

MDIA 101 Media: Texts and Images

Trimester 1 2016

29 February to 29 June 2016

20 Points



Berlin Wall Trabant. East Side Gallery, Berlin. Painting by Birgit Kinder. Photo by Michael S. Daubs.

IMPORTANT DATES

Teaching dates: 29 February to 5 June 2016

Easter break: 24 to 30 March 2016

Mid-trimester break: 25 April to 1 May 2016

Last assessment item due: 14 June 2016

Withdrawal dates: Refer to www.victoria.ac.nz/students/study/withdrawals-refunds.

If you cannot complete an assignment or sit a test in the last three weeks of teaching, or an examination, it may instead be possible to apply for an aegrotat (refer to www.victoria.ac.nz/students/study/exams/aegrotats).

CLASS TIMES AND LOCATIONS

Lectures

Wednesday 11.00am-12.50pm Maclaurin MCLT103

Tutorials

Tutorials begin in WEEK 2. Please register for tutorials via the MDIA 101 site on Blackboard: go to “Tutorial instructions” and then follow the instructions carefully. Remember to record your tutorial time, day and room for future reference. Tutorial rooms will be listed on myAllocator, 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: Monday, 1.00pm - 2.00pm or by appointment

Administrative Tutor

Tutors

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

Māori and Pasifika Support Tutor: Trae Te Wiki

Email: mpsupporttutor@vuw.ac.nz

Phone: 463 9599 or 027 563 7038

Room: vZ 807

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 interconnected, sections:

- Texts and Mediation (Weeks 1-2)
- Texts in Context (Weeks 3-8)
- Texts and Self (Weeks 10-11)
- Texts and World (Weeks 12-13)

COURSE LEARNING OBJECTIVES (CLOS)

Students who pass this course should be able to:

1. recognise and define methods of textual analysis;
2. analyse examples of audio-visual media texts using a variety of relevant methods both individually and in groups;
3. construct arguments about the messages media convey, supported by analyses of audio visual media;
4. reflect critically on the role of the text in conveying particular ideologies and informing cultural practices, identity 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 in week 2) one 50 minute tutorial per week. The two hour class on Wednesdays 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 readings, and please bring along your ideas, experiences, and assigned readings.

MANDATORY COURSE REQUIREMENTS

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

- achieve at least a 40% before late penalties on each of the written assignments (Assignments 2, 3, and 4; see below) in order to demonstrate proficiency in all CLOs, and

- attend at least 7 of the 9 scheduled tutorials during weeks 2-12 (unless otherwise excused by the course coordinator) in order to have the opportunity to engage with course concepts and develop oral communication and group deliberation skills.

Any student who is concerned that they have been (or might be) unable to meet any of these mandatory course requirements because of exceptional personal circumstances should contact the course coordinator as soon as possible.

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 (12 sessions):	24 hours
2. Tutorial attendance (11 tutorials):	11 hours
3. Reading (assigned and recommended readings):	56 hours
4. Tutorial preparation/worksheets (Assignment 1)	16 hours
5. Close Analysis (Assignment 2):	28 hours
6. Essay (Assignment 3):	40 hours
7. Take Home Assignment (Assignment 4):	25 hours

ASSESSMENT

Assessment items and workload per item	%	CLO(s)	Due date
1 Online Worksheets Ten (10) online worksheets (on Blackboard) worth 1% each with activities that that elaborate upon concepts and help students prepare for tutorials.	10%	1 and 2	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 5 April 2016.
3 Critical Analysis Essay: 1,750-2,000 words This assignment covers weeks 5-9.	40%	1 - 5	2pm, Tuesday 10 May 2016.
4 Take Home Assignment: 1,000-1,250 words This assignment covers weeks 10-13.	25%	1 - 5	2pm, Tuesday 14 June 2016.

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. **Work that is more than 10 work days (two weeks) late will not be accepted. No assignment, with or without an extension, will be accepted after Tuesday 28 June 2016.**

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 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 from 2015 was positive in all categories and indicated the workload was appropriate. The course will therefore be taught in a similar manner this year. 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
- 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
- Special passes: refer to the *Assessment Handbook*, at www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf
- 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
- Subject Librarians: <http://library.victoria.ac.nz/library-v2/find-your-subject-librarian>
- Terms and conditions: www.victoria.ac.nz/study/apply-enrol/terms-conditions/student-contract
- 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	Texts 1: Mediation and Textual Analysis Read: <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. Notes: <ul style="list-style-type: none">There are no tutorials this week.
Week 2	9 March	Texts 2: Semiotics Read: <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. Recommended: <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. Notes: <ul style="list-style-type: none">Tutorials begin after lecture.
Week 3	16 March	Texts in Context 1: Discourse and Intertextuality Case study: advertisements Read: <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. Notes: <ul style="list-style-type: none">Assignment 2 (Close Analysis) discussed in lecture and available on Blackboard.

Week 4 23 March **Writing Seminar 1: Writing for University**

Read:

- “Formatting MLA Essays”, “Writing an Effective Paragraph”, “Writing Intros and Conclusions”, “Incorporating Quotations Into Your Essay”, and “In-Text Citations and Works Cited List Notes and Examples” (available on Blackboard under Assignments → Essay Writing Guides)

Notes:

- There are **no tutorials this week**, but **there is a worksheet this week** to be completed before lecture as usual.

Easter Break: Thursday 24 to Wednesday 30 March 2016

Week 5 30 March **No Lecture or tutorials**

Week 6 6 April **Texts in Context 2: Narrative Analysis**

Case study: music videos

Read:

- Goodwin, Andrew. Excerpts from “A Musicology of the Image.” *Dancing in the Distraction Factory*. Minneapolis: University of Minnesota Press, 1992. 56-68. Print.
- Goodwin, Andrew. Excerpts from “Metanarratives of Stardom and Identity.” *Dancing in the Distraction Factory*. Minneapolis: University of Minnesota Press, 1992. 98-108. Print.

Recommended:

- Vernallis, Carol. “Music Video's Second Aesthetic?” *Unruly Media: YouTube, Music Video, and the New Digital Cinema*. New York: Oxford University Press, 2013. 207-33. Print.

Notes:

- **Assignment 2 (Close Analysis) due 2pm, Tuesday 5 April 2016.**

Week 7 13 April **Texts in Context 3: Genre, Liveness and Flow**

Case study: television

Read:

- Gripsrud, Jostein. “Television, Broadcasting, Flow: Key Metaphors in TV Theory.” *The Television Studies Book*. 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.” *Media and Society*. 5th ed: Oxford University Press Australia & New Zealand, 2012. 231-44. Print.

Week 8	20 April	Texts in Context 4: Remediation Case study: Web pages Read: <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. Notes: <ul style="list-style-type: none">• Assignment 3 (Essay) discussed in lecture and available on Blackboard.
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Mid-trimester Break: Monday 25 April to Sunday 1 May

Week 9	4 May	Writing Seminar 2: Thesis Statements and Argumentation Read: <ul style="list-style-type: none">• "Writing a Thesis Statement" "Formatting MLA Essays" (available on Blackboard under Assignments → Essay Writing Guides) Notes: <ul style="list-style-type: none">• There are no tutorials this week, but there is a worksheet this week to be completed before lecture as usual.
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Week 10	11 May	Text and Self 1: Subjectivity and Interpellation Read: <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. Recommended: <ul style="list-style-type: none">• Althusser, Louis. "Ideology and Ideological State Apparatuses (Notes towards an Investigation)." <i>Media and Cultural Studies: Keyworks</i>. Eds. Durham, Meenakshi Gigi and Douglas M. Kellner. Malden, Massachusetts: Blackwell Publishing, 2006. 79-87. Print. Notes: <ul style="list-style-type: none">• Assignment 3 (Essay) due 2pm, Tuesday 10 May 2016.
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Week 11 18 May **Texts and Self 2: Habitus and Cultural Fields**

Read:

- Schirato, Tony, et al. Excerpts from “The Field of the Media.” *Understanding Media Studies*. South Melbourne: Oxford University Press, 2010. 70-72, 87-90. Print.

Recommended:

- Schirato, Tony, Jen Webb, and Geoff Danaher. “Cultural Fields and the Habitus.” *Understanding Bourdieu*. Crows Nest, Australia: Allen and Unwin, 2002. 21-44. Print.

Week 12 25 March **Texts and World 1: Globalisation**

Read:

- Jenkins, Henry, Sam Ford, and Joshua Green. “Thinking Transnationally.” *Spreadable Media*. New York: New York University Press, 2013. 270-78. Print.

Recommended:

- Goode, Luke. “Cultural Citizenship Online: The Internet and Digital Culture.” *Citizenship Studies* 14.5 (2010): 527-42. Print

Week 13 1 June **Texts and World 2: Spectacle**

Read:

- Crary, Jonathan. “Spectacle, Attention, Counter-Memory.” *October* (1989): 97-107. Print.

Recommended:

- Debord, Guy. “The Commodity as Spectacle.” *Media and Cultural Studies: Keywords*. Eds. Durham, Meenakshi Gigi and Douglas M. Kellner. Malden, Massachusetts: Blackwell Publishing, 2006. 117-21. Print.

Notes:

- **Assignment 4 (Take Home Assignment) discussed in lecture and available on Blackboard.**
- **Assignment 4 (Take Home Assignment) due Tuesday, 14 June 2016.**