

# MDIA 416: Media, Activism and Social Movements

**Trimester 1 2016**

29 February to 29 June 2016

**30 Points**



*Image from digitalroyalty.com*

## 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: 1 June 2016

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 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](http://www.victoria.ac.nz/students/study/exams/aegrotats)).

## CLASS TIMES AND LOCATIONS

### Lectures

Monday 2.10-4.00pm 81 Fairlie Terrace FT81 103

## 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

## COMMUNICATION OF ADDITIONAL INFORMATION

Course-related information will be communicated to students using the MDIA 416 Blackboard site and occasionally via email.

**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 interrogates the relationship between media, social movements, and social change. It examines the role of traditional media institutions, the historical use of 'alternative' media by groups in order to inform and mobilise social movements, and the limits and obstacles that result from interactions with these various media forms.

## COURSE LEARNING OBJECTIVES (CLOS)

Students who pass this course should be able to:

1. Identify and critically examine the relationships between media, social movements, activism and social change.
2. Evaluate and apply various research methodologies used to analyse the role of media in social movements.
3. Apply specialist media knowledge as an advisor to or participant in a social movement.
4. Discuss, debate and present research—including their own—both verbally and in written forms.

## TEACHING FORMAT

This course will be delivered as a weekly seminar and students will be expected to play an active role in shaping the course and its content. Because the course relies on student participation and engagement, students should complete each week's assigned readings before the seminar, come to class with a list of questions and observations, and be prepared to link concepts from readings to real-world events and other scholarly works. Students are also welcome and encouraged to make their own contributions to course content in the forms of other academic articles, news stories, or audio-visual material.

## WORKLOAD

The expected workload for a 30-point course is 300 hours over the trimester or 20 hours per teaching week.

Of this, approximately 24 hours will be spent in class, 60 hours completing assigned readings, and the remainder in independent reading and research and work on assignments.

## ASSESSMENT

Assessment items and workload per item		%	CLO(s)	Due date
1	<p><b>Essay or media experiment proposal (1200-1500 words)</b></p> <p>Students will prepare a proposal for Assignment 5 below that briefly introduces an idea for either a research essay or an applied media experiment and analysis. Proposals should include a clear object/goal, a list of key concepts, and a brief annotated bibliography.</p>	15%	1, 2, 3, 5	2pm, Wednesday 16 March 2016.
2	<p><b>Peer response (800-1000 words)</b></p> <p>Students will provide constructive feedback for another student's project or essay proposal. The student providing feedback will be marked on the quality of their feedback and questions.</p>	10%	2, 4, 5	2pm, Wednesday 23 March 2016
3	<p><b>Media analysis (1600-2000 words)</b></p> <p>Students will select and critique a news article, blog post, or equivalent that discusses media in relation to a recent social or activist movement using theories/frameworks presented in the course readings for academic support.</p>	20%	1, 2, 4, 5	2pm, Wednesday 11 May 2016
4	<p><b>Article critique with oral presentation (1000-1200 words + oral presentation)</b></p> <p>Students will select an academic article (not part of the course readings) that addresses one of the weekly topics, write a brief summary and critique, then give an oral presentation and answer questions on that article. Mark will be based upon the written response (10%) and the presentation/discussion (5%).</p>	15%	1, 2, 4, 5	One of weeks 3 - 11 (in class)

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**MEDIA STUDIES PROGRAMME COURSE OUTLINE MDIA 416**

5	<p><b>Independent research essay or media experiment analysis (3000-3500 words)</b></p> <p>Students will have the choice of writing a research essay that analyses the role, use and impact of media in a social/activist movement or outline and evaluate their own experiences using media as part of a social awareness or activist campaign.</p>	40%	1-5	2pm, Wednesday 1 June 2016
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***Specific assessment guidelines and marking criteria will be posted to Blackboard well in advance of each assessment due date.***

**Please note:** Marks for Honours level assignments and final course grades are not finalised until feedback from the external examiner has been considered. Honours grades gained in individual courses remain provisional until the overall final classification made by the Honours programme examination committee.

### **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.

Each assignment is submitted in two formats:

- A hardcopy in the drop slot outside the administration office: **83 Fairlie Terrace**. Attach an assignment cover sheet to your assignment, found on Blackboard or outside the administration office.
- Email your assignment as a MS Word file to [media-studies@vuw.ac.nz](mailto:media-studies@vuw.ac.nz)

Your marked assignment will be handed back by your supervisor. 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 Wednesday 15 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

Readings will be made available electronically. See Blackboard for access information.

## RECOMMENDED READING

Any recommended reading will be made available via the MDIA 416 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 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).

**Please note:** since it is a new course in 2016, no previous feedback exists for MDIA 416.

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)
- 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)

- Special passes: refer to the *Assessment Handbook*, at [www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf](http://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](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)
- 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](http://www.victoria.ac.nz/study/apply-enrol/terms-conditions/student-contract)
- 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)

## COURSE PROGRAMME

Week 1      29 February      **Course Introduction**

**Notes:**

- **Assignment 1 (Essay or media experiment proposal), Assignment 2 (Peer response), and Assignment 4 (Article critique) discussed in class**

Week 2      7 March      **Media and Movements Primer**

**Read:**

- Koopmans, "Movements and Media: Selection processes and evolutionary dynamics in the public sphere"
- Bennett and Segerberg, "The Logic of Connective Action"

Week 3      14 March      **Historical Movements**

**Read:**

- Habermas, "The Public Sphere: An Encyclopedia Article"
- Driver, "Habermas on Sixties Student Protests: Reflections on Collective Action and Communicative Potential"

**Recommended:**

- Harman, "Storming Heaven: The Paris Commune"

**Notes:**

- **Assignment 1 (Essay or media experiment proposal) due by 2pm, Wednesday 16 March 2016.**

Week 4      21 March      **Media and Social Movements: Framing**

**Read:**

- McLeod and Detenber, "Framing Effects of Television News Coverage of Social Protest"
- Andrews and Biggs, "The Dynamics of Protest Diffusion: Movement Organizations, Social Networks, and News Media in the 1960 Sit-Ins"

**Recommended:**

- Jha, "Exploring Internet Influence on the Coverage of Social Protest: Content Analysis Comparing Protest Coverage in 1967 and 1999"

**Notes:**

- **Assignment 2 (Peer response) due by 2pm, Wednesday 23 March 2016**

**Easter Break:** Thursday 24 to Wednesday 30 March 2016

Week 5      28 March      No Lecture

Week 6      4 April      **Alternative Media Primer**

**Read:**

- Lievrouw, "The Roots of Alternative and Activist New Media"
- Atton and Couldry, "Introduction"

**Notes:**

- **Assignment 3 (Media analysis) discussed in class**

Week 7      11 April      **Activism in a Network Society**

**Read:**

- González-Bailón, "Online Social Networks and Bottom-Up Politics"
- Castells, "Changing The World in the Network Society"

**Recommended:**

- Tufekci and Wilson "Social Media and the Decision to Participate in Political Protest: Observations From Tahrir Square"

Week 8      18 April      **Politics and Media**

**Read:**

- Dean, "Communicative Capitalism: Circulation and the Foreclosure of Politics"
- Barney, "Politics and Emerging Media: The Revenge of Publicity"

**Mid-trimester Break:** Monday 25 April to Sunday 1 May

Week 9      2 May      **Slacktivism**

**Read:**

- Morozov, "Why Kierkegaard Hates Slacktivism"
- Christensen, "Political activities on the Internet: Slacktivism or political participation by other means?"

**Recommended:**

- Gladwell, "Small Change: Why the revolution will not be tweeted"
- Elkenberry, "The Hidden Costs of Cause Marketing"



Week 10	9 May	<b>Case Study: Māori Media, Culture and Identity</b> <b>Read:</b> <ul style="list-style-type: none"><li>• Smith and Abel, “Ka Whawhai Tonu Mātou: Indigenous Television in Aotearoa/New Zealand”</li><li>• Smith, “Postcolonial Māori Television? The dirty politics of indigenous cultural production”</li></ul> <b>Recommended:</b> <ul style="list-style-type: none"><li>• Glynn and Tyson, “Indigeneity, media and cultural globalization The Case of Matakau, or the Maori X-Files”</li></ul> <b>Notes:</b> <ul style="list-style-type: none"><li>• <b>Assignment 3 (Media analysis) due by 2pm, Wednesday 11 May 2016</b></li></ul>
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Week 11	16 May	<b>Case-Study: Anti-Consumerism and Culture Jamming</b> <b>Read:</b> <ul style="list-style-type: none"><li>• Dery, “Culture Jamming: Hacking, Slashing and Sniping in the Empire of Signs”</li><li>• Haiven, “Privatized Resistance: AdBusters and the Culture of Neoliberalism”</li><li>• Sandlin and Milam “Mixing Pop (Culture) and Politics: Cultural Resistance, Culture Jamming, and Anti-Consumption Activism as Critical Public Pedagogy”</li></ul>
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Week 12	23 May	<b>Case Study: Arab Spring and Egyptian Revolution</b> <b>Read:</b> <ul style="list-style-type: none"><li>• Howard and Hussain, “The Role of Digital Media”</li><li>• Pollock, “Streetbook: How Egyptian and Tunisian Youth Hacked the Arab Spring”</li><li>• Tufekci, “New Media and the People-Powered Uprisings”</li></ul>
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Week 13	30 May	<b>Case Study: Occupy Wall Street</b> <b>Read:</b> <ul style="list-style-type: none"><li>• Castells, “Occupy Wall Street”</li><li>• Costanza-Chock, “Mic Check! Media Cultures and the Occupy Movement”</li><li>• Hardt and Negri, “The Fight for Real Democracy at the Heart of OWS”</li></ul> <b>Notes:</b> <ul style="list-style-type: none"><li>• <b>Assignment 5 (Independent research essay or media experiment analysis) due by 2pm, Wednesday 1 June 2016</b></li></ul>
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