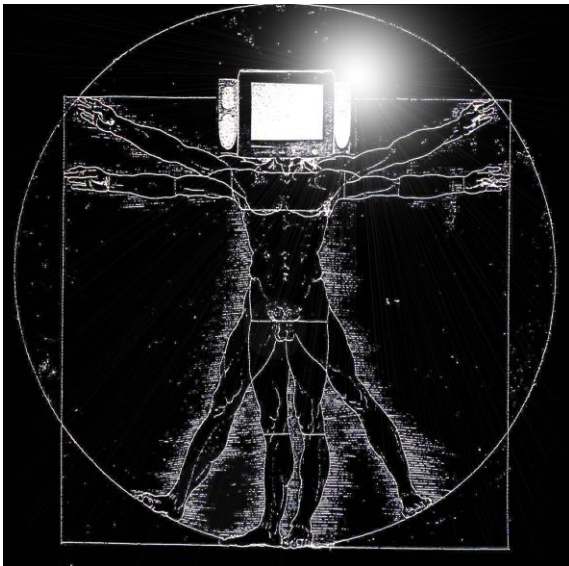


# MDIA 102 Media, Society and Politics

**Trimester 2 2013**

15 July to 17 November 2013

**20 Points**



Leonardo da Vinci's 'Tele-Vitruvian Man' (Peter Thompson)

## TRIMESTER DATES

Teaching dates:	15 July to 18 October 2013
Mid-Trimester break:	26 August to 8 September 2013
Study week:	21 to 25 October 2013
Examination/Assessment period:	25 October to 16 November 2013

**Note:** Students who enrol in courses with examinations are expected to be able to attend an examination at the University at any time during the formal examination period.

## WITHDRAWAL DATES

Refer to [www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds](http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds)

If you cannot complete an assignment or sit a test or examination (aegrotats), refer to [www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat](http://www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat)

## CLASS TIMES AND LOCATIONS

### Lectures

Wednesday	1.10 - 3.00pm	KKLT303 (New Kirk Building)
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**Tutorials** TBC (See S-Cubed)

Tutorials begin in WEEK 2. Please register for tutorials via the MDIA 102 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.

## NAMES AND CONTACT DETAILS

### Course Coordinator

**Peter Thompson** [peter.thompson@vuw.ac.nz](mailto:peter.thompson@vuw.ac.nz) Room 305, 83 Fairlie Terrace 04 463 6827

Office Hours: Thursdays 1.00-2.00 pm and 3.00-4.00pm or by appointment.

### Admin Tutor

**Sarah Jane Parton** [sarah.parton@vuw.ac.nz](mailto:sarah.parton@vuw.ac.nz) Room 301, 83 Fairlie Terrace Office Hours: TBC

### Tutors

TBC

### Māori and Pacific Island Tutor

**Sarah Hudson** [mpitutor@vuw.ac.nz](mailto:mpitutor@vuw.ac.nz) Room 908, von Zedlitz 04 463 9599 or 027 563 7038

Office Hours: TBC

## COMMUNICATION OF ADDITIONAL INFORMATION

All course related information, and any additional information that students may find useful, will be available on the MDIA 102 Blackboard site. Lecture notes will be uploaded to Blackboard once all tutorials have been completed for the week. Please note: these notes are an outline only and must *not* be considered an adequate substitute for lecture attendance. Blackboard also includes areas for class discussion, and you are encouraged to utilise this. 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.

## PRESCRIPTION

This is an introductory course for students interested in exploring the role of the media in shaping society and politics. The course discusses the rise of the mass-media, the control and regulation of media institutions, and the role of the media in shaping public opinion. It will also assess the impact of current developments such as independent media, convergence, digitisation, globalisation and the concentration of media ownership.

## COURSE CONTENT

MDIA 102 focuses on the field of the media through the exploration of the relationships between politics, economics, technologies, histories, institutions, and practices. The course looks at mass media effects debates, the control and regulation of media institutions and practices, the ways in which the media shape and contribute to political practices and democratic process, the nature of news production, and how media technologies contribute to social change. The course also introduces some important debates about the nature of knowledge in the social sciences/humanities and highlights links between media studies and the social-political theories that have informed the field.

## **COURSE LEARNING OBJECTIVES (CLOS)**

Students who pass this course:

1. should have acquired a practical familiarity with, the concepts of mass media, political economy, the public sphere, media industries and institutions, media practices, and media technologies
2. will have developed and practiced techniques of scholarship and methods of analysis of the media
3. should be familiar with the literacies of academic writing
4. should be able to contribute to, and facilitate, group discussion
5. will have been introduced to a theoretical framework in relation to the above so as to prepare them for more advanced and specialised studies of media contexts and texts.

## **TEACHING FORMAT**

This course requires students to attend 1 weekly two-hour lecture and 1 weekly 50-minute tutorial (in each of weeks 2- 12).

Tutorials are essential to completing the course successfully as they are an opportunity to develop your understanding, ask questions, receive information about assignments, and develop the analytical skills required in media studies.

All students are expected to complete that week's set reading prior to attending each tutorial and undertake other reasonable preparations for effective participation. Students who do this will find tutorials much more useful, and will be better prepared for the final exam.

Attendance at tutorials is compulsory. Students who miss more than two tutorials without providing adequate justification to their tutors will fail to meet mandatory course requirements.

## **MANDATORY COURSE REQUIREMENTS**

In addition to achieving an overall pass mark of 50%, students must:

- Submit a hard copy of Assignment 1 into the MDIA Drop Slot at 83 Fairlie Terrace, and an electronic copy to Turnitin.
- Submit a hard copy of Assignment 2 into the MDIA Drop Slot at 83 Fairlie Terrace, and an electronic copy to Turnitin.
- Sit the examination.
- Attend at least 8 tutorials.

## **WORKLOAD**

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

**ASSESSMENT**

Assessment items and workload per item	%	CLO(s)	Due date
1 <b>Assignment 1:</b> Essay: worth 30% of final grade. (MDIA Drop Box outside the SEFTMS Admin Office, 83 Fairlie Terrace). You must submit your essay to Turnitin prior to handing in your hard copy, and <b>a Turnitin receipt must be attached to the hard copy that you submit.</b> Essays not submitted to Turnitin will not be marked.	30%	1, 2, 3 and 5	Monday 19 August 1pm
2 <b>Assignment 2:</b> Essay: worth 30% of final grade. (MDIA Drop Box outside the SEFTMS Admin Office, 83 Fairlie Terrace). You must submit your essay to Turnitin prior to handing in your hard copy, and <b>a Turnitin receipt must be attached to the hard copy that you submit.</b> Essays not submitted to Turnitin will not be marked.	30%	1, 2, 3, and 5	Monday 7 October 1pm
3 <b>Assignment 3:</b> Final Exam: Worth 40% of final grade.	40%	1, 2, 3, and 5	Date/ Location TBC

- All work submitted in this course must be correctly referenced and include an accurate bibliography. Referencing and bibliographies must be formatted in a consistent style. (The SEFTMS Handbook available on Blackboard gives clear instructions on MLA style).
- All MDIA 102 students are expected to consult the SEFTMS Handbook in preparing their assignments. The Handbook contains clear and detailed advice on how to produce written work of an acceptable academic standard.
- Please note: you should utilise (and reference) reputable academic sources in your assignment research and writing. The Handbook contains information on the use of internet sources, make sure you read it. **NB: Wikipedia is not a reputable academic source.**
- Make sure you reference all the works you use to inform your assignment correctly. Failure to do this may be considered plagiarism: [www.victoria.ac.nz/home/study/plagiarism](http://www.victoria.ac.nz/home/study/plagiarism)
- The Student Learning Service can also help you improve your essay writing skills.

**Assignment 1: Essay, 1200 words, 30%**

The essay will cover material covered in weeks 1-5. There will be tutorial time set aside to discuss this assignment. This assessment relates to course objectives 1, 2, 3 and 5

Either:

a) Provide a concise account of the main epistemological challenges faced by researchers in the humanities and social sciences in verifying research findings. Critically assess one media-related theory in your discussion.

OR

b) Provide a concise account of the main paradigmatic shifts in theories concerning media effects and audience activity since the 1940s. Then use this discussion to critically assess an example of a contemporary claim made about the effects of media/video games.

### **Assignment 2: Essay, 1200 words 30%**

The essay will cover material covered in weeks 6- 12. There will be tutorial time set aside to discuss this assignment. This assessment relates to course objectives 1, 2, 3 and 5

Either:

a) With reference to at least two theories/approaches, discuss the norms and/or principles driving the operation of contemporary media, and identify any factors that might make it difficult for the media to live up to social ideals. Refer to at least one example of NZ media in your example.

OR

b) Discuss the relationship between politics and the media from the perspectives of Liberal-pluralism/functionalist and Marxism/elite theory. Refer to at least one example NZ media in your example.

OR

c) With reference to at least two theories, discuss the extent to which media technologies can be considered to be a driving force of social change and/or globalisation.

### **Assignment 3: Final Exam (40%)**

There will be some lecture and tutorial time set aside to discuss the exam, and guidelines will be provided.

The University examination period is Friday 25 October to Saturday 16 November 2013.

This assessment relates to course objectives 1, 2, 3 and 5.

### **Marking Criteria**

For all written assessments in MDIA 102, marks are allocated on the basis of format (e.g. appropriate essay structure, referencing), accuracy of expression (including grammatical accuracy and spelling), explanations of theories and concepts, application of theories and concepts to relevant examples, overall rigour of argument and evidence, and evidence of original/critical thought and overall effort.

### **SUBMISSION AND RETURN OF WORK**

Work provided for assessment in this course will be checked for academic integrity by Turnitin. Follow the instructions provided in the "Assignments and Turnitin" section of Blackboard.

Hard-copy assignments are submitted in the drop slot outside the administration office: 83 Fairlie Terrace. Attach an assignment cover sheet or extension form, found on Blackboard or outside the administration office. Remember to fill in your tutor's name.

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.

### **PENALTIES**

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.

In exceptional and unforeseen circumstances an extension may be granted. 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.

## SET TEXTS

### Set texts:

MDIA 102 Student Notes.

Schirato, Buettner, Jutel, Stahl. *Understanding Media Studies* (Oxford University Press).

Available from vicbooks, Ground Floor Easterfield Building, Kelburn Parade.

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).

**Note:** Students intending to major in Media Studies, and/or doing MDIA 101 should purchase the set text. Students only doing MDIA 102 may want to consider using the copy on reserve in the library, or purchasing it and selling it when the course is complete. All students should purchase the Student Notes.

## RECOMMENDED READING

Additional reading will be made available on Blackboard.

### Further Recommended Reading:

In addition to the weekly required readings there is also a further recommended reading or screening each week. These are listed in the course programme at the end of this outline. All are available on electronic or closed reserve, or in the AV section of the library.

There are also a number of books that are recommended as useful to students of MDIA 102. These are listed below. All should be available in the library:

Hirst, M., Phelan, S., & Rupa, V. (Eds.) *Scooped: The politics and power of journalism in Aotearoa New Zealand*. Auckland, AUT Press, 2012

Van Belle, Douglas A. & Kenneth M. Mash. *A Novel Approach to Politics - introducing political science through books, movies and popular culture*. Washington DC, CQ Press, 2010.

Hirst, Martin. *News 2.0 Can journalism survive the internet?* Crows Nest, NSW, Allen & Unwin, 2011.

Devereux, Eoin, (Ed.) *Media Studies: Key Issues and Debates*. London: Sage, 2007.

Devereux, Eoin. *Understanding the Media. 2nd ed*. London: Sage, 2007.

Goode, Luke and Nabeel Zuberi, (Eds). *Media Studies in Aotearoa/New Zealand*. Auckland: Pearson, 2004.

Hirst, Martin and John Harrison. *Communication and New Media: From Broadcast to Narrowcast*. Melbourne: OUP, 2007.

McGregor, Judy and Margie Comrie, eds. *What's News? Reclaiming Journalism in New Zealand*. Palmerston North: Dunmore, 2002.

## CLASS REPRESENTATIVE

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 may like to write the Class Rep's name and details in this box:

**Class Rep name and email address for this course:**

## STUDENT FEEDBACK

Student feedback on University courses may be found at [www.cad.vuw.ac.nz/feedback/feedback\\_display.php](http://www.cad.vuw.ac.nz/feedback/feedback_display.php).

In week six or seven of the trimester your class representative will be invited to a meeting with the Programme staff. In week five your class representative will ask the class for any feedback on this course to discuss at this meeting.

## OTHER IMPORTANT INFORMATION

The information above is specific to this course. There is other important information that students must familiarise themselves with, including:

- Academic Integrity and Plagiarism: [www.victoria.ac.nz/home/study/plagiarism](http://www.victoria.ac.nz/home/study/plagiarism)
- Aegrotats: [www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat](http://www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat)
- Academic Progress: [www.victoria.ac.nz/home/study/academic-progress](http://www.victoria.ac.nz/home/study/academic-progress) (including restrictions and non-engagement)
- Dates and deadlines: [www.victoria.ac.nz/home/study/dates](http://www.victoria.ac.nz/home/study/dates)
- FHSS Student and Academic Services Office: [www.victoria.ac.nz/fhss/student-admin](http://www.victoria.ac.nz/fhss/student-admin)
- Grades: [www.victoria.ac.nz/home/study/exams-and-assessments/grades](http://www.victoria.ac.nz/home/study/exams-and-assessments/grades)
- Resolving academic issues: [www.victoria.ac.nz/home/about/avcacademic/publications2#grievances](http://www.victoria.ac.nz/home/about/avcacademic/publications2#grievances)
- Special passes: [www.victoria.ac.nz/home/about/avcacademic/publications2#specialpass](http://www.victoria.ac.nz/home/about/avcacademic/publications2#specialpass)
- Statutes and policies including the Student Conduct Statute: [www.victoria.ac.nz/home/about/policy](http://www.victoria.ac.nz/home/about/policy)
- Student support: [www.victoria.ac.nz/home/viclife/student-service](http://www.victoria.ac.nz/home/viclife/student-service)
- Students with disabilities: [www.victoria.ac.nz/st\\_services/disability](http://www.victoria.ac.nz/st_services/disability)
- Student Charter: [www.victoria.ac.nz/home/viclife/student-charter](http://www.victoria.ac.nz/home/viclife/student-charter)
- Student Contract: [www.victoria.ac.nz/home/admisenrol/enrol/studentcontract](http://www.victoria.ac.nz/home/admisenrol/enrol/studentcontract)
- Turnitin: [www.cad.vuw.ac.nz/wiki/index.php/Turnitin](http://www.cad.vuw.ac.nz/wiki/index.php/Turnitin)
- University structure: [www.victoria.ac.nz/home/about](http://www.victoria.ac.nz/home/about)
- VUWSA: [www.vuwsa.org.nz](http://www.vuwsa.org.nz)
- School website: [www.victoria.ac.nz/seftms](http://www.victoria.ac.nz/seftms)

**COURSE PROGRAMME:**

Week 1	17 July	<b>Introductory session- course structure, class rep election, etc.</b> <b>NB: NO TUTORIAL THIS WEEK</b>  <b>The Media:</b> Chapter 15 in Giddens, A. (2006). <i>Sociology</i> (5 <sup>th</sup> edition). Cambridge: Polity Press. pp. 583-632.  <b>The Idea of Theory:</b> Chapter 2 in Littlejohn, S.W. & Foss, K.A. (2008). <i>Theories of Human Communication</i> (9 <sup>th</sup> edition). Belmont, CA: Thomson-Wadsworth. pp. 14-32.
Week 2	24 July	<b>Media Paradigm shifts 1: Hypodermic needle, Uses &amp; Gratifications, New Effects</b>  <b>Effects of Mass Communication:</b> Chapter 13 in Severin, W. & Tankard, J. (2001). <i>Communication Theories - Origins, Methods and Uses in the Mass Media</i> (5th edition). New York: Longman. pp. 56-86.  <b>The Invasion from Mars.</b> Cantril, H. (1940). Chapter 1 in O’Sullivan, T. & Jewkes, Y. (Eds) (1997). <i>The Media Studies Reader</i> . London: Arnold. pp. 6-17.
Week 3	31 July	<b>Media Paradigm shifts 2: New Effects to Ethnographic/ Reception studies, Structure-Agency problems</b>  <b>Renewing the Radical Tradition:</b> Chapter 5 in Curran, J. (2002). <i>Media and Power</i> . London: Routledge. pp. 127-165.  <b>Encoding/Decoding,</b> Hall, S. (1973). Chapter 14 in Graddol, D. & Boyd-Barrett, O. (Eds) (1994). <i>Media Texts- Authors and Readers</i> . Clevedon: Open University Press/Multilingual Matters. pp. 200-211.  <b>Media Audiences:</b> Chapter 5 in Schirato, T. et al. (2010). <i>Understanding Media Studies</i> . Melbourne: Oxford University Press. pp. 92-109.
Week 4	7 Aug	<b>Theories of Knowledge 1: How we come to know things in natural science, social science and humanities, positivism vs. phenomenology.</b>  <b>Introduction to Philosophy, Knowledge and Mind.</b> Chapter 1 in Brook, A. & Stainton, R.J. (2000). <i>Knowledge and Mind: a philosophical introduction</i> . Cambridge, MA: MIT Press. pp. 1-12.  <b>Arguments- Good, Bad and Weird:</b> Extract from Chapter 6 in Schick Jr., T. & Vaughn, L. (2005). <i>How To Think About Weird Things- Critical thinking for a new age</i> . New York: McGraw Hill. pp. 154-165.  <b>Introducing the Ancient Debate- the ideal versus the real:</b> Chapter 1 in Van Belle, D.A. & Mash, K.M. (2010). <i>A Novel Approach to Politics- introducing political science through books, movies and popular culture</i> . Washington DC: CQ Press. pp. 1-17.
Week 5	14 Aug	<b>Theories of Knowledge 2: Empiricism vs. rationalism, Critical reasoning &amp; scientific method; Hypthetico-deductive approach and paradigm shifts</b>  <b>Weighing the Words:</b> Chapter 3 in Griffin, E. (2009). <i>A First Look at Communication Theory</i> (7 <sup>th</sup> edition). New York: McGraw Hill. pp. 27-40.

(Continued on the next page)



**Science and Its Pretenders:** Chapter 7 in Schick Jr., T. & Vaughn, L. (2005). *How To Think About Weird Things- Critical thinking for a new age*. New York: McGraw Hill. pp. 175-197.

- Week 6      21 Aug      **Media and Society 1: Functional and normative models of media**  
**Normative Theories of Media and Society:** Chapter 7 in McQuail, D. (2000). *McQuail's Mass Communication Theory* (4<sup>th</sup> edition). London: Sage. pp. 141-162.  
**Last Chance to See? Public Broadcasting Policy and the Public Sphere in New Zealand:** Thompson, P.A. (forthcoming). In Hirst, M. Phelan, S. & Rupa, V. (Eds). *Journalism, Politics and Power in New Zealand*. Auckland: AUT Media/JMAD.  
**Media and the Public Sphere:** Chapter 6 in Schirato, T. et al. (2010). *Understanding Media Studies*. Melbourne: Oxford University Press. pp. 92-109.

**Mid Trimester Break:**      Monday 26 August to Sunday 8 September 2013

- Week 7      11 Sept      **Media and Society 2: News, representation vs constructivism**  
**Terrorism, War, Lions and Sex Symbols: Restating News Values:** Chapter 7 in McGregor, J. & Comrie, M. (Eds) (2002). *What's News? Reclaiming Journalism in New Zealand*. Palmerston North: Dunmore press. pp. 111-125.  
**Four Approaches to the Sociology of News,** Schudson, M. Chapter 9 in Curran, J. & Gurevitch, M. (Eds) (2005). *Mass Media and Society* (4<sup>th</sup> edition). London: Hodder Arnold. pp. 172-191.  
**The Media as Spectacle:** Chapter 7 in Schirato, T. et al. (2010). *Understanding Media Studies*. Melbourne: Oxford University Press. pp. 92-109.

- Week 8      18 Sept      **Political Economy: Marxism vs. Liberal-pluralism**  
**Theory of Media and Theory of Society:** Chapter 4 in McQuail, D. (2000). *McQuail's Mass Communication Theory* (4<sup>th</sup> edition). London: Sage. pp. 60-89.  
**Mass Society, Functionalism, Pluralism:** Extracts from Boyd-Barrett, Lasswell, Wright, and Curren, Gurevitch & Woollacott in Section 2 of Boyd-Barrett, O. & Newbold, C. (Eds) (1995). *Approaches to Media- a reader*. London, Arnold. pp. 68-76, and 93-107.

- Week 9      25 Sept      **Media and Politics 1: State, civil society, and social contract**  
**Classical Theories of the State and Civil Society:** Chapter 2 in Faulks, K. (1999). *Political Sociology- a critical introduction*. Edinburgh: Edinburgh University Press. pp. 32-50.  
**Democracy, the Public and the Media,** Kemp, G. Chapter 6.1 in Miller, R. (Ed) (2010). *New Zealand Government & Politics*. Melbourne: Oxford University Press. pp. 385-398.  
**Governing Society: Controlling the Behaviour of Individuals:** Chapter 4 in Van Belle, D.A. & Mash, K.M. (2010). *A Novel Approach to Politics- introducing political science through books, movies and popular culture*. Washington DC: CQ Press. pp. 70-92.

Week 10	2 Oct	<p><b>Media and Politics 2: Democracy, public sphere and the mediatisation of politics</b></p> <p><b>New Media and Democracy:</b> Goode, L. Chapter 6.4 in Miller, R. (Ed) (2010). <i>New Zealand Government &amp; Politics</i>. Melbourne: Oxford University Press. pp. 431-443.</p> <p><b>The Construction of the Political Public.</b> Chapter 2 in Higgins. M. (2008). <i>Media and their Publics</i>. Maidenhead: Open University Press. pp. 18-32.</p> <p><b>Media, Politics and Government:</b> Chapter 11 in Van Belle, D.A. &amp; Mash, K.M. (2010). <i>A Novel Approach to Politics- introducing political science through books, movies and popular culture</i>. Washington DC: CQ Press. pp. 249-274.</p>
Week 11	9 Oct	<p><b>Media technology and social change: Technological determinism vs cultural materialism</b></p> <p><b>Understanding the Mediascape - Philosophies and Theories of Emergent Media.</b> Chapter 2 in Macnamara, J. (2010). <i>The 21<sup>st</sup> Century Media Revolution</i>. New York: Peter Lang. pp. 59-103.</p> <p><b>Technological Determinism and Mobile Privatisation,</b> McGuigan, J. Chapter 1 in Nightingale, V. &amp; Dwyer, T. (Eds) (2007). <i>New Media Worlds: Challenges for Convergence</i>. Melbourne: Oxford University Press. pp. 5-18.</p>
Week 12	16 Oct	<p><b>Media and Globalisation- imperialism vs cultural autonomy, transborder flows and national sovereignty</b></p> <p><b>Approaches to Theorizing International Communication:</b> Chapter 2 in Thussu, D.K. (2006). <i>International Communication: Continuity and Change</i> (2<sup>nd</sup> edition). London: Hodder Arnold. pp. 40-65.</p> <p><b>Introduction,</b> Held. D., plus <b>A Globalizing Society,</b> Cochrane, A. &amp; Pain, K.: Chapter 1 in Held, D. (Ed). (2004). <i>A Globalizing World?-Culture, Economics, Politics</i>. (2<sup>nd</sup> edition). London: Routledge. pp. 6-46.</p> <p><b>International Politics: Apocalypse Now and Then:</b> Chapter 12 in Van Belle, D.A. &amp; Mash, K.M. (2010). <i>A Novel Approach to Politics- introducing political science through books, movies and popular culture</i>. Washington DC: CQ Press. pp. 275-305.</p>
<b>Study Week:</b>		Monday 21 October to Friday 25 October 2013
<b>Examination Period:</b>		Friday 25 October to Saturday 16 November 2013 DATE TBC