

MDIA 101 Media: Texts and Images

Trimester 1 2015

2 March to 1 July 2015

20 Points



The Imaginary App exhibit, Museum London, London, Ontario, Canada. Photo by Dan Mellamphy.

IMPORTANT DATES

Teaching dates: 2 March to 5 June 2015

Easter/Mid-Trimester break: 3 to 19 April 2015

Withdrawal dates:

Refer to www.victoria.ac.nz/students/study/withdrawals-refunds. If you cannot complete an assignment or sit a test or examination, refer to www.victoria.ac.nz/students/study/exams/aegrotats.

CLASS TIMES AND LOCATIONS

Monday 1.10-3.00pm Student Union SUMT228

Tutorials

Tutorials begin in WEEK 2. Please register for tutorials via the MDIA 101 site on Blackboard: go to “Tutorial Sign Up” and then follow the instructions under the “S-Cubed Log In” link. Please read the instructions carefully. Tutorial rooms will be listed on S-Cubed, Blackboard and on the noticeboard outside the administration office, 83 Fairlie Terrace.

NAMES AND CONTACT DETAILS

Lecturer

Dr Michael Daubs michael.daubs@vuw.ac.nz Ph: (04) 463 6821 Room 302, 83 Fairlie Terrace
Office Hours: Thursday, 2.00pm - 3.00pm or by appointment

Administrative Tutor

Anna Macdonald Room 205, 83 Fairlie Terrace
Office Hours: Wednesday, 12.00 - 1.00pm or by appointment

Tutors

Tutors’ office hours will be announced in the first lecture and posted on Blackboard.

Māori and Pasifika Support Tutor: Bridget Reweti

Email: mpsupporttutor@vuw.ac.nz

Phone: 463 9599 or 027 563 7038

Room: vZ 908

Office Hours: Tba

COMMUNICATION OF ADDITIONAL INFORMATION

Course-related information will be communicated to students using the MDIA 101 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 is an introduction to one branch of Media Studies scholarship; namely, the close analysis of texts. It introduces the kinds of visual media texts which you may encounter in Media Studies courses and the methods of close analysis generally associated with them. In addition, it asks what the text is and what its function is in the context of our day to day experience of the mediated world. How do we use media texts in order to understand who we are and how we live, and how do we become literate in the skills necessary to understand them?

COURSE CONTENT

This course consists of four separate, but related, sections:

- Texts and Mediation (Weeks 1-2)
- Texts in Context (Weeks 3-6)
- Texts and Self (Weeks 8-9)
- Texts and World (Weeks 10-11)

COURSE LEARNING OBJECTIVES (CLOS)

Students who pass this course should be able to:

1. conduct credible close readings of audio-visual media texts using a variety of textual analysis methods, both individually and in groups;
2. use the evidence gathered from textual analysis to construct arguments and support their interpretations of media texts, genres, and narratives;
3. demonstrate familiarity with theories concerning the practices, functions and effects of mediation;
4. reflect critically on the role of the text in conveying particular ideologies and outlining cultural practices and membership; and
5. demonstrate competency in the literacies of academic writing and argumentation.

TEACHING FORMAT

Students enrolled in this course are required to attend one two-hour lecture, and (starting after the week 2 lecture) one 50 minute tutorial per week. The two hour class on Mondays will consist of a lecture and whole-class discussion time. The tutorials are your opportunity to ask questions, try out ideas, develop your analytical and rhetorical skills, and develop your interests.

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. Come to class having completed your reading. Please bring along your ideas, experiences, and assigned readings.

MANDATORY COURSE REQUIREMENTS

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

- submit the written work (Assignments 2, 3, and 4) specified for this course, on or by the specified dates (subject to such provisions as are stated for late submission of work), and
- 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 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 (10 sessions):	20 hours
2. Tutorial attendance (11 tutorials):	11 hours
3. Reading (assigned and recommended readings):	55 hours
4. Tutorial preparation/worksheets (Assignment 1)	18 hours
5. Close Analysis (Assignment 2):	28 hours
6. Essay (Assignment 3):	40 hours
7. Take Home Assignment (Assignment 4):	28 hours

ASSESSMENT

Assessment items and workload per item	%	CLO(s)	Due date
1 Online Worksheets Nine (9) online worksheets (on Blackboard) worth 1% each with activities that elaborate upon concepts and help students prepare for tutorials. Students completing 7 or more worksheets will receive a 1% bonus on their trimester mark.	10%	1, 3, and 4	Throughout the trimester, submitted via Blackboard before the start of lecture.
2 Close Analysis: 1,000-1,250 words This assignment covers weeks 1-4.	25%	1, 2 and 5	2pm, Tuesday 31 March to MDIA drop slot and Turnitin.
3 Critical Analysis Essay: 1,750-2,000 words This assignment covers weeks 4-8.	40%	1, 2, 3 and 5	2pm, Tuesday 12 May to MDIA drop slot and Turnitin.
4 Take Home Assignment: 1,000-1,250 words This assignment covers weeks 9-12.	25%	1 - 5	2pm, Friday 5 June to MDIA drop slot and Turnitin.

Specific assessment guidelines will be posted to Blackboard well in advance of each assessment due date.

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.

Hardcopy assignments are submitted in the drop slot outside the administration office: 83 Fairlie Terrace. Attach an assignment cover sheet 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.

EXTENSIONS AND PENALTIES

Extensions

In exceptional and unforeseen circumstances an extension may be granted. To apply for an extension, email your Course Coordinator before the assignment is due. If granted, your Course Coordinator will inform you of the new due date. Tutors cannot grant extensions. **No assignment with or without an extension will be accepted after Friday 26 June 2015.**

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. **Work that is more than 10 work days (two weeks) late will not be accepted.**

SET TEXTS

MDIA 101 Student Notes.

You can order student notes online at www.vicbooks.co.nz or can email an order or enquiry to enquiries@vicbooks.co.nz.

RECOMMENDED READING

Any recommended reading other than those included in the Student Notes will be made available via the MDIA 101 Blackboard site throughout the course of the trimester. Check Blackboard for updates.

CLASS REPRESENTATIVE

The class representative provides a useful way to communicate feedback to the teaching staff during the course. A class representative will be selected at the first lecture of the course. Students may like to write the Class Rep’s name and details in this box:

Class Rep name and contact details:

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/students/study/exams/integrity-plagiarism
- Aegrotats: www.victoria.ac.nz/students/study/exams/aegrotats
- Academic Progress: www.victoria.ac.nz/students/study/progress/academic-progress (including restrictions and non-engagement)
- Dates and deadlines: www.victoria.ac.nz/students/study/dates
- FHSS Student and Academic Services Office: www.victoria.ac.nz/fhss/student-admin
- Grades: www.victoria.ac.nz/students/study/progress/grades
- Resolving academic issues: www.victoria.ac.nz/about/governance/dvc-academic/publications
- Special passes: www.victoria.ac.nz/about/governance/dvc-academic/publications
- Statutes and policies including the Student Conduct Statute:
www.victoria.ac.nz/about/governance/strategy
- Student support: www.victoria.ac.nz/students/support
- Students with disabilities: www.victoria.ac.nz/st_services/disability
- Student Charter: www.victoria.ac.nz/learning-teaching/learning-partnerships/student-charter
- Student Contract: www.victoria.ac.nz/study/apply-enrol/terms-conditions/student-contract
- Subject Librarians: <http://library.victoria.ac.nz/library-v2/find-your-subject-librarian>
- Turnitin: www.cad.vuw.ac.nz/wiki/index.php/Turnitin
- University structure: www.victoria.ac.nz/about/governance/structure
- Victoria graduate profile: www.victoria.ac.nz/learning-teaching/learning-partnerships/graduate-profile
- VUWSA: www.vuwsa.org.nz
- School website: www.victoria.ac.nz/seftms

COURSE PROGRAMME

Week 1	2 March	<p>Texts 1: Mediation and Textual Analysis</p> <p>Read:</p> <ul style="list-style-type: none">• O'Shaughnessy, Michael, and Jane Stadler. "Texts, Meanings and Audiences." <i>Media and Society</i>. 5th ed: Oxford University Press Australia & New Zealand, 2012. 91-105. Print. <p>Notes:</p> <ul style="list-style-type: none">• There are no tutorials this week.
Week 2	9 March	<p>Texts 2: Semiotics</p> <p>Read:</p> <ul style="list-style-type: none">• Kavka, Misha. "Studying Media Texts, or How to Decode the Mythology of Underwear." <i>Media Studies in Aotearoa New Zealand</i>. Eds. Goode, Luke and Nabeel Zuberi. 2nd ed: Pearson Education Australia, 2010. 12-22. Print. <p>Recommended:</p> <ul style="list-style-type: none">• Bignell, Jonathan. Excerpt from "Signs and Myths." <i>Media Semiotics: An Introduction</i>. Manchester: Manchester University Press, 2002. 14-27. Print.• Hall, Stuart. "Encoding/Decoding." <i>Media and Cultural Studies: Keywords</i>. Eds. Durham, Meenakshi Gigi and Douglas M. Kellner. Malden, Massachusetts: Blackwell Publishing, 2006. 163-73. Print. <p>Notes:</p> <ul style="list-style-type: none">• Tutorials begin after lecture.
Week 3	16 March	<p>Texts in Context 1: Discourse and Intertextuality</p> <p>Case study: advertisements</p> <p>Read:</p> <ul style="list-style-type: none">• O'Shaughnessy, Michael, and Jane Stadler. "Defining Discourse and Ideology." <i>Media and Society</i>. 5th ed: Oxford University Press Australia & New Zealand, 2012. 171-77. Print.• Matheson, Donald. "Advertising Discourse: Selling between the Lines." <i>Media Discourses: Analysing Media Texts</i>. Mainhead, England: Open University Press, 2005. 35-55. Print. <p>Notes:</p> <ul style="list-style-type: none">• Assignment 2 (Close Analysis) discussed in lecture and available on Blackboard.

Week 4	23 March	Texts in Context 2: Narrative Analysis Case study: music videos Read: <ul style="list-style-type: none">• Goodwin, Andrew. Excerpts from "A Musicology of the Image." <i>Dancing in the Distraction Factory</i>. Minneapolis: University of Minnesota Press, 1992. 56-68. Print.• Goodwin, Andrew. Excerpts from "Metanarratives of Stardom and Identity." <i>Dancing in the Distraction Factory</i>. Minneapolis: University of Minnesota Press, 1992. 98-108. Print. Recommended: <ul style="list-style-type: none">• Vernallis, Carol. "Music Video's Second Aesthetic?" <i>Unruly Media: YouTube, Music Video, and the New Digital Cinema</i>. New York: Oxford University Press, 2013. 207-33. Print.
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Week 5	30 March	Texts in Context 3: Genre, Liveness and Flow Case study: television Read: <ul style="list-style-type: none">• Gripsrud, Jostein. "Television, Broadcasting, Flow: Key Metaphors in TV Theory." <i>The Television Studies Book</i>. Eds. Geraghty, Christine and David Lusted. New York: St. Martin's Press, 1998. 17-32. Print.• O'Shaughnessy, Michael, and Jane Stadler. "Genre, Codes and Conventions." <i>Media and Society</i>. 5th ed: Oxford University Press Australia & New Zealand, 2012. 231-44. Print. Notes: <ul style="list-style-type: none">• Assignment 2 (Close Analysis) due 2pm, Tuesday 31 March to MDIA drop slot and to Turnitin.
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Easter/Mid Trimester Break: Friday 3 to Sunday 19 April 2015

Week 6	20 April	<p>Texts in Context 4: Remediation</p> <p>Case study: Web pages</p> <p>Read:</p> <ul style="list-style-type: none">• Bolter, J. David, and Richard A. Grusin. "The Double Logic of Remediation." <i>Remediation: Understanding New Media</i>. Cambridge, Massachusetts: MIT Press, 1999. 2-15. Print.• Grusin, Richard. "YouTube at the End of New Media." <i>The YouTube Reader</i>. Eds. Snickars, Pelle and Patrick Vonderau. Stockholm, Sweden: National Library of Sweden, 2009. 60-67. Print. <p>Notes:</p> <ul style="list-style-type: none">• Assignment 3 (Essay) discussed in lecture and available on Blackboard.
Week 7	27 April	<p>Anzac Day (Observed). Public holiday.</p> <p>Notes:</p> <ul style="list-style-type: none">• Tutorials will be held this week.• No tutorial worksheet is required for this week.• Tutorials will be dedicated to Assignment 3 and any remaining questions from the first half of the course. Please prepare accordingly (e.g., bring notes and questions about course concepts and review Assignment 3 before tutorial).
Week 8	4 May	<p>Text and Self 1: Subjectivity and Interpellation</p> <p>Read:</p> <ul style="list-style-type: none">• Schirato, Tony, et al. Excerpts from "Subjectivity and the Media." <i>Understanding Media Studies</i>. South Melbourne: Oxford University Press, 2010. 50-55. Print.• O'Shaughnessy, Michael, and Jane Stadler. Excerpts from "Where Are Discourses and Ideologies Found?" <i>Media and Society</i>. 5th ed: Oxford University Press Australia & New Zealand, 2012. 194-91. Print. <p>Recommended:</p> <ul style="list-style-type: none">• Althusser, Louis. "Ideology and Ideological State Apparatuses (Notes towards an Investigation)." <i>Media and Cultural Studies: Keywords</i>. Eds. Durham, Meenakshi Gigi and Douglas M. Kellner. Malden, Massachusetts: Blackwell Publishing, 2006. 79-87. Print.

Week 9	11 May	<p>Texts and Self 2: Habitus and Cultural Fields</p> <p>Read:</p> <ul style="list-style-type: none">• Schirato, Tony, et al. Excerpts from “The Field of the Media.” <i>Understanding Media Studies</i>. South Melbourne: Oxford University Press, 2010. 70-72, 87-90. Print. <p>Recommended:</p> <ul style="list-style-type: none">• Schirato, Tony, Jen Webb, and Geoff Danaher. “Cultural Field and the Habitus.” <i>Understanding Bourdieu</i>. Crows Nest, Australia: Allen and Unwin, 2002. 21-44. Print. <p>Notes:</p> <ul style="list-style-type: none">• Assignment 3 (Essay) due 2pm, Tuesday 12 May to MDIA drop slot and to Turnitin.
Week 10	18 May	<p>Texts and World 1: Globalisation</p> <p>Read:</p> <ul style="list-style-type: none">• Jenkins, Henry, Sam Ford, and Joshua Green. “Thinking Transnationally.” <i>Spreadable Media</i>. New York: New York University Press, 2013. 270-78. Print. <p>Recommended:</p> <ul style="list-style-type: none">• Goode, Luke. “Cultural Citizenship Online: The Internet and Digital Culture.” <i>Citizenship Studies</i> 14.5 (2010): 527-42. Print.
Week 11	25 May	<p>Texts and World 2: Spectacle</p> <p>Read:</p> <ul style="list-style-type: none">• Crary, Jonathan. “Spectacle, Attention, Counter-Memory.” <i>October</i> (1989): 97-107. Print. <p>Recommended:</p> <ul style="list-style-type: none">• Debord, Guy. “The Commodity as Spectacle.” <i>Media and Cultural Studies: Keywords</i>. Eds. Durham, Meenakshi Gigi and Douglas M. Kellner. Malden, Massachusetts: Blackwell Publishing, 2006. 117-21. Print. <p>Notes:</p> <ul style="list-style-type: none">• Assignment 4 (Take Home Assignment) discussed in lecture and available on Blackboard.

Week 12

1 June

Queen's Birthday. Public holiday.

- Tutorials *will be held this week*.
- No tutorial worksheet is required for this week.
- Tutorials will be dedicated to Assignment 4.
- Assignment 4 (Take Home Assignment) due 2pm, Friday, 5 June