

MDIA 310 Cultural Identity and the Media

Trimester 1 2016

29 February to 29 June 2016

20 Points

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

Tuesday 11.00am-12.50pm Hugh Mackenzie HMLT103

Tutorials

Tutorials begin in WEEK 2 and will be on Tuesday afternoons. Please register for tutorials via the MDIA 310 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

Staff: Dr Joost de Bruin

Email: joost.debruin@vuw.ac.nz

Phone: (04) 463 6846

Room: 202, 81 Fairlie Terrace

Office Hours: Tuesday 1.00-2.00pm; Thursday 1.00-2.00pm

COMMUNICATION OF ADDITIONAL INFORMATION

Blackboard will be used for announcements, course information, course readings, assignments, guidelines on essay writing and links to related websites. If you are not going to use 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

This course examines how media technologies, texts, institutions and audiences engage with, help shape and regulate cultural and ethnic identities. We draw on a range of media genres to explore the different ways in which discourses of cultural and ethnic identities are 'mediated'.

COURSE CONTENT

The first half of the course will focus on different dimensions of cultural identity: ethnicity, nationality, race, language and religion. In the second half of the course, we will discuss different cultural domains and work on an interview project on cultural identity and the consumption of online news.

COURSE LEARNING OBJECTIVES (CLOS)

Students who pass this course will be able to:

- 1 Explain how cultural identity acquires meaning for different people in different contexts
- 2 Analyse the role that cultural identity plays within everyday practices of media consumption
- 3 Theorise how cultural identity is articulated and negotiated in contemporary media cultures

TEACHING FORMAT

Students will attend a two-hour lecture and a one-hour tutorial a week. Lectures will be interactive: most weeks at least one hour of the lecture will be dedicated to a screening or a workshop activity.

MANDATORY COURSE REQUIREMENTS

In addition to achieving an overall pass mark of at least 50%, students must attend at least 10 out of 12 lectures and at least 7 out of 9 tutorials, so that they learn how cultural identity acquires meaning, how it plays a role in media consumption and how it is negotiated in media cultures (CLOs 1, 2 and 3). Any student who is concerned that they have been (or might be) unable to meet mandatory course requirements due to exceptional personal circumstances should contact the course coordinator as soon as possible.

WORKLOAD

The expected workload for a 20 point course is 200 hours per trimester, or 13 hours per 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 different course themes; and an average of five hours a week of working on assignments. You should plan to spend 20 hours on Assignment 1, 25 hours on Assignment 2, 30 hours on Assignment 3 and 25 hours on Assignment 4.

ASSESSMENT

Assessment items and workload per item		%	CLO(s)	Due date
1	Reflective statement (1250-1500 words)	20%	1, 2	Thu 24 March 2:00 p.m.
2	Essay on mediatisation (1500-2000 words)	30%	1, 3	Fri 22 April 2:00 p.m.
3	Interview assignment (3000-5000 words)	30%	1, 2	Mon 30 May 2:00 p.m.
4	Take-home assignment (1250-1500 words)	20%	1, 3	Fri 3 June 2:00 p.m.

Your assignments will be marked using the following seven broad criteria: Coverage of important issues; Use and evidence of reading; Depth of understanding; Strength of argument; Structure and expression; Spelling, grammar and referencing; and Creativity and originality. Detailed instructions regarding the four assessment items will be communicated at appropriate times during the trimester.

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. Tutors cannot grant extensions. If granted, your course coordinator will inform you of the new due date. **No assignment with or without an extension will be accepted after Friday 10 June 2016, which is one week after the due date for the final assignment.**

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

Readings will be made available electronically via Blackboard.

RECOMMENDED READING

Recommended reading will be made available through Blackboard and the library's course reserve.

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

Last year's student feedback did not indicate a need for any notable adjustments to the course. However, as with all Media Studies courses, this course 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 coordinator'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)
- 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

School of English, Film, Theatre, & Media Studies
MEDIA STUDIES PROGRAMME COURSE OUTLINE MDIA 310

LECTURE PROGRAMME

Week 1	1 March	Introduction to the course
Week 2	8 March	Cultural identity and diaspora
Week 3	15 March	Media audience studies and race
Week 4	22 March	Cultural identities in Aotearoa/NZ
Easter Break: Thursday 24 to Wednesday 30 March 2016		
Week 5	29 March	No Lecture
Week 6	5 April	Migrants and mediatisation
Week 7	12 April	Language learning and media
Week 8	19 April	Religion and media culture
Mid-trimester Break: Monday 25 April to Sunday 1 May		
Week 9	3 May	Interviewing and cultural identity
Week 10	10 May	Celebrity culture
Week 11	17 May	Drinking culture
Week 12	24 May	Media and the city
Week 13	31 May	Conclusion and evaluation

TUTORIAL PROGRAMME

Week 1	1 March	No Tutorial
Week 2	8 March	Cultural identity and diaspora
Week 3	15 March	Media audience studies and race
Week 4	22 March	Cultural identities in Aotearoa/NZ
Easter Break: Thursday 24 to Wednesday 30 March 2016		
Week 5	29 March	No Tutorial
Week 6	5 April	Migrants and mediatisation
Week 7	12 April	No Tutorial
Week 8	19 April	Religion and media culture
Mid-trimester Break: Monday 25 April to Sunday 1 May		
Week 9	3 May	Interviewing skills
Week 10	10 May	Transcription skills
Week 11	17 May	Analysis skills
Week 12	22 May	Report writing skills
Week 13	31 May	No Tutorial