



## MDIA 304 News 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

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

Tuesday 11.00-12.50pm 77 Fairlie Terrace FT77 306

#### Tutorials

Tutorials begin in WEEK 2. Please register for tutorials via the MDIA 304 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

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

### COMMUNICATION OF ADDITIONAL INFORMATION

All further 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

This course initially introduces students to the history, theories, genres, and culture of news media; thereafter, it considers contemporary news texts and practices in terms of the contexts of globalisation, changes to the cultural field of journalism/media, and the advent of digital technologies.

## COURSE LEARNING OBJECTIVES (CLOS)

Students passing the course should be able to demonstrate:

1. a knowledge of the history of news culture within the wider context of the advent of communication and the culture industry
2. literacies regarding the logics, imperatives and discourses that characterize the field of news journalism
3. an understanding of the public sphere roles of journalism and news culture
4. an understanding of the transformation, in the digital age, of news culture, and its practices and genres
5. enhanced literacies in textual and contextual analysis and
6. enhanced literacies regarding the field of the media.

## TEACHING FORMAT

There are weekly 2-hour lectures and 50-min tutorials. See the weekly schedule for details.

## MANDATORY COURSE REQUIREMENTS

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

- submit the written and oral work 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 7 out of 11 tutorials (subject to provisions for extenuating circumstances).

## WORKLOAD

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

## ASSESSMENT

Assessment items and workload per item		%	CLO(s)	Due date
1	First Essay Length: 1,500 words The essay covers material dealt with in lectures from weeks 1–4 (inclusive)	30%	1, 2, 5 and 6	Due 2.00pm, Thu 2 April 2015 (MDIA Drop Slot outside Administration office, 83 Fairlie Terrace).

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2	<p>Second Essay</p> <p>Length: 1,500 words</p> <p>The second essay covers material dealt with in lectures from weeks 5–8 (inclusive).</p>	30%	2, 3, 5 and 6	<p>Due: 2.00pm, Thu 14 May 2015 (MDIA Drop Slot outside Administration office, 83 Fairlie Terrace).</p>
3	<p>Take-home Assignment</p> <p>Length: 2,000 words (2 x 1,000 word essays)</p> <p>The take-home assignment covers material dealt in lectures during the whole course and especially weeks 9-10 (inclusive).</p> <p>There will be a recap of course material and workshop for the Take-home assignment in Week 11. Your tutors will be available for consultation on this assignment during this week's office hours and allocated tutorial times.</p>	40%	4, 5 and 6	<p>Due 2.00pm, Thu 4 June 2015 (MDIA Drop Slot outside Administration office, 83 Fairlie Terrace).</p>

**Assessment information**

Specific or any additional assessment information and requirements will be posted on Blackboard and discussed during lecture and tutorial times.

**Marking Criteria**

Assignments will take account of:

- evidence of relevant theoretical learning and application of concepts/methods
- overall rigour of analysis, appropriate use of sources/data and coherence of argumentation
- evidence of original thinking/synthesis and effort in sourcing material
- quality of writing including accurate expression and referencing.

**Marking Scale**

A+ 90-100%, A 85-89%, A- 80-84%, B+75-79%, B 70-74%, B- 65-69%, C+ 60-64%, C 55-59%, C- 50-54%  
 (Grades of C- and above are passes, otherwise: D 40-49%, E 0-39%).

## 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.

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

Allan, Stuart. Ed. *The Routledge Companion to News and Journalism*. Revised ed. Routledge, 2012.

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

Schirato, Tony, Angi Buettner, Thierry Jutel, and Geoff Stahl, *Understanding Media Studies*. Oxford University Press, 2010.

## 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 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)
- 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)

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**COURSE PROGRAMME**

Week 1      3 March      Introduction: News Culture – no tutorials

Week 2      10 March      News Journalism: Genres and Mediums – tutorials

Week 3      17 March      News Culture and the Field of Journalism – tutorials

Week 4      24 March      News and the Public Sphere – tutorials

Week 5      31 March      News as Spectacle and Entertainment – tutorials

**First Essay due Thursday 2 April by 2pm**

**Easter/Mid Trimester Break:**      Friday 3 to Sunday 19 April 2015

Week 6      21 April      News and Networks in the Digital Age – tutorials

Week 7      28 April      Sports, Celebrities, & Co. – tutorials

Week 8      5 May      Politics – tutorials

Week 9      12 May      War – tutorials

**Second Essay due Thursday 14 May by 2pm**

Week 10      19 May      Nature – tutorials

Week 11      26 May      Recap of all course material – and particularly Weeks 9 & 10 –  
+ Workshop for Take-home Assignment – no tutorials

**Take-home Assignment available on Blackboard from 26 May after  
lecture**

Week 12      2 June      **Take-Home Assignment due Thursday 4 June by 2pm**

– no lectures or tutorials –