

MDIA 208 Media Audiences

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

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

Lectures

Monday 2:10 p.m. – 4:00 p.m. New Kirk KKL301

Tutorials

Tutorials begin in WEEK 2. Please register for tutorials via the MDIA 208 site on Blackboard: go to “Tutorial Sign Up” and then follow the instructions under the “S-Cubed Log In” link. Tutorial rooms will be listed on S-Cubed and on the noticeboard outside the administration office, 83 Fairlie Terrace.

NAMES AND CONTACT DETAILS

Course coordinator and lecturer:

Dr Joost de Bruin joost.debruin@vuw.ac.nz (04) 463 6846 Room 202, 81 Fairlie Terrace

Office hours: Monday 12:00 p.m. – 1:00 p.m.; Thursday 2:00 p.m. – 3:00 p.m.; and by appointment.

Tutors:

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

COMMUNICATION OF ADDITIONAL INFORMATION

The Blackboard site will be used for announcements and additional course information such as lecture slides (these contain key points from a lecture but do not replace your own notes), reading responses,

assignments and guidelines on essay writing. If you are not using the Victoria email address set up for you, we encourage you to set a forward from the Victoria email system to the email address you do use.

PRESCRIPTION

In this course we address the most important theories and debates about media audiences. We focus on the cultural studies paradigm, which analyses media use in the context of everyday life and sees audience members as active interpreters of the media they consume. We will look at existing research into 'actual audiences' which analyses how particular identities (gender, race, age, sexuality) play a role in media consumption. We will introduce a diverse set of audience research methods.

COURSE LEARNING OBJECTIVES (CLOS)

Upon completion of this course, students will be able to:

1. demonstrate understanding of key public and academic debates about media audiences
2. compare and contrast different academic approaches to the study of media audiences
3. critically analyse and evaluate existing academic research on media audiences and
4. develop and strengthen reading skills, library research skills and writing skills

TEACHING FORMAT

Your lecturer and tutors will put maximum effort into teaching at a high level. In return, you are asked to actively engage in the course. That involves attending all lectures and tutorials, reading the required texts on a weekly basis, actively searching for more information about topics which interest you, preparing questions for tutorials, engaging in discussions in tutorials and performing at your best in assignments.

MANDATORY COURSE REQUIREMENTS

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

- submit all four assignments 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 tutorials.

WORKLOAD

The expected workload for a 20-point course is 13 hours per teaching week. This consists of three hours of attending classes (a two-hour lecture and a one-hour tutorial), an average of four hours a week of reading, an average of one hour a week of searching for more information about course themes and an average of five hours a week of working on the assignments for the course. You should plan to spend 10 hours on Assignment 1, 20 hours on Assignment 2, 20 hours on Assignment 3 and 10 hours on Assignment 4.

ASSESSMENT

Assessment items and workload per item	%	CLO(s)	Due date
1 Assignment 1: 400-500 word responses to required course readings. Covers weeks 2-9	25%	1,2,4	Every Tuesday 2:00 p.m. (from week 2 to week 9).
2 Assignment 2: 1,500-2,000 word analysis of an audience study. Covers weeks 1-5	30%	1,2,3,4	Monday 20 April 2:00 p.m.
3 Assignment 3: 1,500-2,000 word essay on identity and media audiences. Covers weeks 6-9	30%	1,2,3,4	Friday 15 May 2:00 p.m.
4 Assignment 4: 800-1,000 word discussion paper on audiences and place. Covers weeks 10-11	15%	1,3,4	Friday 5 June 2:00 p.m.

Please see the instructions and marking criteria for assignment 1 directly below. Instructions and marking criteria regarding assignments 2, 3 and 4 will be communicated at appropriate times during the trimester.

Seven reading responses are due in weeks 2-9. You have to complete **five** of these, which means that you are allowed to miss **two**. Questions will be made available on a weekly basis in lectures and on Blackboard. Here are some pointers that will assist you in preparing for your reading responses:

- Questions always focus on the required readings, all of which are in the Student Notes.
- Aim to write an integrated response based on both required readings for that particular week.
- Remember that the preferred word count is only 400-500 words. You cannot possibly address all aspects of both readings: focus on key points, important concepts and main lines of argument.
- Please use correct in-text referencing (MLA). You do not have to include a list of works cited.
- Please submit your reading responses to your tutorial group’s blog on Blackboard (instructions on how to do this will be made available on Blackboard in the Announcements section).
- Reading responses are due every Tuesday at 2:00 p.m. in weeks 2-9 (excluding week 6):
 1. **News Audiences** Tuesday 10 March 2:00 p.m.
 2. **Film Audiences** Tuesday 17 March 2:00 p.m.
 3. **Soap Audiences** Tuesday 24 March 2:00 p.m.
 4. **Fan Audiences** Tuesday 31 March 2:00 p.m.
 5. **Audiences and Gender** Tuesday 28 April 2:00 p.m.
 6. **Audiences and Sexuality** Tuesday 5 May 2:00 p.m.
 7. **Audiences and Ethnicity** Tuesday 12 May 2:00 p.m.

MEDIA STUDIES PROGRAMME COURSE OUTLINE MDIA 208

- Each reading response is worth 5% of the final course grade. You will be awarded one of the following marks: 1%, 1.5% (E), 2% (D), 2.5% (C-), 3% (C+), 3.5% (B), 4% (A-), 4.5% or 5% (A+)
- The following five marking criteria will be used to mark your responses: 1) use and evidence of reading; 2) coverage of important issues; 3) depth of understanding; 4) spelling, grammar and referencing; 5) creativity and originality.

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 Wednesday 1 July 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 208 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

A wide range of texts important to the field of media audience research have been placed on short loan in the library. Search the Course Reserve catalogue for MDIA 208.

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

Enhancements made to this course based on students' feedback will be covered during the course. 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 attend 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

School of English, Film, Theatre, & Media Studies
MEDIA STUDIES PROGRAMME COURSE OUTLINE MDIA 208

- 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	Audience Studies
Week 2	9 March	News Audiences
Week 3	16 March	Film Audiences
Week 4	23 March	Soap Audiences
Week 5	30 March	Fan Audiences
Easter/Mid Trimester Break: Friday 3 to Sunday 19 April 2015		
Week 6	20 April	Audiences and Gender
Week 7	27 April	No lecture
Week 8	4 May	Audiences and Sexuality
Week 9	11 May	Audiences and Ethnicity
Week 10	18 May	Diasporic Audiences
Week 11	25 May	Indigenous Audiences
Week 12	1 June	No lecture