

MDIA 301 Media Theory and Cultural Production

Trimester 2 2013

15 July to 17 November 2013

20 Points

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
Last piece of assessment due:	29 October 2013

WITHDRAWAL DATES

Refer to 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

CLASS TIMES AND LOCATIONS

Lectures

Thursday	1.10-3.00pm	HULT323
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Tutorials

Tutorials begin in WEEK 2. Please register for tutorials via the MDIA 301 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:

Dr Minette Hillyer minette.hillyer@vuw.ac.nz 04 463 9746 Room 101, 81 Fairlie Terrace

Office Hours: Monday 12.00-1.00pm, or by appointment.

Tutor:

Kim Wheatley kim.wheatley@vuw.ac.nz Room 301, 83 Fairlie Terrace Office Hours: TBC

COMMUNICATION OF ADDITIONAL INFORMATION

All additional information will be announced in lectures and tutorials, and made available on the MDIA 301 Blackboard site.

Occasionally, emails will be sent to the MDIA 301 class via Blackboard. Blackboard only recognises VUW email addresses. **If you are not going to use the Victoria email address set up for you, please set a forward from the Victoria email system to the address you do use.** If you do not do this, you may miss out on important information.

PRESCRIPTION

This course focuses on the relationship between critical social theory and the impact of the media on the production of culture.

COURSE LEARNING OBJECTIVES (CLOS)

Students who pass this course will be able to:

1. Summarise and critically evaluate the claims made in scholarly texts
2. Discuss, apply, and critique theoretical approaches to the production of culture
3. Demonstrate an understanding of the historical and theoretical specificity of a variety of approaches to theorising culture
4. Use and produce feedback on the clarity and structure of written academic work
5. Demonstrate writing and research skills appropriate to a third year University course

TEACHING FORMAT

1 x 2 hour lecture per week

1 x 50 minute tutorial per week (tutorials will take place in weeks 2-12)

See the section on Mandatory Course Requirements for details on attendance policies

This course is designed to be interactive and participatory. Students must come to class having completed the assigned readings for that week. The course is divided into two broad sections:

- Industries and Products
- Subjects and Spaces

MANDATORY COURSE REQUIREMENTS

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

- Submit all pieces of assessment (hard copy to the MDIA Drop Slot and electronic copy to Turnitin)
- Attend **at least** 7 lectures
- 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	Assignment 1: reading summaries, 2 x 600 words.	20%	1 and 5	Weeks 3-6
2	Assignment 2: Peer assessment exercise, 3-500 words.	10%	4 and 5	Week 8
3	Assignment 3: Research essay, 2,500 words.	40%	1 to 5	2pm, Friday 27 September
4	Assignment 4: Dossier of media texts, 1,800 words total.	30%	1, 2, 3 and 5	2pm, Tuesday 29 October

References should follow MLA style. The SEFTMS Student Handbook (available via Blackboard) gives guidelines for MLA formatting.

SUBMISSION AND RETURN OF WORK

All assignments, other than assignment 2, must be submitted via Turnitin **and** in hard copy into the MDIA Drop Slot (SEFTMS Admin Office, 83 Fairlie Terrace) by the date/time listed above. Submit an electronic copy of **all** assignments to Turnitin before handing in your hard copy to the Drop Slot. **You must attach a Turnitin receipt to the hard copy.** Assignments will not be marked until both copies have been received.

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

Required reading will be made available electronically via Blackboard. There are usually two to three required reading each week. **These are essential, and must be completed *before class each week.***

RECOMMENDED READING

Recommended reading will also be made available via Blackboard.

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.

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

COURSE PROGRAMME

A reading list with full citations and electronic copies of the readings are available on the MDIA 301 Blackboard site.

Week	Lecture date	Topic	Assessments
Week 1	18 July	Introduction: Key Concepts <u>Read:</u> Barlow, David M., and Brett Mills. "What Is Theory?" Bennett, Tony. "Culture." Frow, John. "Theory." Williams, Raymond. "Culture."	
Week 2	25 July	Industries and Products Culture / Industry <u>Read:</u> Adorno, T.W. "How To Look at Television" Williams, Raymond. "Culture is Ordinary" [1958]	
Week 3	1 Aug	The Culture Industry <u>Read:</u> Horkheimer, Max and Theodor Adorno. "The Culture Industry: Enlightenment as Mass Deception" Polan, Dana. "Vagaries of A Concept: The Culture Industry" Gendron, Bernard. "Theodor Adorno meets the Cadillacs." Recommended reading: Negus, Keith. "The Production of Culture: Introduction, and The Culture Industry."	Week three reading summary (not Polan or Gendron) due Friday 2 August, 2pm.
Week 4	8 Aug	The Mass / The Mechanized <u>Read:</u> Kracauer, Siegfried. "The Little Shopgirls Go to the Movies." Benjamin, Walter. "The Work of Art in the Age of its Technological Reproducibility: Second Version." Hillyer, Minette. "Underexposed Overexposure: <i>One Night in Paris</i> "	Week four reading summary (not Hillyer) due Friday 9 August, 2pm.
Week 5	15 Aug	Myth <u>Read:</u> Barthes, Roland. "Operation Margerine" Barthes, Roland. "Myth Today" Jeffries, Stuart. "But What Does It Mean?" Noonan, Will. " <i>Nouvelles Mythologies</i> and the Bicycle: Barthes	Week five reading summary (not Jeffries or Noonan) due Friday 16 August, 2pm.

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in the Age of Mechanical Reproduction.”

Week 6	22 Aug	Encoding/ Decoding / Negotiation <u>Read:</u> Hall, Stuart. “Encoding / Decoding.” Ang, Ien “Dallas and the Ideology of Mass Culture”	Week six reading summary due, Friday 23 August, 2pm.
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Mid Trimester Break: Monday 26 August to Sunday 8 September 2013

Week 7	12 Sept	Subjects and Spaces Postmodern space <u>Read:</u> Jameson, Fredric. “The Cultural Logic of Late Capitalism” (extract) Soja, Edward “History: Geography: Modernity”	
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Week 8	19 Sept	Community / Locality <u>Read:</u> Anderson, Benedict. “Imagined Communities: Nationalisms Cultural Roots” Appadurai. Arjun. “The Production of Locality”	Peer assessment exercise in tutorials this week.
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Week 9	26 Sept	The everyday <u>Read:</u> De Certeau. Michel. “Walking in the City” Spigel, Lynn “Installing the Television Set” Smith, Jo. "Parallel Quotidian Flows: Maori Television On Air".	Research essay due, Friday 27 September, 2pm.
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Week 10	3 Oct	Cultural identity <u>Read:</u> Hall, Stuart. “Cultural Identity and Diaspora.” Plus reading TBD	
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Week 11	10 Oct	Cultural difference <u>Read:</u> Modleski, Tania. “The Search for Tomorrow in Today’s Soap Operas” Plus reading TBD	
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Week 12	17 Oct	Course wrap-up	Dossier of media texts due Tuesday, 29 October, 2pm.
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Study Week: 21 to 25 October 2013