

MDIA 103 Popular Media Culture

Trimester 1 2016

29 February to 29 June 2016

20 Points



Image source: Heath, Andrew. "Pop Culture Popsicles." Available at: <http://www.solopress.com/blog/print-inspiration/pop-culture-popsicles/> (23 January 2016).

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: 3 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

Thursday	12.00-2.00pm	Maclaurin MCLT103
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Tutorials

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

Course Coordinator:	Dr Anita Brady
Email:	anita.brady@vuw.ac.nz
Phone:	04 463 6853
Room:	001, 81 Fairlie Terrace
Office Hours:	Thurs 3.00-5.00 pm

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

Additional information is available on the MDIA 103 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 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 organised into three interconnected sections that build on material previously covered:

- Key Concepts: Ideology, Hegemony and Audiences (Weeks 1-5)
- Representations (Weeks 6-8)
- Changing Contexts: Community and Self (Weeks 9-13)

COURSE LEARNING OBJECTIVES (CLOS)

Students who pass this course should be able to:

1. apply key concepts in Popular Culture Studies to examples of media culture
2. critically reflect on the representation of different social groups in popular media culture
3. critically reflect on changing practices of production and consumption in popular culture
4. construct and convey an academic argument that integrates media theory and media analysis

TEACHING FORMAT

Important issues, ideas, terms, concepts and theories will be introduced and explained in the lectures.

Lectures will make extensive use of specific examples in order to aid student understanding. Tutorials will provide a forum for collaborative learning in which students can ask questions about and discuss the issues raised in lectures and in readings. Tutorials will also assist students in developing the specific skills required to achieve the course learning objectives.

MANDATORY COURSE REQUIREMENTS

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

- Attend at least 7 of the 9 scheduled tutorials (weeks 2-12) in order to develop the skills required for proficiency in the CLOs.
- Achieve at least a 40% grade (before any lateness penalties) in each of assignments 2, 3 and 4 in order to demonstrate proficiency in all CLOs.

Any student who is concerned that they have been (or might be) unable to meet any of the MCRs 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.

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| 1. Lecture attendance (12 sessions): | 24 hours |
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2. Tutorial attendance and preparation (9 tutorials):	16 hours
3. Reading (Assigned and Supplementary):	60 hours
4. Reading Comprehension Quiz:	10 Hours
5. Constructing an Argument Exercise:	30 hours
6. Essay:	40 hours
7. Critical Reflection Assignment	20 hours

ASSESSMENT

Assessment items and workload per item		%	CLO(s)	Due date
1	Reading and Lecture Comprehension Quizzes Each quiz is worth 2 marks, final grade is best 5 out of a possible 7 quizzes.	10%	1- 3	During weeks 2-12, quiz sheets submitted at the end of relevant lectures.
2	Constructing an Argument Exercise: 750-1000 words + drafting, and peer feedback in tutorials This assignment draws on content covered in weeks 1-5.	30%	1, 3 & 4	2pm, Mon 11 Apr 2016
3	Representations in Popular Culture Essay (1,750 – 2,000 words) This assignment draws on content covered in weeks 1-8, with a particular focus on content covered in weeks 6-8.	40%	1-4	2pm, Mon 16 May 2016
4	Critical Reflection Assignment (1,000 – 1,250 words) This assignment draws on content covered in weeks 1-13, with a particular focus on content covered in weeks 9-13.	20%	1, 3 & 4	2pm, Fri 3 Jun 2016

Assignment 1: Reading and Lecture Comprehension Quizzes: worth 2% each (10 % total)

Every Friday morning in Week 1 - Week 11, a quiz sheet consisting of four questions about the following week's readings and lecture will be posted to Blackboard. Prior to the lecture, answer the questions related to the readings on the quiz sheet and put your name, ID no. and Tutorial Group in the spaces provided. Print out the quiz sheet and bring it to the following week's lecture. You will be given time in the lecture to answer any questions related to lecture content. Questions will be pass/fail (e.g. multi-choice, true/false etc), and each worth .5 (adding up to 2%)

In 7 of the 10 weeks for which there are quizzes, you will be asked to submit your quiz sheets, and your 5 best quiz marks will make up your 10% grade for this assignment (2% per quiz). You will not know in

advance which 7 lectures quiz sheets will be submitted at. You must be at the lecture to submit that week's quiz sheet – no extensions will be granted, no late quiz sheets will be accepted, and another student cannot hand in the quiz on your behalf. If you do not submit 5 quiz sheets (either because you don't attend enough lectures, or do not complete enough quiz sheets), you will forfeit the possible 2% available for each quiz sheet missed.

Assignments 2, 3 and 4.

Instructions and marking criteria for these assignments will be discussed extensively at lectures and tutorials, and made available on Blackboard.

SUBMISSION AND RETURN OF WORK

Assignment 1: Quiz sheets for each week will be available on Blackboard. They must be completed, printed out and submitted in person at that week's lecture (your quiz sheet cannot be submitted by another student). Marked quiz sheets will be returned in the following week's tutorial.

Assignments 2, 3 and 4: Work provided for assessment in these assignments will be checked for academic integrity by Turnitin. Follow the instructions provided in the "Assignments and Turnitin" section of Blackboard.

Hardcopies of assignments 2, 3 and 4 must be submitted in the drop slot outside the administration office: 83 Fairlie Terrace. Emailed or other electronic copies will not be accepted. Attach an assignment cover sheet found on Blackboard or outside the administration office. Remember to fill in your tutor's name. Your tutor will hand your marked assignment back in tutorials or during their office hours 2-3 weeks after the due date. 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

Assignment 1 (Reading and Lecture Comprehension Quizzes):

As only the best 5 grades of a possible 7 will count toward your final grade, there will be no extensions for quizzes, and no quiz sheets will be accepted after the relevant lecture.

Assignments 2, 3 and 4:

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.

NOTE: Work submitted without an extension more than two weeks after the due date will not be marked. No assignment with or without an extension will be accepted after Wednesday 29 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 103 Student Notes

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

RECOMMENDED READING

Recommended supplementary readings for each week will be made available through Blackboard.

You may also find the following introductory Media Texts useful (all are available in the library):

Albertazzi, Daniele and Paul Cobley. *The Media: An Introduction*. 3rd ed. London: Routledge, 2010 (and other editions).

Barker, Chris. *The SAGE Dictionary of Cultural Studies*. London: Sage, 2004.

Barker, Chris. *Cultural Studies: theory and Practice*. 3rd ed. Los Angeles: Sage, 2008 (and other editions).

Guins, Raiford and Omayra Zaragoza Cruz (eds). *Popular Culture: A Reader*. London: Sage, 2005.

Grossberg Lawrence, Cary Nelson and Paula Treichler (eds). *Cultural Studies*. New York: Routledge, 1992.

Jones, Paul and David Holmes. *Key Concepts in Media and Communications*. London: Sage, 2011.

Lewis, Jeff. *Cultural Studies: The Basics*. 2nd ed. Los Angeles: Sage, 2008 (and other editions).

O'Shaughnessy, Michael and Jane Stadler. *Media and Society: An Introduction*. 3rd ed. Melbourne: Oxford, 2005 (and other editions).

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

Storey, John. *Cultural Theory and Popular Culture: An Introduction*. 5th ed. Harlow: Pearson, 2009 (and other editions).

Turner, Graeme. *British Cultural Studies: An Introduction*. New York: Routledge, 1990 (and subsequent editions).

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

The most recent student feedback survey on MDIA103 did not indicate a need for any notable adjustments to the course. However, as with all MDIA courses, MDIA103 is modified and updated each year based on feedback from students, teaching staff and other colleagues, developments in media theory and media cultures, and the course co-ordinator's assessment of the course (including student engagement and achievement). Course content, design and assessment have been developed in consultation with other staff in the programme.

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)

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

- 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

COURSE PROGRAMME

Week 1	3 March	Key Concepts: Popular Culture Storey, John. "What is Popular Culture?" Note: <ul style="list-style-type: none">- No tutorials this week – make sure you have signed up for a tutorial group via MyAllocator- Posting of Quiz Sheets on Blackboard starts this Friday
Week 2	10 March	Key Concepts: The Culture Industry O'Brien, Susie and Imre Szeman. "The Culture Industry Thesis." SEFTMS Student Handbook (Available on Blackboard): "Essays." 20-29. Note: <ul style="list-style-type: none">- Tutorials begin this week
Week 3	17 March	Key Concepts: Audiences: Media Effects and Changing Media Contexts Schirato, Tony, Angi Buettner, Thierry Jutel and Geoff Stahl. "Media Audiences." Sullivan, John L. "Reception Contexts and Media Rituals."
Week 4	24 March	No Lecture (Easter Break) Note: <ul style="list-style-type: none">- No tutorials this week
Easter Break:	Thursday 24 to Wednesday 30 March 2016	
Week 5	31 March	Key Concepts: Ideology and Hegemony Barker, Chris. Excerpt from "Questions of Culture and Ideology." SEFTMS Student Handbook (Available on Blackboard): "Referencing." 30-45. <u>Supplementary reading:</u> Turner, Graeme. Excerpt from "Ideology." Note: <ul style="list-style-type: none">- No tutorials this week
Week 6	7 April	Key Concepts Case Study: Youth Ogersby, Bill. "Youth." Vares, Tiina, and Sue Jackson. "Reading Celebrities/Narrating Selves: 'tween' girls, Miley Cyrus and the Good/Bad Girl Binary."
Week 7	14 April	Representations: Gender Branston, Gill and Roy Stafford. Excerpts from "Questions of Representation."

Soriano, Lucia. "Hey Doll': *Keeping Up with the Kardashians* and the Construction of the Feminine Body."

Note: Assignment 2 due 2pm, Monday April 11

Week 8	21 April	Representations: Race O'Shaughnessy, Michael and Jane Stadler. "Ethnicity, Ideology and the Media."
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Mid-trimester Break: Monday 25 April to Sunday 1 May

Week 9	5 May	Representations Case Study: Celebrity O'Shaughnessy, Michael and Jane Stadler. "Excerpt from "Stars and Celebrities." Maplesden, Allison. "Keisha Castle-Hughes: A Case Study of Contemporary Celebrity in Aotearoa, New Zealand."
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Week 10	12 May	Changing Contexts: Postmodernism Rayner, Philip, Peter Wall and Stephen Kruger. "Conclusion: Media Studies and PostModernism." Craigie, Adam. Craigie, Adam. "Facebook: Audiences, Surveillance, Friendship and Identity."
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Week 11	19 May	Changing Contexts: Technology, Identity and Music Bull, Michael. "No Dead Air! The iPod and the Culture of Mobile Listening." DeNora, Tia. " <i>Music and Self Identity</i> ." Note: <ul style="list-style-type: none">- Assignment 3 Due 2pm, Monday 16 May- Last week Quiz Sheets will be posted to Blackboard.
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Week 12	26 May	Changing Contexts: Nation, Community and Sport Sturm, Damion and Geoff Lealand. "Evoking New Zealandness': Representations of Nationalism During the (New Zealand) 2011 Rugby World Cup." <i>New Zealand Journal of Media Studies</i> 13.2 (2012): 46-65.
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Week 13	2 June	Changing Contexts Workshop: Conclusions and Critical Reflection TBA Note: <ul style="list-style-type: none">- Assignment 4 Due 2pm, Friday 3 June
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