

# MDIA 103 Popular Media Culture

**Trimester 1 2015**

2 March to 1 July 2015

**20 Points**

## IMPORTANT DATES

Teaching dates: 2 March to 5 June 2015

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

Last assessment item due: 15 June 2015

Withdrawal dates:

Refer to [www.victoria.ac.nz/students/study/withdrawals-refunds](http://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](http://www.victoria.ac.nz/students/study/exams/aegrotats).

## CLASS TIMES AND LOCATIONS

Wednesday 3.10pm - 4.00pm Maclaurin MCLT103

Thursday 10.00am - 10.50am Maclaurin MCLT103

## Tutorials

Tutorials begin in WEEK 2. Please register for tutorials via the MDIA 103 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

### Course Coordinator

Dr Geoff Stahl [geoff.stahl@vuw.ac.nz](mailto:geoff.stahl@vuw.ac.nz) (04) 463 7472 Room 102, 81 Fairlie Terrace

Office Hours: Thursday 1.00pm-2.00pm

### Administrative tutor

Richard Shepherd [richard.shepherd@vuw.ac.nz](mailto:richard.shepherd@vuw.ac.nz)

Office Hours: Tba

## Tutors

Names, contact details and office hours of the other tutors will be announced at the first lecture.

**Māori and Pasifika Support Tutor:** Bridget Reweti

Email: [mpsupporttutor@vuw.ac.nz](mailto:mpsupporttutor@vuw.ac.nz)

Phone: (04) 463 9599 or 027 563 7038

Room: vZ 908

Office Hours: Tba

## COMMUNICATION OF ADDITIONAL INFORMATION

Additional information is available on the MDIA 103 Blackboard site. You are also expected to check your Victoria email regularly. If you are not using this, please set a forward to the email address you do use.

## PRESCRIPTION

This course is an introduction to the study of popular media culture, with reference to the relationship between cultural theory and selected popular media forms. The course centres on critically examining the production and consumption of popular media culture. Particular attention is paid to issues relating to the social function and value of popular media culture.

## COURSE CONTENT

This course is designed to introduce students to issues and ideas that relate to popular culture and the various forms it takes in the media, with an emphasis placed on examining contexts of production and consumption.

## COURSE LEARNING OBJECTIVES (CLOS)

Students who pass this course will be able to:

1. Analyse issues that relate to both the production and consumption of popular media texts
2. Apply aspects of cultural theory by making use of specific examples, in tutorials, in lectures and in their written work
3. Understand and apply differing approaches in order to provide an overview of some of the issues which define media studies and its relation to popular culture
4. Use and apply critical terms and concepts that they are presented within the course
5. Acquire media literacies by exposing them to a variety of perspectives on popular media culture, in order to prepare them for more advanced and specialised studies of media contexts and texts and
6. Develop and strengthen basic research, library and writing skills.

**TEACHING FORMAT**

Important issues, ideas, terms, concepts and theories will be introduced in the lectures by way of evaluating and discussing specific examples. Tutorials will provide a forum for collaborative learning in which students can ask questions about and discuss the issues raised in the lectures and in the readings. Tutorials will also assist students in developing basic writing skills, presentation skills, and library skills.

**MANDATORY COURSE REQUIREMENTS**

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

- complete all three assignments (subject to such provisions as are stated for late submission of work) and
- attend at least eight (8) of the ten (10) scheduled tutorials.

**WORKLOAD**

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

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|---|----------|
| 1. Lecture attendance (12 sessions):      | 24 hours |
| 2. Tutorial attendance (10 tutorials):    | 10 hours |
| 3. Reading:                               | 60 hours |
| 4. Annotated Bibliography (Assignment 1): | 32 hours |
| 5. Essay Outline (Assignment 2):          | 24 hours |
| 6. Final Essay (Assignment 3):            | 50 hours |

**ASSESSMENT**

	Assessment items and workload per item	%	CLO(s)	Due date
1	<b>Assignment 1</b> Annotated Bibliography, 1,350-1,500 words.	30%	1, 5 and 6	<b>Monday 20 April @ 2.00pm</b>
2	<b>Assignment 2</b> Essay Outline, 850-1,000 words.	30%	1, 2, 3, 4, 5 and 6	<b>Monday 11 May @ 2.00pm</b>
3	<b>Assignment 3</b> Final Essay, 2,300-2,500 words.	40%	1, 2, 3, 4, 5 and 6	<b>Monday 15 June @ 2.00pm</b>

Assignment descriptions and marking criteria will be made available at appropriate moments during the course. All assignments test the learning objectives mentioned above.

All assignments will be checked for academic integrity through Turnitin, details of which are listed below. Students will be further advised on how to use Turnitin by the Course Coordinator as well as their respective tutors.

### 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 19 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.

### SET TEXTS

MDIA 103 Student Notes (optional).

Readings will be made available electronically via Blackboard, with an optional Student Notes.

Supplementary readings, which are optional but very useful, will also be made available through Blackboard.

You can order textbooks and student notes 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

Schirato, Tony, Angi Buettner, Thierry Jutel, Geoff Stahl. *Understanding Media Studies*. Oxford University Press: Melbourne, 2009.

You can order 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).

## 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:

**To be determined in Week One**

## STUDENT FEEDBACK

Enhancements made to this course, based on the feedback of previous students, will be covered during the course.

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/students/study/exams/integrity-plagiarism](http://www.victoria.ac.nz/students/study/exams/integrity-plagiarism)
- Aegrotats: [www.victoria.ac.nz/students/study/exams/aegrotats](http://www.victoria.ac.nz/students/study/exams/aegrotats)
- Academic Progress: [www.victoria.ac.nz/students/study/progress/academic-progress](http://www.victoria.ac.nz/students/study/progress/academic-progress) (including restrictions and non-engagement)
- Dates and deadlines: [www.victoria.ac.nz/students/study/dates](http://www.victoria.ac.nz/students/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/students/study/progress/grades](http://www.victoria.ac.nz/students/study/progress/grades)
- Resolving academic issues: [www.victoria.ac.nz/about/governance/dvc-academic/publications](http://www.victoria.ac.nz/about/governance/dvc-academic/publications)
- Special passes: [www.victoria.ac.nz/about/governance/dvc-academic/publications](http://www.victoria.ac.nz/about/governance/dvc-academic/publications)

**School of English, Film, Theatre, & Media Studies**  
**MEDIA STUDIES PROGRAMME COURSE OUTLINE MDIA 103**

- Statutes and policies including the Student Conduct Statute:  
[www.victoria.ac.nz/about/governance/strategy](http://www.victoria.ac.nz/about/governance/strategy)
- Student support: [www.victoria.ac.nz/students/support](http://www.victoria.ac.nz/students/support)
- Students with disabilities: [www.victoria.ac.nz/st\\_services/disability](http://www.victoria.ac.nz/st_services/disability)
- Student Charter: [www.victoria.ac.nz/learning-teaching/learning-partnerships/student-charter](http://www.victoria.ac.nz/learning-teaching/learning-partnerships/student-charter)
- Student Contract: [www.victoria.ac.nz/study/apply-enrol/terms-conditions/student-contract](http://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](http://www.cad.vuw.ac.nz/wiki/index.php/Turnitin)
- University structure: [www.victoria.ac.nz/about/governance/structure](http://www.victoria.ac.nz/about/governance/structure)
- Victoria graduate profile: [www.victoria.ac.nz/learning-teaching/learning-partnerships/graduate-profile](http://www.victoria.ac.nz/learning-teaching/learning-partnerships/graduate-profile)
- 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		<b>Introduction: Popular Culture and Media</b>
	4 March	O'Shaughnessy, Michael and Jane Stadler. "Defining the Media." <i>Media and Society, 5th Ed.</i> Oxford University Press: Melbourne, 2008. 3-9. Print.
	5 March	<b>Introduction: Popular Culture and Media</b> Williams, Raymond. "Culture"; "Popular." <i>Keywords: A Vocabulary of Culture and Society.</i> London: Fontana Press, 1988. 87-93; 236-238. Print.
Week 2		<b>Popular Culture: Taste and Value</b>
	11 March	O'Brien, Susie and Imre Szeman. "Introducing Popular Culture." <i>Popular Culture: A User's Guide.</i> Toronto: Nelson Education, 2010. 6-14. Print.
	12 March	<b>Popular Culture: Taste and Value</b> Lizardo, Omar and Sara Skiles. "Cultural Consumption in the Fine and Popular Arts Realms." <i>Sociology Compass.</i> 2.2 (2008): 485-502. Print.
Week 3		<b>Media Analysis: Semiotics and Popular Culture, Encoding/Decoding</b>
	18 March	Thwaites, Tony and Lloyd Davis and Warwick Mules. "Building a Model";
	19 March	"Connotation and Denotation." <i>Introducing Cultural and Media Studies: A Semiotic Approach.</i> London: Palgrave, 2004. 29-38; 60-69. Print.
Week 4		<b>Audiences: Media Effects</b>
	25 March	Schirato, Tony, Angi Buettner, Thierry Jutel and Geoff Stahl. "Media Audiences." <i>Understanding Media Studies.</i> Melbourne: Oxford University Press, 2010. 92-109. Print.
	6 March	<b>Audiences: Changing Media Contexts</b> Sullivan, John L. "Reception Contexts and Media Rituals." <i>Media Audiences: Effects, Users, Institutions, and Power.</i> Sage: Los Angeles, 2013. 161-185. Print.
Week 5		<b>Ideology and Hegemony: Introduction</b>
	1 April	Nichols, Brett. "Ideology." <i>Media Studies 101: A Creative Commons Textbook.</i> 12 Dec. 2013. Web. 18 Feb. 2015.
	2 April	<b>Ideology and Hegemony: Subcultures and Style</b> Hebdige, Dick. "Subculture and Style." <i>The Cultural Studies Reader, 3rd Ed.</i> Ed. Simon During. London: Routledge, 2007. 429-440. Print.
		<b>NB: NO TUTORIALS THIS WEEK</b>
<b>Easter/Mid Trimester Break:</b> Friday 3 to Sunday 19 April 2015		
Week 6		<b>Representation: Race</b>
	22 April	Branston, Gill and Roy Stafford. "Representations." <i>The Media Studies Book, 5th Ed.</i> London: Routledge, 2010. 106-128. Print.
	23 April	<b>Representation: Gender</b> Attwood, Feona. "Through the Looking Glass? Sexual Agency and Subjectivity Online." <i>New Femininities.</i> Eds. Rosalind Gill and Christina Scharff. London: Palgrave MacMillan, 2011. 203-214. Print.

Week 7		<b>Celebrities: Introduction</b>
	29 April	Pullar, Ellen and Hilary Radner. "‘Endangered Species Turned Dangerous’: Rena Owen and Celebrity in Aotearoa/New Zealand." <i>Pacific Journalism Review</i> . 19.2 (2013): 28-48. Print.
		<b>Celebrities: Sexuality and Scandal</b>
	30 April	Leonard, Suzanne. "Sexuality, Technology, and Sexual Scandal in <i>The Good Wife</i> ." <i>Feminist Media Studies</i> . 14.6 (2014): 944-958. Print.
Week 8		<b>Identity, Subjectivity and Technology: Popular Music</b>
	6 May	DeNora, Tia. "Music and Self-Identity." <i>The Popular Music Studies Reader</i> . Eds. Andy Bennett, Barry Shank, and Jason Toynbee. London: Routledge, 2006. 141-147. Print.
		<b>Identity, Subjectivity and Technology: The iPod</b>
	7 May	Bull, Michael. "No Dead Air! The iPod and the Culture of Mobile Listening." <i>Leisure Studies</i> . 24.4 (2005): 343-355. Print.
Week 9		<b>Networks and Digital Culture: Networks</b>
	13 May	Castells, Manuel. "Virtual Communities or Network Society?" <i>The Internet Galaxy: Reflections on the Internet, Business and Society</i> . London: Oxford University Press. 2002. 116-136. Print.
		<b>Networks and Digital Culture: Social Media</b>
	14 May	Craige, Adam. "Facebook: Audiences, Surveillance, Friendship and Identity." <i>Being Cultural</i> . Ed. Bruce M.Z. Cohen. Melbourne: Pearson, 2012. 347-362. Print.
Week 10		<b>New Paradigms: Postmodernism</b>
	20 May	Butler, Christopher. "The 'Postmodern Condition.'" <i>Postmodernism: A Very Short Introduction</i> . London: Oxford University Press, 2002. 110-122. Print.
		<b>New Paradigms: Prosumption</b>
	21 May	Bird, S. Elizabeth. "Are We All Producers Now? Convergence and Media Audience Practices." <i>Cultural Studies</i> . 25.4-5 (2011): 502-516. Print.
Week 11		<b>New Subjectivities: Introduction</b>
	27 May	Couldry, Nick. "Reality TV, or the Secret Theater of Neoliberalism." <i>The Review of Education, Pedagogy, and Cultural Studies</i> . 30 (2008): 3-13. Print.
		<b>New Subjectivities: Neoliberalism</b>
	28 May	Vander Schee, Carolyn and Kip Kline. "Neoliberal Exploitation in Reality Television: Youth, Health and the Spectacle of Celebrity 'Concern.'" <i>Journal of Youth Studies</i> . 16.5 (2013): 565-578. Print.
Week 12		<b>Media, Popular Culture and the City</b>
	3 June	Stahl, Geoff. "The Mile-End Hipster: Montreal's Modern Day Folk Devil." <i>Orte, Situationen, Atmosphären</i> . Eds. Beate Binder, Moritz Ege, Anja Schwanhäußner, Jens Wietschorke. Campus Verlag: Frankfurt, 2010. 321-328. Print.
	4 June	<b>Review</b>