Media Studies Programme   *Faculty of Humanities and Social Sciences*

School of English, Film, Theatre, & Media Studies

Te Kura Tānga Kōrero Ingarihi, Kiriata, Whakaari, Pāpāho

TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

MDIA 322 Special Topic: Media, Technologies and Surveillance

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

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   9.00 – 10.50am   AM106

Tutorials

Tutorials begin in WEEK 2. Please register for tutorials via the MDIA 322 ST 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

Kathleen Kuehn   kathleen.kuehn@vuw.ac.nz   04 463 6991   Room 304, 83 Fairlie Terrace

Office Hours: Wednesdays 10.00am - 12.00 noon and by appointment.

COMMUNICATION OF ADDITIONAL INFORMATION

Course information will be communicated to students using the MDIA 322 ST Blackboard site.

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 surveillance culture in an age of technological expansion and ubiquitous media. Photography, CCATV, reality TV, social media, mobile phones and other media/technologies are considered in relation to their impact on a range of socio-cultural and political economic issues including security, democracy, privacy, exploitation and social control.

COURSE CONTENT

This course will focus on the following themes:

- Theories of surveillance
- Surveillance and the state
- Surveillance and popular culture
- Interactivity and the digital enclosure
- Dataveillance, marketing and consumption
- Coveillance
- Resisting surveillance

COURSE LEARNING OBJECTIVES (CLOS)

Students who pass this course should be able to:

1. Articulate an understanding of surveillance as a set of techniques that combine technologies and practice;
2. Identify and evaluate the affordances and limitations of various media and communications technologies in relation to their surveillance and monitoring capacities;
3. Critically evaluate the range of perspectives that theorise the potential benefits and consequences of surveillance media/technologies;
4. Evaluate the political economic contexts behind the development and institution of surveillance media/technologies;
5. Explain how popular media forms have contributed to the construction and normalization of surveillance culture;
6. Enhance existing research, writing and critical thinking skills.

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, the presentation of relevant multi-media materials, contemporary examples and class discussion. Students are expected to attend lecture having completed that week's assigned readings.

Tutorials serve as opportunities to interrogate ideas, concepts and theories covered in the readings, to develop analytical skills, to ask questions and explore related topics of interest. Student-led discussions will be a key part of tutorials.

Lectures and tutorials are designed to be complimentary, and course assessment assumes your regular attendance at both. The course also relies on your active participation and your engagement with the course readings.

MANDATORY COURSE REQUIREMENTS

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

- Submit hard copies of all assignments into the MDIA Drop Slot at 83 Fairlie Terrace and an electronic copy to Turnitin via Blackboard on or by the specified dates.

- Attend at least 8 of the 11 scheduled tutorials.

WORKLOAD

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

1. Class attendance (12 sessions):	24 hours
2. Tutorial attendance (10 tutorials):	10 hours
3. Tutorial preparation:	10 hours
4. Reading (assigned and recommended readings):	56 hours
5. Reading Response and Application (x3):	30 hours
6. Research Proposal:	20 hours
7. Research Essay (research and writing):	50 hours

ASSESSMENT

	Assessment items and workload per item	%	CLO(s)	Due date
1	*Reading Response & Application* Students will select three different weeks/topics and write a response (750-1,000 words) to the assigned readings. The paper will briefly summarise the week's topic, synthesise *and* evaluate the authors' arguments/theses. The second half of the paper requires students to locate an example from the contemporary media/cultural landscape (e.g., a news story, video clip, current event, new technology, advertisement, etc.) and explain how this example illustrates the key point(s) raised in that week's readings. *This assignment should be submitted to Turnitin via Blackboard and a hardcopy submitted MDIA Drop Slot in 83FT.*	45%	1, 2, 3, 4, 5, 6	By 9am Tuesdays. Dates vary, but each student must complete 1st Response by 10 September
2	*Research Proposal & Annotated Bibliography* Students will propose a specific research question for analysis related to a course topic of personal interest (500 words). In addition, an annotated bibliography of 5-7 scholarly sources (75-100 words each) will be submitted to demonstrate that the research question can be substantiated, and that it is theoretically, empirically and/or	15%	1, 2, 3, 4, 5, 6	By 9am Tuesday 24 September

	conceptually informed by existing scholarly literature. *This assignment should be submitted to Turnitin via Blackboard and a hardcopy submitted MDIA Drop Slot in 83FT.*			
3	*Final Research Project* Drawing from any of the historical, theoretical, critical or conceptual frameworks discussed in class, students will conduct independent research on a topic of personal interest relevant to media/technologies and surveillance. Students will be expected to have a clear research question and/or thesis, and explore the broader social, cultural, political and/or economic implications of the selected object of study. The project should be 3000-3500 words in length and follow the MLA OR APA style guide. *This assignment should be submitted to Turnitin via Blackboard and a hardcopy submitted MDIA Drop Slot in 83FT.*	40%	1, 2, 3, 4, 5, 6	By 12pm Thursday 17 October

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

Andrejevic, Mark. (2007). *iSpy: Surveillance and Power in the Interactive Era.* Lawrence, KS: University of Kansas Press.

Lyon, David. (2007). *Surveillance Studies: An Overview.* New York: Polity Press.

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 reading is available on the MDIA 322 ST Blackboard site (BB).

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/studentservice
- 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: *Readings followed by "(SS)" are in the course text* Surveillance Studies; *readings followed by "(iS)" are in the course text* iSpy. *All readings marked "(BB)" are located on Blackboard.*

Week 1	16 July	**Course Introduction: Sites of Surveillance** **Reading:** **-** Lyon, D.: Chapters 1 (pp. 11-18 only) & Chapter 2 (SS)
Week 2	23 July	**Theories of Surveillance** **Reading:** - Lyon, D.: Chapter 3 (SS) - Foucault, M. (1975). Panopticism. *Discipline and Punish:* *The Birth of a Prison.* (BB)
Week 3	30 July	**Theories of Surveillance (continued)** **Reading:** **-** Haggerty, K. & Ericson, R. V. (2000). The surveillant assemblage. *British Journal of Sociology 51*(4):605-622. (BB) - Fernback, J. (2013, June 11). In context: Digital surveillance, ethics and PRISM. *Culture Digitally.* (BB)
Week 4	6 Aug	**Surveillance, Society & the State: CCTV** **Reading:** - Lyon, D.: Chapter 5 (SS) - Dee, M. (2012). Governing the dangerous classes: Welcome to E-Nose, CCTV and the Mosquito. In Threadgold, S., Kirby, E., & Germov, J. (Eds.) *Proceedings of the Australian Sociological Association Local Lives/ Global Networks,* TASA, The University of Newcastle, pp. 1-23. (BB) **Recommended Reading**: - Norris, C., McCahill, M., & Wood, D. (2002). The growth of CCTV: A global perspective on the international diffusion of video surveillance in publicly accessible space. *Surveillance & Society, 2*(2/3), 110-135. (BB) - Koskela, H. (2002). Video surveillance, gender, and the safety of public urban space: 'Peeping Tom' goes high tech? *Urban Geography.* (BB) - Saetan, A. R., Lomell, H. M., & Wiecek, C. (2004). Controlling CCTV in public space: Is privacy the only issue? *Surveillance & Society, 2*(2/3), 396-414*.* (BB)

Week 5	13 Aug	**Surveillance, Society & the State: Homeland Security**

Reading:

- Tewksbury, D. (2012). Crowdsourcing homeland security: The Texas Virtual Borderwatch and participatory citizenship. *Surveillance & Society, 10*(3/4). (BB)

- Brabham, D. (2013, April 17). Boston bombings, 4Chan's thinktank, and a modest proposal for an emergency crowdsourced investigation platform. *Culture Digitally. (BB)*

- Apperley, I. (2013, June 15). How I learned to stop worrying and love Prism. *The National Business Review.* (BB)

Recommended Reading:

- Greenwald, G. & MacAskell, E. (2013, June 7). NSA Prism program taps into user data of Apple, Google and others. *The Guardian.* (BB)

- Rosen, J. (2013, June 11). Why should we even care if the government is collecting our data? *The Atlantic.* (BB)

- Andrejevic, M. - Chapter 6 (iS)

Week 6	20 Aug	**Surveillance & Popular Culture: Reality TV**

Reading:

- Lyon, D.: Chapter 7 (SS)

- Andrejevic, M. (2002). The kinder, gentler gaze of Big Brother: Reality TV in the era of digital capitalism. *New Media & Society, 4(2),* 251-265. (BB)

Recommended Reading:

- Andrejevic, M.: Chapter 5 (iS)

- Dubrofsky, R. (2011). Surveillance on reality television and Facebook. *Communication Theory, 21*(2), 111-129. (BB)

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

Week 7	10 Sept	**'Interactivity' & the Digital Enclosure**

Reading:

- Andrejevic, M.: Chapter 1 & 2 (iS)

Week 8	17 Sept	**Dataveillance: Target Marketing & Consumption**

Reading:

- Andrejevic, M.: Chapter 3 (iS)

- Gandy, O. (2005). If it weren't for bad luck. *Annenberg Lecture Series.* (BB)

Recommended Reading:

- Arvidsson, A. (2004). On the pre-history of the panoptic

		sort. *Surveillance & Society, 1*(4), 156-171.
Week 9	24 Sept	**Dataveillance: Target Marketing & Consumption** **Reading:** - Andrejevic, M.: Chapter 4 (iS) - Andrews, L. (2012, Feb 4). Facebook is using you. *New York Times.* (BB) - Duhigg, C. (2012, Feb 16). How companies know your secret. *The New York Times.* (BB) **Recommended Reading:** - Angwin, J. & Singer-Vine, J. (2012, April 8). Selling You on Facebook. Wall Street Journal. (BB)
Week 10	1 Oct	**Coveillance / Lateral Surveillance** **Reading:** - Andrejevic, M.: Chapter 8 & 9 (iS)
Week 11	8 Oct	**Resisting Surveillance** **Reading:** - Lyon, D.: Chapter 8 (SS) - Mann, S. (2004). 'Sousveillance': Inverse surveillance in multimedia imaging. In *Proceedings of the 12th Annual ACM international Conference on Multimedia* (New York, NY, USA)
Week 12	15 Oct	**Course Wrap-Up** No reading due