

# MDIA 205 Popular Music Studies

**Trimester 3 2013**

18 November – 23 February 2014

**20 Points**

## TRIMESTER DATES

Teaching dates: 18 November to 20 December 2013

Last piece of assessment due: Thursday 19 December 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

### Lectures

Monday and Wednesday 11.00am–12.50pm 77 Fairlie Terrace Room 306

### Tutorials

Tutorials begin in WEEK 1. Please register for tutorials via the MDIA 205 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

Adjunct Professor Roy Shuker [roy.shuker@vuw.ac.nz](mailto:roy.shuker@vuw.ac.nz) 81 Fairlie Terrace, Room 001 (downstairs);  
04 463 7445 Office Hours: Tbc

**Note** that I only work part time; email may be the easiest way to contact me.

## COMMUNICATION OF ADDITIONAL INFORMATION

Additional information will be posted on Blackboard.

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

A critical introduction to the study of popular music, with an emphasis on post-1950s rock and pop music and its subsequent genres. Topics covered include the international and New Zealand music industry; music scene, stars and authorship; audiences, subcultures, and fandom; textual and genre analysis; and music and cultural politics.

## COURSE CONTENT

A course programme is on page 6.

## COURSE LEARNING OBJECTIVES (CLOS)

Students who pass this course should be able to:

1. Demonstrate a critical understanding of the nature and interaction of the international and New Zealand music industry; music scenes; stars and authorship; audiences and fans; textual and genre analysis; and music as a form of cultural politics.
2. Deploy critical terms, concepts, and approaches that they encounter across the course in a critical manner.
3. Demonstrate a critical understanding of the issues and views/theories that relate to popular music culture and the various forms it takes.

## TEACHING FORMAT

There are ten (10) lectures and five (5) tutorials.

**Lecture attendance is important;** in addition to meeting course objectives, the lectures will include a/v material, some of this which is not easily accessible otherwise. The take home test will include material covered in lectures.

Available course resources will be fully discussed at the first class, and in the tutorial sessions. Due to issues of copyright and intellectual property, the lectures will **not** be placed on Blackboard.

## MANDATORY COURSE REQUIREMENTS

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

- Submit two assignments (subject to such provisions as are stated for late submission of work).
- Submit the take home test (Note that due to the Christmas break, there is no provision for late submission of this).
- Attend at least four tutorials. An attendance roll will be kept. You are expected to engage in the tutorial discussion, which will be based on background reading(s) and an accompanying set of discussion questions for each week.

## WORKLOAD

The expected workload for a 20 point course is 200 hours over the trimester. In addition to attending lectures and tutorials, you should spend approximately 35 hours per teaching week reading, preparing for tutorials, working on assignments, and reflecting on class material.

**ASSESSMENT**

The course is internally assessed. Marking criteria for each assessment will be posted on Blackboard.

Assessment items and workload per item	%	CLO(s)	Due date
1   1,500 – 2,000 word essay.	35	1, 2, 3	4.00pm on Thursday, 28 Nov
2   1,500 – 2,000 word essay.	35	1, 2, 3	4.00pm on Thursday, 12 Dec
3   Take home test (maximum 2,000 words).	30	1, 2, 3	1.00pm on Thursday, 19 Dec

**1. DUE: Thursday 28 November (1,500 – 2,000 words) by 4.00pm**

**Write on ONE of the following two topics:**

**Either:** Popular music and the internet.

With reference to illustrative examples, critically discuss the impact of social networking sites (MySpace, etc) on the production, distribution and consumption of popular music.

**Or:** “The contemporary NZ music industry remains marginalised and underdeveloped within both local and international markets”. With reference to illustrative examples, critically discuss this claim.

**2. DUE: Thursday 12 December (1,500 – 2,000 words) by 4.00pm**

**Write on ONE of the following topics.**

**Either:** Compare and contrast an early issue of EITHER Rolling Stone, OR NME, with its contemporary publication.

You will be provided with an early issue of your chosen magazine (you may retain this). Current/ recent issues can be purchased in ‘most good bookshops’, or obtained through the Wellington City library.

**Or:** With reference to specific examples, critically discuss the treatment of women in music magazines.

**3. Take home test (maximum 2,000 words):** Topics handed out in class, Wednesday 11 December;

**DUE: Thursday 19 December 2013 (by 1.00pm).**

**NOTE: No course work will be accepted after 1.00pm Friday 20 December 2013.**

**SUBMISSION AND RETURN OF WORK**

Work provided for assessment in this course may be checked for academic integrity by Turnitin, the online plagiarism prevention tool.

Hard-copy assignments are to be 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

Assignments 1 and 2, if 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

Roy Shuker, *Understanding Popular Music Culture* 4<sup>th</sup> edition, Routledge, London & New York, 2013.

(NOTE: If you have a copy of the earlier 3<sup>rd</sup> edition of the textbook, it is still useful, but the new edition has additional case studies and is (obviously) more 'up to date' with what is often a rapidly shifting field).

This will be a starting point and background reading for the lectures, which will largely focus on clarifying central debates and providing illustrative case studies. Each chapter of the textbook has suggested further readings, and many of these have been placed on Library reserve or 3 day loan; some relevant articles will be posted on Blackboard.

You can order textbooks 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).

## RECOMMENDED READING

These are held on **Closed Reserve** or **Reference** in the Library. I will refer to these as appropriate throughout the course. Some key articles can be accessed electronically. There also some very useful, relevant web sites, though at times these need to be treated with caution (as, indeed, do all sources).

## 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).

## 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/vicliffe/student-service](http://www.victoria.ac.nz/home/vicliffe/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/vicliffe/student-charter](http://www.victoria.ac.nz/home/vicliffe/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)

School of English, Film, Theatre, & Media Studies  
**MEDIA STUDIES PROGRAMME COURSE OUTLINE MDIA 205**

**COURSE PROGRAMME**

<i>Week</i>		<i>Date</i>	<i>Weekly topic</i>	<i>Reading (textbook)</i>	<i>Essays</i>
Week 1	Lecture 1	18 Nov	Introduction: PM culture. The Archies versus the MC5	Introduction	
	Lecture 2	20 Nov	The music industry	Chpt 1	
	<i>Tutorial 1</i>	18/20 Nov			
Week 2	Lecture 3	25 Nov	Technology	Chpt 2	
	Lecture 4	27 Nov	The success continuum; Auteurs and Stars	Chpts 3 & 4	
	<i>Tutorial 2</i>	25/27 Nov			Essay 1 (Music & internet; or Music Industry) Due: 4.00pm on Thursday 28 November
Week 3	Lecture 5	2 Dec	Genre, canon	Chpt 6	
	Lecture 6	4 Dec	Genre: case study	Chpt 6	
	<i>Tutorial 3</i>	2/4 Dec			
Week 4	Lecture 7	9 Dec	Music Press	Chpt 9	Essay 2 (Music press) Due: 4.00pm on Thursday 12 December
	Lecture 8	11 Dec	Consumption: Record Collecting	Chpt 11	
	<i>Tutorial 4</i>	9/11 Dec			
Week 5	Lecture 9	16 Dec	Politics and PM	Chpt 13	Take home test handed out (and posted on BB). Wednesday 11 December
	Lecture 10	18 Dec	PM and the State	Chpt 14	
	<i>Tutorial 5</i>	16/18 Dec			Take home test: Due: 1.00pm on Thursday 19 December