

MDIA 309 New Media: Theory and Practice

Trimester 2 2013

15 July to 17 November 2013

20 Points



An altered image from <http://mashable.com/2011/03/15/is-netflix-the-next-hbo/>

TRIMESTER DATES

Teaching dates: 15 July to 18 October 2013

Mid-trimester break: 26 August to 8 September 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

Tuesday 1.10-3.00pm AM102

Tutorials

Tutorials begin in WEEK 2. Please register for tutorials via the MDIA 309 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

Michael Daubs michael.daubs@vuw.ac.nz 04 463 6821 Room 302, 83 Fairlie Terrace

Office Hours: Wednesday 10.00am-12 noon or by appointment

COMMUNICATION OF ADDITIONAL INFORMATION

Course-related information will be communicated to students using the MDIA 309 Blackboard site. The site also provides facilities for peer discussion; you are encouraged to make use of these.

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 course examines how new media transform contemporary culture and how cultural, economic, and political forces shape these new media technologies. We ask: what constitutes a network culture? What media practices are specific to such a culture? What theories and concepts aid our study of these social and technological changes?

COURSE CONTENT

This course will cover 10 interrelated themes:

1. Digitisation and Convergence
2. Multiplatform and Transmedia Storytelling
3. Participation, Labour and Exploitation
4. Audiences, Advertising and Monetisation
5. Social Media and Web 2.0
6. Mobile Media
7. Digital Citizenship
8. Textual Poaching
9. User-Generated Media
10. YouTube Uses and Users

COURSE LEARNING OBJECTIVES (CLOS)

Students who pass this course should be able to:

1. Critically analyse the relationship between new media, society, and culture.
2. Articulate the relationships between technology, industry, production, and consumption.
3. Examine the role of the audience/user in the development and consumption of digital media.
4. Identify and examine sources for the study of technology and culture.
5. Demonstrate competency in the literacies of academic research, writing and argumentation.

TEACHING FORMAT

Students enrolled in this course are required to attend one 2 hour lecture and (beginning in week 2) one 50 minute tutorial per week. The two hour session on Tuesday will consist of a lecture, presentation of relevant audio-visual material, and whole-class discussion. Students are expected to have completed each week's assigned readings before lecture.

The tutorials are opportunities to interrogate ideas and theories, develop your theoretical and analytical skills, and explore topics of personal interest. Student-led discussions will be a key feature of the tutorials.

Lectures and tutorials are designed to work together and course assessment assumes your regular attendance at both. The course also relies on your active participation and your engagement with media on a day to day basis.

MANDATORY COURSE REQUIREMENTS

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

- Submit hard copy of Assignments 2, 3, and 4 (see below) into the MDIA Drop Slot at 83 Fairlie Terrace and electronic copy to Turnitin via Blackboard on or by the specified dates (subject to such provisions as are stated for late submission of work)
- Attend at least 8 of the 10 tutorials scheduled during weeks 2-11.

WORKLOAD

The expected workload for a 20 point course is 200 hours over the trimester or 13 hours per teaching week. This includes attendance at lectures and tutorials, reading and preparation for tutorials, and preparation for and completion of assignments. An approximate break-down is suggested below, although this is a guideline only.

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|---|----------|
| 1. Class attendance (11 sessions): | 22 hours |
| 2. Tutorial attendance (10 tutorials): | 10 hours |
| 3. Tutorial preparation: | 10 hours |
| 4. Reading (assigned and recommended readings): | 55 hours |
| 5. Blogging Exercise (Assignment 1): | 15 hours |
| 6. Short Essay (Assignment 2): | 24 hours |
| 7. Research Project Proposal (Assignment 3): | 24 hours |
| 8. Research Essay (Assignment 4): | 40 hours |

ASSESSMENT

Assessment items and workload per item		%	CLO(s)	Due date
1	<p><i> Blogging Exercise</i></p> <p>Students will select a week/topic and write a blog post (750-1,000 words) that relates those concepts to contemporary media experiences. Specific weeks will be assigned in the first week of tutorials in Week 2.</p> <p>In addition, students will have the opportunity to read and <i>constructively</i> comment on and respond to their colleagues' blogs or other comments.</p>	25%	1, 2, 3	Variable
2	<p><i> Short Essay</i></p> <p>This essay will ask students to address topics, issues, and themes as discussed in the course readings. The specific topic will be distributed in class and available on Blackboard on Tuesday, 6 August 2013. Essays should be 1,000-1,250 words in length and follow the MLA style guide. <i>This assignment should be submitted to Turnitin via Blackboard and a hardcopy submitted into MDIA Drop Slot at 83FT.</i></p>	20%	1, 2, 3	By 11am Monday 19 Aug 2013
3	<p><i> Research Project Proposal with Annotated Bibliography</i></p> <p>This proposal is designed to help students prepare for the research essay (Assignment 4) Students should provide a brief description the "object" of their research, their thesis statement, and an annotated bibliography of at least 5 course readings that could act as potential sources for their essay. The total assignment should be 1,250-1,500 words in length and follow the MLA style guide. <i>This assignment should be submitted to Turnitin via Blackboard and a hardcopy submitted into MDIA Drop Slot at 83FT.</i></p>	15%	2, 4, 5	By 11am Monday 16 Sep 2013
4	<p><i> Research Essay</i></p> <p>For the research essay, students will select a new media object of their choice (see Assignment 3 above) and write an essay that explores how cultural, economic, and political forces have shaped the development, deployment, use and cultural understanding of that object as well as the impact of that object on contemporary culture and everyday life. Essays should be 2,500-3,000 words in length and follow the MLA style guide. <i>This assignment should be submitted to Turnitin via Blackboard and a hardcopy submitted into MDIA Drop Slot at 83FT.</i></p>	40%	1-5	By 11am Thursday 17 Oct 2013

Note: More specific details for each piece of assessment will be available on Blackboard.

SUBMISSION AND RETURN OF WORK

Some 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

MDIA 309 Student Notes.

Jenkins, Henry. *Convergence Culture: Where Old and New Media Collide* (revised edition). New York Press. Available from vicbooks, Ground Floor Easterfield Building, Kelburn Parade.

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.

RECOMMENDED READING

Recommended articles and news stories will be posted to Blackboard through the trimester as appropriate. There are also several texts you might find useful supplementary reading for this course. A small list includes:

- Bolter, Jay David, and Richard Grusin. *Remediation: Understanding New Media*. Cambridge, Massachusetts: The MIT Press, 2000.
- Bruns, Axel. *Blogs, Wikipedia, Second Life, and Beyond: From Production to Producership*. New York: Peter Lang Publishing, 2008.
- Burgess, Jean, and Joshua Green. *Youtube*. Digital Media and Society Series. Malden, Massachusetts: Polity, 2009.
- Castells, Manuel. *The Rise of the Network Society*. Cambridge, MA: Blackwell, 2000. Print.
- Everett, Anna, and John T. Caldwell, eds. *New Media: Theories and Practices of Digitextuality*. New York: Routledge, 2003.
- Gitelman, Lisa. *Always Already New*. Cambridge, Massachusetts: The MIT Press, 2006.
- Manovich, Lev. *The Language of New Media*. Cambridge, MA: The MIT Press, 2002.
- Miller, Vincent. *Understanding Digital Culture*. Thousand Oaks, California: Sage, 2011.
- Weinberger, David. *Everything Is Miscellaneous: The Power of the New Digital Disorder*. New York: Times Books, 2007.

Contact the Course Coordinator for additional suggestions pertaining to particular subjects.

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

Note: Reading followed by “(CC)” are in the Set Texts, Convergence Culture. Reading marked “(SN)” are found in the MDIA 309 Student Notes.

Week 1	16 July	Course Introduction
Week 2	23 July	Digitisation and Convergence <ul style="list-style-type: none">• Readings:<ul style="list-style-type: none">○ Jenkins, Henry. “Introduction” (CC, 1-24)○ Murray, Simone. “Media Convergence's Third Wave: Content Streaming” (SN)○ Thomas, Julian. “When Digital Was New: The Advanced Television Technologies of the 1970s and the Control of Content” (SN)
Week 3	30 July	Multiplatform and Transmedia Storytelling <ul style="list-style-type: none">• Readings:<ul style="list-style-type: none">○ Jenkins, Henry. “Searching for the Origami Unicorn” (CC, Ch. 3, 93-130)○ Perryman, Neil. “<i>Doctor Who</i> and the Convergence of Media” (SN)• Recommended Reading:<ul style="list-style-type: none">○ Örnebring, Henrik. “Alternate Reality Gaming and Convergence Culture: The Case of Alias.” (SN)
Week 4	6 Aug	Participation, Labour and Exploitation <ul style="list-style-type: none">• Readings:<ul style="list-style-type: none">○ Jenkins, Henry. “Spoiling Survivor: The Anatomy of a Knowledge Community” (CC, Ch. 1, 25-58)○ Andrejevic, Mark. “Watching Television without Pity: The Productivity of Online Fans.” (SN)• Recommended Reading:<ul style="list-style-type: none">○ Andrejevic, Mark. “Exploiting YouTube: Contradictions of User-Generated Labor.” (SN)
Week 5	13 Aug	Audiences, Advertising, and Monetisation <ul style="list-style-type: none">• Readings<ul style="list-style-type: none">○ Jenkins, Henry. “Buying into American Idol” (CC, Ch. 2, 59-92)○ Wasko, Janet, and Mary Erickson. “The Political Economy of Youtube.” (SN)• Assignment Notes:<ul style="list-style-type: none">○ Assignment 2 due Monday, 19 August by 11am

Week 6	20 Aug	Social Media and Web 2.0 <ul style="list-style-type: none">• Readings:<ul style="list-style-type: none">○ Hearn, Alison. "Structuring Feeling: Web 2.0, Online Ranking and Rating, and the Digital 'Reputation' Economy." (SN)○ Fuchs, Christian. "The Political Economy of Privacy on Facebook." (SN)• Recommended Reading:<ul style="list-style-type: none">○ Dijck, Jose van. "Tracing Twitter: The Rise of a Microblogging Platform." (SN)
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Mid Trimester Break: Monday 26 August to Sunday 8 September 2013

Week 7	10 Sept	Mobile Media <ul style="list-style-type: none">• Readings:<ul style="list-style-type: none">○ Deuze, Mark. "Mobile Media Life." (SN)○ Snickars, Pelle. "A Walled Garden Turned into a Rain Forest" (SN)• Assignment Notes:<ul style="list-style-type: none">○ Assignment 3 due Monday, 16 September by 11am
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Week 8	17 Sept	Digital Citizenship <ul style="list-style-type: none">• Readings:<ul style="list-style-type: none">○ Jenkins, Henry. "Photoshop for Democracy" (CC, Ch. 6, 206-239)○ Goode, Luke. "Cultural Citizenship Online: The Internet and Digital Culture." (SN)• Recommended Readings:<ul style="list-style-type: none">○ Dahlberg, Lincoln. "Re-Constructing Digital Democracy: An Outline of Four 'Positions'."
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Week 9	24 Sept	Textual Poaching <ul style="list-style-type: none">• Readings:<ul style="list-style-type: none">○ Jenkins, Henry. "Quentin Tatantino's <i>Star Wars</i>?" (CC, Ch. 4, 131-168)○ Jenkins, Henry. "<i>Star Trek</i> Rerun, Reread, Rewritten: Fan Writing as Textual Poaching." (SN)• Recommended Readings:<ul style="list-style-type: none">○ Jenkins, Henry. "Conclusion: Democratizing Television? The Politics of Participation." (CC, 240-260)
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Week 10	1 Oct	User-Generated Media <ul style="list-style-type: none">• Readings:<ul style="list-style-type: none">○ Daubs, Michael. "Subversive or Submissive? User-Produced Flash Cartoons and Television Animation." (SN)○ Dijck, Jose van. "Users like you? Theorizing agency in user-generated content." (SN)○ Deuze, Mark, Axel Bruns, and Christoph Neuberger. "Preparing for an Age of Participatory News." (SN)
Week 11	8 Oct	YouTube Uses and Users <ul style="list-style-type: none">• Readings:<ul style="list-style-type: none">○ Uricchio, William. "The Future of a Medium Once Known as Television." (SN)○ Kessler, Frank, and Mirko Tobias Schäfer. "Navigating Youtube: Constituting a Hybrid Information Management System." (SN)○ Sørensen, Bjørn. "Breaking the Age Barrier in the Internet Age: The Story of Geriatric 1927." (SN)
Week 12	15 Oct	Research Essay Work Week <p>No lecture this week. Use this time to finalise your research essays.</p> <ul style="list-style-type: none">• Assignment Notes:<ul style="list-style-type: none">○ Assignment 4 due Thursday, 17 October by 11am