

MDIA 206: Media and Digital Cultures

Trimester 2 2016

11 July to 13 November 2016

20 Points

IMPORTANT DATES

Teaching dates: 11 July to 16 October 2016

Mid-trimester break: 22 August to 4 September 2016

Last assessment item due: 12 October 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 3.00pm-5.00pm Kirk KKL 301

Tutorials

Tutorials begin in WEEK 2. Please register for tutorials via myAllocator. Instructions can be found on the MDIA 206 site on Blackboard under "Tutorial instructions". 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 at 83 Fairlie Terrace.

NAMES AND CONTACT DETAILS

Course Coordinator: Angi Buettner

Email: angi.buettner@vuw.ac.nz

Phone: 04 463 5070

Room: Room 308, 83 Fairlie Terrace

Office Hours: Wednesdays 1–2pm and by appointment

COMMUNICATION OF ADDITIONAL INFORMATION

The lecture notes posted on Blackboard are only indicative of the content of the lectures and to complement attendance at lectures. Attendance at lectures will greatly improve your course results. 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.

Information relevant to this course including assessment, information on reading material and further resources will be available on Blackboard and updated throughout the course. Announcements will also be posted. Check this site regularly.

PRESCRIPTION

This course introduces some of the key arguments and issues discussed in the rapidly developing field of new media studies. We examine how digital technologies (such as the Internet, digital music, video games) are transforming contemporary culture and everyday life, and in turn, how cultural, economic, and political forces shape these technologies.

COURSE CONTENT

By interrogating the historical development of selected media from a variety of theoretical perspectives, we will examine how new cultural forms are made possible by various new technologies. These discussions will be embedded in an exploration of the social institutions that produce and distribute media texts and the different ways in which they are consumed.

COURSE LEARNING OBJECTIVES (CLOS)

Students who pass this course will be able to:

1. Demonstrate familiarity with recent and emerging theories of new media
2. Demonstrate knowledge of recent and emerging methods of new media analysis
3. Demonstrate further development of their written, spoken and visual communication literacies
4. Demonstrate critical analytical skills in relation to new media theories and practices.

TEACHING FORMAT

The two-hour session on Wednesdays consists of a lecture and whole-class discussion time. The tutorial hour is the forum where you can ask questions about lecture and reading material as well as discuss the content and practice essay writing skills. Tutorials start in Week 2. Engagement with course materials and active participation in class discussion is expected.

MANDATORY COURSE REQUIREMENTS

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

- Submit a credible attempt at 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)

- Attend at least 7 out of 10 tutorials (subject to provisions for extenuating circumstances), so that they will have the opportunity to practice the skills required for the course assignments and gain help in achieving the 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.

ASSESSMENT

Assessment items and workload per item		%	CLO(s)	Due date
1	Short Essay (1,500 words)	30%	1, 2, 3	3 August
2	Essay (2,000 words)	40%	1, 2, 3, 4	14 September
3	Tutorial Paper (1,000 words) + tutorial participation	30%	3, 4	Sign-up in tutorial (between weeks 9–11)

Assessment information

1. Short Essay (1,500 words) 30%. Due Week 4

This assessment asks you to engage with the materials in weeks 2–4. Select one reading from the set weekly readings for weeks 2–4 and write a critical response to it. To do this you need to:

- Identify the main thesis of the reading (what the writer is arguing)
- Assess the strengths and weaknesses of this argument
- Define and demonstrate an understanding of the most salient key terms used by your chosen author
- Use examples of new media texts or practices to demonstrate your understanding and to support your argument.

Write your critical response using the essay form. Include an introduction, a thesis statement (your own, not that of the selected author), topic sentences, presentation of argument and textual evidence and a conclusion. You should also include the correct bibliographic reference information for all sources used. To enhance the analytical dimension of your short essay we encourage you to cite the work of other authors in the field.

*This assessment relates to objectives 1, 2 and 3.

2. Essay (2,000 words) 40%. Due Week 8

Essay questions will be posted on Blackboard in advance of the due date.

While your tutorial paper needs to be handed in to your tutor at the time of your tutorial, your short essay and long essay should be submitted to the Programme. Do not hand your short or long essay assignment in to a tutor or lecturer.

The criteria for assessing your short and long essay include:

Argument

- Clear and succinct introduction
- Thesis precisely formulated

- Thesis well substantiated
- Logically developed argument (well-defined paragraphs)
- Paragraphs clearly focused and introduced by topic sentence
- Strong justification of argument
- Clear conclusion
- Analytical presentation
- Original and creative thought

Style and Presentation

- Legible and well set-out
- Fluently expressed
- Succinct and concise
- Correct grammar and syntax
- Correct spelling and punctuation

Criticism/methodology

- Appropriate use of lecture notes
- Accurate use of terminology
- Good use of quotations
- Good acknowledgement of sources
- Clear and precise footnoting or reference style
- Good bibliographical style

*This assessment relates to objectives 1, 2, 3 and 4.

3. Tutorial Paper (1,000 words + panel discussion) 30%. Sign-up in tutorial (between weeks 9–11)

This assessment asks you to engage with materials discussed between weeks 9–11 of the course. Once tutorials begin you will be asked to sign up to complete a Tutorial Paper on ONE of the three topics discussed between weeks 9–11. The topic questions will be posted on Blackboard. You write a 1,000 word essay that addresses your chosen topic. Bear in mind that your Tutorial Paper should have an analytical dimension and be structured in essay form (introduction, thesis statement, presentation of argument & textual evidence, conclusion).

An integral part of this assignment is sharing the findings of your Tutorial Paper with the rest of the class. The expectation is that in the week you submit your Tutorial paper you will attend your tutorial **and** contribute to the group discussion. Hand in your written version of the paper to your tutor at the end of the tutorial. Make sure to have an electronic copy of the Tutorial Paper you have submitted to your tutor. The criteria for assessing your Tutorial Paper include:

- attendance at tutorial
- contribution to group discussion (via the panel discussion)
- introduction/conclusion (in written version)
- argumentation (in written version)
- style and presentation (in written version).

If due to extenuating circumstances you cannot attend the tutorial you have signed up for, contact the course coordinator to organise an alternative. This will involve a new topic question, and will be available only to students who can provide a medical certificate or proof/documentation of extenuating circumstances (workload issues are not extenuating circumstances).

*This assessment relates to objectives 3 and 4.

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. Please do not use a plastic folder.

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 Friday 11 November 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

Giddings, Seth, with Martin Lister. Eds. *The New Media and Technocultures Reader*. London: Routledge, 2011.

You can order the textbook online at www.vicbooks.co.nz or can email an order or enquiry to enquiries@vicbooks.co.nz.

RECOMMENDED READING

Lister, Martin, Jon Dovey, Seth Giddings, Iain Grant, and Kieran Kelly. *New Media: A Critical Introduction*. 2nd ed. London: Routledge, 2009.

Available in closed reserve.

Schirato, Tony, Angi Buettner, Thierry Jutel, and Geoff Stahl, *Understanding Media Studies*. Oxford University Press, 2010.
Available in closed 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: tba

STUDENT FEEDBACK

The most recent student feedback survey on MDIA 206 suggested that students were generally satisfied with the course, but that they would appreciate more workshops that practice with students the work required in assessments.

Based on this, I have taken the following pedagogic initiatives:

1. Incorporation of historical case studies exemplifying technological change into the lectures
2. More reference to specific parts of the readings that show how technological change performs ideological work
3. Integration of more analysis of contemporary new media examples in the lectures
4. Introduction of mini-workshops into the lectures that show how the assignment questions require students to analyse and exemplify how cultural politics produced technological change.

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

School of English, Film, Theatre, & Media Studies
MEDIA STUDIES PROGRAMME COURSE OUTLINE MDIA 206

- *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	13 Jul	Introduction to Key Concepts and Themes – no tutorials
--------	--------	--

Week 2	20 Jul	History and Technology – tutorials
--------	--------	------------------------------------

Week 3	27 Jul	Cultural Production and New Media – tutorials
--------	--------	---

Week 4	3 Aug	Virtuality and Space – tutorials
--------	-------	----------------------------------

ASSIGNMENT #1 DUE

Week 5	10 Aug	Visual Culture and New Media – tutorials
--------	--------	--

Week 6	17 Aug	Data and Networks – tutorials
--------	--------	-------------------------------

Mid-Trimester Break: 22 August to 4 September

Week 7	7 Sep	Digital cultures and new human-technology relationships – tutorials
--------	-------	---

Week 8	14 Sep	Social Media – tutorials
--------	--------	--------------------------

ASSIGNMENT #2 DUE

Week 9	21 Sep	Participation, Citizenship and Digital Cultures – tutorials
--------	--------	---

ASSIGNMENT #3 DUE

Week 10	28 Sep	Surveillance Cultures – tutorials
---------	--------	-----------------------------------

ASSIGNMENT #3 DUE

Week 11	5 Oct	Everyday Life and New Media Literacies – tutorials
---------	-------	--

ASSIGNMENT #3 DUE

Week 12	12 Oct	Course Wrap-Up and make-up time for tutorial papers
---------	--------	---