

# MDIA 410 Special Topic: Media and Environmental Issues

**Trimester 2 2013**

15 July to 17 November 2013

**30 Points**

## TRIMESTER DATES

Teaching dates:	15 July to 18 October 2013
Mid-trimester break:	26 August to 8 September 2013
Last piece of assessment due:	9 October 2013

## 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

### Seminars

Wednesday	10.00 – 11.50am	MY301
-----------	-----------------	-------

## NAMES AND CONTACT DETAILS

Angi Buettner [angi.buettner@vuw.ac.nz](mailto:angi.buettner@vuw.ac.nz) 04 463 5070 Room 002, 81 Fairlie Terrace

Office Hours: Tbc

## COMMUNICATION OF ADDITIONAL INFORMATION

All course-related information will be posted on the MDIA 304 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

Students will examine the role of media in the wider representation and understanding of environmental issues, including relevant policy initiatives, scientific research and social movements. The course will also

educate students about the differing requirements involved in communicating relevant scientific research and discourses to the public.

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

Students who pass this course should be able to:

1. understand the processes and contexts through and in which different media communicate and represent environmental issues
2. engage critically with the ways in which the media contribute to shaping perception and understanding of environmental issues
3. distinguish between the requirements of the various media - particularly traditional broadcast media vs. new, digital media forms - with regard to the representation of environmental issues
4. critically evaluate environmental debates
5. develop and enhance existing oral, written and visual communication literacies.

### **TEACHING FORMAT**

The course will be taught in weekly 2-hour seminars. See the weekly schedule at the back of the document for details.

Students are expected to read and engage with course materials and their own research topics, and actively participate in class discussions and workshops.

### **MANDATORY COURSE REQUIREMENTS**

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

- submit written and oral work specified for this course by the specified dates
- attend at least 10 out of 12 seminars.

### **WORKLOAD**

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

## ASSESSMENT

Assessment items and workload per item		%	CLO(s)	Due date
1	Oral presentation (pertains to all learning objectives, but particularly objective 5) 15 min; 2000 words	25%	1,2,3,4,5	During seminar times, weeks 3–9
2	Research proposal 2000 words	25%	1,2,3,4,5	Wednesday, 21 August
3	Research essay 4000 words	50%	1,2,3,4	Wednesday, 9 October

**Please note:** 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.

## SUBMISSION AND RETURN OF WORK

Hard-copy assignments are submitted in the drop slot outside the administration office: 83 Fairlie Terrace. Attach an assignment cover sheet and extension form if required, 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

Weekly readings will be provided via Blackboard.

## RECOMMENDED READING

Tbc – depending on students' research projects and interests (updates will be posted on 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: tbc**

## 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)

**School of English, Film, Theatre, & Media Studies**  
**MEDIA STUDIES PROGRAMME COURSE OUTLINE MDIA 410**

- 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	Course Introduction
Week 2	24 July	The Rise of Environmentalism
Week 3	31 July	Media, the Public Sphere and Environmental Debate
Week 4	7 Aug	Science Communication, Risk and the Media
Week 5	14 Aug	News Production and the Environment
Week 6	21 Aug	Greening the Media
<b>Mid Trimester Break:</b>	Monday 26 August to Sunday 8 September 2013	
Week 7	11 Sept	Advocacy and Activist Environmental Representation
Week 8	18 Sept	The Environment in Popular Culture
Week 9	25 Sept	Environmental Issues and PR
Week 10	2 Oct	Climate Change and the Media
Week 11	9 Oct	Policy, Participation and Citizenship in a Green Public Sphere
Week 12	16 Oct	Course wrap-up and return & disussion of research essay

**NOTE:** The weekly topics are subject to change depending on students' research projects and interests.