

MDIA 306: Media, Gender and Sexuality

Trimester 2 2016

11 July to 13 November 2016

20 Points



Photo credit: Anthony Wallace/AFP. Available at: <http://www.ibtimes.co.uk/orlando-gay-club-shooting-world-pays-tribute-victims-vigils-rainbow-flags-1565372>. Accessed 14 June 2016.

IMPORTANT DATES

Teaching dates:	11 July to 16 October 2016
Mid-trimester break:	22 August to 4 September 2016
Last assessment item due:	14 October 2016

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

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MEDIA STUDIES PROGRAMME COURSE OUTLINE MDIA 306

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 12.00noon-2.00pm Cotton COLT 122

Tutorials

Tutorials begin in WEEK 2. Please register for tutorials via myAllocator. Instructions can be found on the MDIA 306 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: Anita Brady
Email: anita.brady@vuw.ac.nz
Phone: 04 463 6853
Room: Room 001, 81 Fairlie Terrace
Office Hours: Thursday 3-5

COMMUNICATION OF ADDITIONAL INFORMATION

All additional information will be announced in lectures and tutorials, and made available on the MDIA 306 Blackboard site.

Occasionally emails are sent to the MDIA 306 class via Blackboard. Blackboard automatically uses Victoria email addresses. 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 examines the representations, contexts, and politics of gender, sexuality and the media. By interrogating the discourses of gender and sexuality as they are 'mediated' in a variety of forms (television, film, popular music, video games, advertising), we will examine the construction and constitution of femininity, masculinity, heterosexuality, and lesbian/gay/queer identities.

COURSE CONTENT

MDIA 306 provides an introduction to theories of subjectivity, gender and sexuality, and examines the representations of gender and sexuality in the media with a particular emphasis on popular culture. The course is divided into three sections:

Gendered Subjects (Weeks 1-5)

Sexual Subjectivity (Weeks 6-8)

Intersectionality and new modes of engagement (Weeks 9-12)

COURSE LEARNING OBJECTIVES (CLOS)

Students who pass this course should be able to:

1. Critically evaluate how gender and sexuality are represented and produced in a range of media texts, formats, genres and industries.
2. Summarise, utilise and critique key theoretical perspectives that address issues of gender and sexuality, and the media.
3. Evaluate the clarity and structure of a piece of academic work, and integrate critical feedback into their own essay planning.
4. Explain the relationship between gender and sexuality, and other frameworks of identity (e.g. race, class, disability) in media texts, formats, genres or industries.

TEACHING FORMAT

1 x 2-hour lecture per week.

10 x 50-minute tutorial. Tutorials will take place in weeks: 2 to 11. In week 12 there will be extended office hours for individual consultation.

Please Note: Tutorials and lectures are interactive and discussion based. Students must have done that week's required readings in order to participate and to understand what's going on in class. Students are also encouraged to contribute relevant media examples to the course. If you come across something that seems to speak to issues we've been discussing please email it to Anita at: anita.brady@vuw.ac.nz or bring it along to a tutorial.

MANDATORY COURSE REQUIREMENTS

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

1. Attend at least 7 lectures in order to develop the critical literacies necessary to successfully complete course assessment.

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2. Attend at least 6 tutorials in order to discuss, evaluate and utilise theoretical frameworks used in the course.
3. Submit assignments 1, 3 and 4 to Turnitin in order to ensure academic integrity of submitted work.

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 Assignment 1: Critical Response. 1,300-1,500 words.	25%	1, 2	2pm, Wed 17 August
2 Assignment 2: Peer Feedback Exercise. 300-500 words.	10%	3	Tutorials Week 7
3 Assignment 3: Essay. 2,500-3,000 words	40%	1, 2, 3	2pm, Wed 21 September
4 Assignment 4: Take Home Assignment. 1,300-1,500 words	25%	1, 2, 4	2pm, Fri 14 October

ASSIGNMENT 1: MEDIA COMMENTARY CRITICAL RESPONSE

Choose one Required Reading, and one Media Commentary from Weeks 1-5 (they do not have to be from the same week). Using your chosen reading, write a critical response to your chosen media commentary.

Guidelines

- Critical does not mean to “criticise” (in a negative sense). In this assignment it means to use academic theory to reflect on an opinion piece in the media. You may agree or disagree (or some combination of both) with the media commentary. What you need to think about and demonstrate is how the reading you choose can be used to evaluate and/or expand upon the arguments made in the media commentary.
- Make sure you are not simply summarising the reading – you need to use it.
- Remember you are responding to the media commentary, not the media text it discusses.

- You do not need to cover every aspect of either the media commentary or the required reading you choose (you cannot do this within the word limit). Use your introduction to make the focus of your Critical Response clear.
- In any Media Studies course you are encouraged to have your academic reading inform your own media usage. If you have come across a Media Commentary through your own media use that you would like to write about instead of the ones provided, you may well be allowed to do so but you **must** check with Anita first.
- You may refer to more than one Reading (Required and Recommended) and more than one Media Commentary but you must identify one Required Reading and one Media Commentary as the primary focus of your discussion.
- There will be tutorial time set aside to discuss and model this assignment.
- Your assignment must be accompanied by a bibliography **formatted in MLA-style**. This style is set out in the Student Handbook (available on Blackboard).
- You must submit an electronic copy of this assignment to Turnitin before handing in your hard copy to the MDIA Drop Slot, 83 Fairlie Terrace. **You must attach a Turnitin receipt to the hard copy**. Any assignments not submitted to Turnitin will not be marked.

Marking Criteria

- This assignment will be assessed on the following:
 - your understanding of the reading and theory you use
 - your ability to demonstrate that understanding through its application
 - your ability to clearly structure a piece of academic writing (introduction, conclusion, topic sentences, evidence)
 - the quality of your written expression
 - your ability to accurately follow an academic referencing style

ASSIGNMENT 2: PEER FEEDBACK EXERCISE

In Week 7 you must bring a completed copy of the Essay Outline Worksheet (available on Blackboard) to your tutorial. You will be paired with a colleague in your tutorial and participate in peer feedback exercises to help clarify and improve the structure of your argument. Full instructions will be given prior to the week 8 tutorial.

PLEASE NOTE: If you have any concerns about completing this assignment in class time (e.g. a disability makes it difficult for you to read quickly) please discuss these with Anita as soon as possible so I can ensure you have the opportunity to complete the assignment.

Guidelines

- No part of your grade for this assignment will be determined by feedback from your peers.
- Your grade for this assignment is for participation only. Your tutor will not “mark” your worksheet. However, they will look at it to ensure that you have completed the task set.
- There are 2 parts to this assignment: completing the worksheet, and participating in the feedback exercises in the tutorial. You must do both parts to receive your 10 marks. You will either receive 10 marks for completing the assignment, or 0 marks for not completing it (i.e. it is not a mark out of 10). This means that if you only complete part of it, you will receive 0 marks.
- Provision will be made for those students who cannot attend their tutorial in week 7 due to **genuinely unforeseen and extenuating circumstances** (as outlined in the “Lateness and Penalties” section of this Course Outline). You need to contact Anita asap if that is the case.

Marking Criteria

This assignment is a participation grade only. In order to receive 10 marks you must complete the worksheet and participate in the feedback exercises in the tutorial.

ASSIGNMENT 3: ESSAY

Choose any media text and discuss the representation and/or production of sexual subjectivity in that media text.

Guidelines

- You must utilise at least 2 reputable **academic** sources, including **at least** one from the Required Readings that you did not discuss in Assignment 1. You cannot repeat material from Assignment 1. The Media Commentaries are not “peer reviewed” and are **not academic sources**. This does not mean you cannot use them in your essay as media commentaries. We will discuss how you might use these, as well as other types of sources, in class.
- While you are welcome to draw on material from other courses, your essay must engage with theoretical paradigms and media studies frameworks utilised in **this** course.
- There will be tutorial time set aside to discuss this assignment.

- All essays must be accompanied by a bibliography formatted in MLA-style. This style is set out in the Student Handbook (available on Blackboard).
- You must submit an electronic copy of this assignment to Turnitin before handing in your hard copy to the MDIA Drop Slot, 83 Fairlie Terrace. **You must attach a Turnitin receipt to the hard copy.** Any assignments not submitted to Turnitin will not be marked.

Marking Criteria

- This assignment will be assessed on the following:
 - your ability to integrate theory and textual analysis
 - your ability to produce a clearly thought out introduction and conclusion
 - your ability to construct an academic argument, and utilise good supporting evidence
 - the quality of your written expression
 - your ability to accurately follow an academic bibliographic style

There are extensive essay writing guidelines in the SEFTMS Student Handbook. It is strongly recommended that you consult them.

ASSIGNMENT 4: TAKE-HOME TEST

The Take-Home Test will be distributed at the lecture in Week 11. You will be given clear guidelines as to what is expected of you for this piece of assessment.

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.

You must submit a hard copy of assignments 1, 3 and 4 as per instructions below. Assignments emailed to your tutor or Anita, or only submitted to Turnitin will not be accepted. Hard copy 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 plastic folders.

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. PLEASE NOTE: lateness penalties are calculated in relation to the submission of your hard copy (not your submission to Turnitin)

SET TEXTS

Required Readings and Media Commentaries will be made available electronically via Talis on Blackboard.

RECOMMENDED READING

There are extra additional readings related to particular topic areas. These may be especially useful in assignments 3 and 4. They will be made available via Talis on Blackboard.

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

The most recent student feedback survey on MDIA306 did not indicate a need for any notable adjustments to the course. However, as with all MDIA courses, MDIA306 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 Media Studies 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

COURSE PROGRAMME

Week 1	14 Jul	L1: Introduction: The Media on “Media, Gender and Sexuality” (no tutorial)
Week 2	21 Jul	L2: Contemporary Femininities
Week 3	28 Jul	L3: Contemporary Masculinities
Week 4	4 Aug	L4: Theorising Subjectivity
Week 5	11 Aug	L5: Transgendered Bodies and “Transgender Tipping Points”
Week 6	18 Aug	L6: Media Representations of Sexual Identity
Mid-Trimester Break:	22 August to 4 September	
Week 7	8 Sep	L7: Sexual Subjectivities and Queer Theories
Week 8	15 Sep	L8: Porn cultures
Week 9	22 Sep	L9: Changing media cultures, new modes of theorising?
Week 10	29 Sep	L10: Race, Gender and Sexuality
Week 11	6 Oct	L11: Disability, Gender and Sexuality
Week 12	13 Oct	Summary and Take-Home Test Trouble-Shooting (no tutorial)