

MDIA 208: Media Audiences and Identity

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: 13 October 2016

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

If you cannot complete an assignment in the last three weeks of teaching, 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

Monday 3.00pm-5.00pm Maclaurin MCLT 102

Tutorials

Tutorials begin in Week 2 and finish in Week 11. Please register for tutorials via myAllocator. Instructions can be found on the MDIA 208 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: Dr Joost de Bruin

Email: joost.debruin@vuw.ac.nz

Phone: 04 463 6846

Room: Room 202, 81 Fairlie Terrace

Office Hours: Monday 1.00-2.00pm and Thursday 1.00-2.00pm

COMMUNICATION OF ADDITIONAL INFORMATION

The Blackboard site will be used for announcements and additional course information such as lecture slides (these contain key points from a lecture but do not replace your own notes), reading responses, assignments and guidelines on essay writing. If you are not using 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

In this course we address the most important theories and debates about media audiences. We focus on the cultural studies paradigm, which analyses media use in the context of everyday life and sees audience members as active interpreters of the media they consume. We will look at existing research into 'actual audiences' which analyses how particular identities (gender, race, age, sexuality) play a role in media consumption. We will introduce a diverse set of audience research methods.

COURSE LEARNING OBJECTIVES (CLOS)

Upon completion of this course, students will be able to:

1. Summarise and explain key public and academic debates about media audiences
2. Critically analyse and evaluate academic research on media audiences
3. Compare and contrast academic approaches used in the study of media audiences
4. Identify the role that identity plays for media audiences

TEACHING FORMAT

Your lecturer and tutor will put maximum effort into teaching at a high level. In return, you are asked to actively engage in the course. That involves attending all lectures and tutorials, reading the required texts on a weekly basis, actively searching for more information about topics which interest you, preparing questions for tutorials, engaging in discussions in tutorials and performing at your best in assignments.

MANDATORY COURSE REQUIREMENTS

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

- submit a credible attempt at all four assignments on or by the specified dates (subject to such provisions as are stated for late submission of work) and
- attend at least 7 of the 10 tutorials, so that they learn to critically analyse and evaluate research on media audiences in collaboration with other students in the course (CLO 2).

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 13 hours per teaching 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 course themes and an average of five hours a week of working on the assignments for the course. You should plan to spend 10 hours on Assignment 1, 20 hours on Assignment 2, 20 hours on Assignment 3 and 10 hours on Assignment 4.

ASSESSMENT

Assessment items and workload per item	%	CLO(s)	Due date
1 Assignment 1: 400-500 word responses to required course readings. Covers weeks 3-9	25%	1,2,3	Mondays (Weeks 3-9) at 1.00pm (see below)
2 Assignment 2: 1,500-2,000 word analysis of an audience study. Covers weeks 2-6	30%	1,2,3	Thursday 18 August at 4.00pm
3 Assignment 3: 1,500-2,000 word essay on identity and media audiences. Covers weeks 7-9	30%	1,2,4	Thursday 29 September at 4.00pm
4 Assignment 4: 800-1,000 word discussion paper on audiences and place. Covers weeks 10-11	15%	1,2,4	Thursday 13 October at 4.00pm

Please see the instructions and marking criteria for assignment 1 directly below. Instructions and marking criteria regarding assignments 2, 3 and 4 will be communicated at appropriate times during the trimester.

Seven reading responses are due in weeks 3-9. You have to complete **five** of these, which means that you are allowed to miss **two**. Questions will be made available on a weekly basis in lectures and on Blackboard. Here are some pointers that will assist you in preparing for your reading responses:

- Questions always focus on the required readings, all of which are available on Talis.
- Aim to write an integrated response based on both required readings for that particular week.
- Remember that the preferred word count is only 400-500 words. You cannot possibly address all aspects of both readings: focus on key points, important concepts and main lines of argument.
- Please use correct in-text referencing (MLA). You do not have to include a list of works cited.
- Please submit your reading responses to your tutorial group’s blog on Blackboard (instructions on how to do this will be made available on Blackboard in the Announcements section).
- Reading responses are due every Monday at 1.00pm in weeks 3-9:

1. **News and the public sphere** Monday 25 July 1:00 pm
2. **Changing Television audiences** Monday 1 August 1:00 pm

School of English, Film, Theatre, & Media Studies
MEDIA STUDIES PROGRAMME COURSE OUTLINE MDIA208

- | | |
|--|-----------------------------|
| 3. Fan cultures and global media | Monday 8 August 1:00 pm |
| 4. Mobile and interactive audiences | Monday 15 August 1:00 pm |
| 5. Young people as media audiences | Monday 5 September 1:00 pm |
| 6. Audiences, gender and sexuality | Monday 12 September 1:00 pm |
| 7. Audiences, race and ethnicity | Monday 19 September 1:00 pm |

- Each reading response is worth 5% of the final course grade. You will be awarded one of the following marks: 1%, 1.5% (E), 2% (D), 2.5% (C-), 3% (C+), 3.5% (B), 4% (A-), 4.5% or 5% (A+)
- The following five marking criteria will be used to mark your responses: 1) use and evidence of reading; 2) coverage of important issues; 3) depth of understanding; 4) spelling, grammar and referencing; 5) creativity and originality.

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 assignments 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. 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 21 October 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

All required readings for this course will appear on Talis. See also the course programme on the final pages.

RECOMMENDED READING

A wide range of texts important to the field of media audience research will be placed on short loan in the library. Search the Course Reserve catalogue for MDIA 208.

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 this course has been very positive. 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). This year's course is quite different from last year's: several required readings, lectures and tutorial activities have been updated. 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 attend a meeting with Programme staff. In week five your class representative will ask the class for 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-progess (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 MDIA208

- 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	11 Jul	Introduction to the course
Week 2	18 Jul	The field of audience studies Sullivan, John. <i>Media Audiences: Effects, Users, Institutions, and Power</i> . London: Sage, 2013. Print. Chapter 1, "History and Concept of the Audience." 1-22. Livingstone, Sonia and Ranjana Das. "The End of Audiences? Theoretical Echoes of Reception Amid the Uncertainties of Use". <i>A Companion to New Media Dynamics</i> . Eds. John Hartley, Jean Burgess, and Axel Bruns. Oxford: Wiley-Blackwell, 2013. 104-121. Print.
Week 3	25 Jul	News and the public sphere Briggs, Matt. <i>Television, Audiences and Everyday Life</i> . Maidenhead: Open University Press, 2010. Print. Chapter 1, "Television, News and the Public Sphere." 17-46. Ruiz, Carlos, David Domingo, Josep Lluís Micó, Javier Díaz-Noci, Koldo Meso, and Pere Masip. "Public Sphere 2.0? The Democratic Qualities of Citizen Debates in Online Newspapers." <i>The International Journal of Press/Politics</i> 16.4 (2011): 463-487. Print.
Week 4	1 Aug	Changing television audiences Perterra, Anna Christina, and Graeme Turner. <i>Locating Television: Zones of Consumption</i> . London: Routledge, 2013. Print. Introduction. 1-20.

Evans, Elizabeth. *Transmedia Television: Audiences, New Media and Daily Life*. New York: Routledge, 2011. Print. Chapter 6, "Downloading Television." 145-172.

Week 5 8 Aug

Fan cultures and global media

Barker, Martin. "Changing Lives, Challenging Concepts: Some Findings and Lessons from the *Lord of the Rings* Project." *International Journal of Cultural Studies* 12.4 (2009): 375-393. Print.

Bennett, Lucy. "Fan/Celebrity Interactions and Social Media: Connectivity and Engagement in Lady Gaga Fandom." *The Ashgate Research Companion to Fan Studies*. Eds. Linda Duits, Koos Zwaan, and Stijn Reijnders. Farnham: Ashgate, 2014. 109-120. Print.

Week 6 15 Aug

Mobile and interactive audiences

Gosling, Victoria K., and Garry Crawford. "Game Scenes: Theorizing Digital Game Audiences." *Games and Culture* 6.2 (2011): 135-154. Print.

Goggin, Gerard. "Facebook's Mobile Career." *New Media and Society* 16.7 (2014): 1068-1086. Print.

Mid-Trimester Break: 22 August to 4 September

Week 7 5 Sep

Young people as media audiences

Buckingham, David, and Mary Jane Kehily. "Introduction: Rethinking Youth Cultures in the Age of Global Media." *Youth Cultures in the Age of Global Media*. Eds. David Buckingham, Sarah Bragg, and Mary Jane Kehily. Basingstoke: Palgrave Macmillan, 2014. 1-18. Print.

Goodwin, Ian, Christine Griffin, Antonia Lyons, Tim McCreanor, and Helen Moewaka Barnes. "Precarious Popularity: Facebook Drinking Photos, the Attention Economy, and the Regime of the Branded Self." *Social Media + Society*, January-March (2016). 1-13. Print.

Week 8 12 Sep

Audiences, gender and sexuality

Reinhard, CarrieLynn D., and Kevin Miller. "Men Watching *Sex and the City*, *My Little Pony*, and *Oklahoma*: The Interpretation of Gender Appropriateness in the Reception of Cross-Gendered Media Products." *Participations* 12.1 (2015): 59-81. Web.

Jackson, Sue, Sarah Goddard and Sophie Cossens. "The Importance of [Not] Being Miley: Girls Making Sense of Miley Cyrus." *European Journal of Cultural Studies*. First published on February 27, 2016
doi:10.1177/1367549416632008. Web.

Week 9 19 Sep **Audiences, race and ethnicity**
Kinefuchi, Etsuko, and Mark P. Orbe. "Situating Oneself in a Racialised World: Understanding Student Reactions to *Crash* through Standpoint Theory and Context-Positionality Frames." *Journal of International and Intercultural Communication* 1.1 (2008): 70-90. Print.
Zalipour, Arezou, Carolyn Michelle, and Ann Hardy. "Modes of Engagement Among Diasporic Audiences of Asian New Zealand Film." *The Communication Review* 17 (2014): 311-335. Print.

Week 10 26 Sep **Migration and diasporic audiences**
Athique, Adrian. *Transnational Audiences: Media Reception on a Global Scale*. Cambridge: Polity, 2016. Chapter 5, "Mobility, Migration and Diasporic Audiences." 77-95.
Madianou, Mirca, and Daniel Miller (2012). *Migration and New Media: Transnational Families and Polymedia*. London: Routledge, 2012. Chapter 8, "Polymedia." 124-139.

Week 11 3 Oct **Māori audiences and language learning**
Required readings will be made available later.

Week 12 10 Oct **Conclusion and evaluation**