD

The expected workload for a 30 point course is 300 hours over the trimester or 20 hours per teaching week.

COMMUNICATION OF ADDITIONAL INFORMATION

Blackboard will be used for announcements, course information, course readings, assignments, guidelines on essay writing and links to related websites. If you are not going to use the Victoria email address set up for you, we encourage you to set a forward from the Victoria email system to the email address you do use.

READINGS

Essential texts: Required readings for this course will be made available through Blackboard.

ASSESSMENT REQUIREMENTS

There are four pieces of assessment for this course:

- Assignment 1 (10%): notes on required readings (300-500 words)
Due weekly on Thursdays (and in Week 2 on Monday) 10:00 a.m.
- Assignment 2 (25%) short essay (2000 words)
Due Monday 29 April 2:00 p.m.
- Assignment 3 (15%) presentation (15 minutes)
Weeks 11 and 12 (see course programme)
- Assignment 4 (50%) research essay (4000 words)
Due Monday 17 June 2:00 p.m.

All assignments test all four learning objectives. Detailed instructions regarding the assignments will be given at appropriate points during the trimester. Please note that 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 1

Here are some pointers that will assist you in writing up your weekly notes:

- Your notes should be focused on the required readings of weeks 1 to 10 inclusive.
- All required readings will be made available through the MDIA 414 Blackboard site.
- Write your notes based on all of the required readings for a particular week.
- Aim to find connections between the different readings. The readings have been put together because they relate to each other; it is up to you to discuss the links between them.
- Remember that the notes are only 300-500 words. You cannot possibly address all aspects of all readings: focus on key points, important concepts and main lines of argument.
- Conclude with points for discussion you would like to be addressed in class. Point out aspects you found interesting, you did not agree with, or you did not quite understand, for example.
- Please provide a bibliography at the bottom of your notes. You can copy the entries from the Blackboard site. The bibliography is not part of the word count.

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- Please email your notes to joost.debruin@vuw.ac.nz. See the due dates below.
- The preferred format is a Word document. Do not forget to write your name in the document.

This assignment is worth 10% of the final course grade. You will receive a grade upon completion of all ten notes. You will have the opportunity to request an interim grade halfway through the trimester.

Due dates:

1. The global and the local	Monday 11 March 10:00 a.m.
2. Global television flows	Thursday 14 March 10:00 a.m.
3. Local television content	Thursday 21 March 10:00 a.m.
4. Format adaptation	Thursday 4 April 10:00 a.m.
5. Representations	Thursday 11 April 10.00 a.m.
6. Television audiences	Thursday 18 April 10:00 a.m.
7. Regional television	Thursday 2 May 10:00 a.m.
8. Indigenous television	Thursday 9 May 10:00 a.m.
9. Asian television	Thursday 16 May 10:00 a.m.
10. African television	Thursday 23 May 10:00 a.m.

MANDATORY COURSE REQUIREMENTS

The course is internally assessed. In order to pass, students are required to complete all four assignments.

WITHDRAWAL DATES

Information on withdrawals and refunds may be found at

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawlsrefunds>

ASSIGNMENT COVER SHEETS

Assignment cover sheets and extension forms can be found on Blackboard or outside the Administration office at 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 at seminars 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 per cent deduction from your total mark per work day. Late work also receives only minimal comments from your marker.

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.

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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.