

MDIA 321 Special Topic: Media and Crisis

Trimester 2 2016

11 July to 13 November

20 Points

IMPORTANT DATES

Teaching dates: 11 July - 16 October 2016

Mid-trimester break: 22 August to 4 September 2016

Last assessment item due: 2 November 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

Wed 1.10 - 4.00pm Murphy MYLT220

Tutorials No Tutorials for this course

NAMES AND CONTACT DETAILS

Staff: Dr Douglas A. Van Belle

Email: doug.vanbelle@vuw.ac.nz

Phone: 04 463 7447

Room: FT83-307

Office Hours: Wed 11.00am-Noon and by appointment

COMMUNICATION OF ADDITIONAL INFORMATION

Blackboard will be used as a bulletin board to post announcements and material relevant to the course, including a copy of this course outline and copies of details for the assessments. It will also be used to electronically submit the assessments.

Supporting materials such as details of references made in lectures will be posted as appropriate but lecture notes and lecture slides **will not** be posted on Blackboard.

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 explores crisis in the media, both in terms of how these events are depicted and how mediated representations of crises affect society and politics. The course will be delivered in a 3-hour lecture/workshop format.

COURSE CONTENT

This course is organized around 5 two-week long modules. The content of each module is organized differently but students should expect to encounter historical exemplars, recent examples, discussions of the nature of media representations, theoretical and substantive research related to the events, and discussions of the implications or impacts upon politics and society.

COURSE LEARNING OBJECTIVES (CLOS)

Students who pass this course should be able to:

- 1) Define crisis as a category of extreme events.
- 2) Discuss the ways in which media shape our understanding of crisis.
- 3) Explain how mediated depictions of crisis drive responses to crises
- 4) Apply appropriate theoretical perspectives to issues related to society, the individual and crisis.
- 5) Analyse the interrelationship between media and crises in both written and oral contexts.

TEACHING FORMAT

Attendance is critical to student success in this course. The three-hour weekly meetings will mix lectures, activities traditionally included in tutorials, presentation of examples, screenings and workshop activities. These activities build upon and extend the information in the required readings. They do not repeat the material from the readings. Students are encouraged to include what they have learned in other courses in the assessments for this course.

MANDATORY COURSE REQUIREMENTS

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

- complete essays
- complete research or creative project
- attend at least 9 course meetings.

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.

As a guideline, this translates into 3 hours of class meeting per week; 7 hours of weekly readings and preparation; 5 hours of weekly work on essays, research and or creative project, 20 hours outside of lecture weeks studying, researching and writing the essay.

ASSESSMENT

Assessment items and workload per item	%	CLO(s)	Due date
1 Essay #1 (1,000 words)	20%	1, 2, 5	Monday of Week 5
2 Essay #2 (2,000 words)	40%	3, 4, 5	Friday of Week 9
3 Research or Creative Project	40%	1, 2, 3	2 November via Blackboard

These criteria are final for Trimester 2, 2016 and supersede all other descriptions or depictions

Essays

The essays will be submitted both electronically via Blackboard and as a hard copy. The hardcopy must be submitted before noon on the Tuesday after the due date and it must be identical to the submitted electronic copy. The due date and lateness penalties will be assessed on the submission of the electronic copy. Late essays will be accepted. However, without a documented excuse that meets the university requirements for granting an extension, late essays will suffer a penalty of 2.5 per cent deduction from your total mark per workday. Late work also receives only minimal comments.

Students are also expected to use a standard style guide for formatting references and footnotes. The formatting and referencing instructions in the Media Studies Essay Guide (posted on Blackboard) may be used, but students majoring in other disciplines or familiar with other formats may use a standard alternative specific to the discipline of their choice. DOUBLE SPACE AND USE TIMES ROMAN or similar font with serifs.

Additional notes on assessments

Always keep a copy of the finished essay or project. It is your responsibility to submit the assignment on time, and in the event of loss, regardless of fault, it is in your best interest to be able to immediately make a new copy available.

All text should be double-spaced unless otherwise instructed. Please use 12-point Times Roman or similar serif font for the main essay text and a 10-point font for footnote/endnote details. Hardcopies must be stapled and each page numbered. Do not use plastic covers or binders. A stack of essays in plastic covers exhibits many of the same qualities as a stack of live fish.

SUBMISSION AND RETURN OF WORK

IMPORTANT: All essays must be submitted in both electronic form through Blackboard before midnight on the due date and as a hardcopy into 83FT MDIA drop slot. The Blackboard submission will be the submission of record. The hardcopy must be turned in before 4PM the day following the Blackboard due date and must be identical to the Blackboard copy.

Work provided for assessment in this course may be checked for academic integrity by Turnitin the online plagiarism prevention tool. Follow the instructions provided in the “Assignments and Turnitin” section of Blackboard.

Electronic assignments are submitted as a MS Word file through Blackboard. How to name your file and step-by-step instructions can be found on Blackboard in the “Assignments and Turnitin” section. All marking will be done on the Hardcopy.

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.

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 per cent deduction from your total mark per work day. Late work also receives only minimal comments from your marker.

SET TEXTS

Both required texts are available in electronic form and can be easily purchased from almost any online bookstore. Hardcopies can be ordered through any online books store, such as fishpond or bookrepository.

Orwell, George (1949) *1984*. New York, NY: Signet classics. Reissue edition, May 1, 1961.

Brin, David (1990) *Earth*. New York: Bantam Books

All other readings listed in the course outline are required and all are available free of charge to students, online through the Victoria library online databases or various online sources. Additional readings and suggestions for further materials will be offered during the trimester.

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 design of this course is partially based on the feedback of students in similar courses.

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	11 July	<p>Introduction</p> <p>Lecture Topics:</p> <p>First Hour More than terms: visualising the key relationships and issues. War, Crisis, Disaster, Emergency and the Media: Nations, Societies, Individuals: Politics, Economies and Nature: News, Documentary, Fiction and Propaganda. More than terms: visualising the key relationships and issues.</p> <p>Second Hour Deep History, “Pre” media: Constellations, monuments, symbols and signifiers. The oral tradition: Myths, gods, songs, epic poetry.</p> <p>Third Hour: New is not so new. Screening - Max Headroom.</p> <p>Readings For Week 2: Orwell, George 1984</p>
Week 2	18 July	<p>More Introduction</p> <p>Lecture Topics:</p> <p>First Hour Historical Evolution of Media</p> <p>Second Hour Media Types, structures, advantages and limitations. News, Fiction, Documentary and the “Push” media.</p> <p>Third Hour: Assessments Workshop: Form and Expectations for Reflections and Essays.</p> <p>Readings For Week 3:</p> <p>Steele, Richard (1985) News of the ‘Good War’ World War II News Management. <i>Journalism Quarterly</i> 62 (#4) Available Through Library.</p> <p>Hallin, Daniel C. (1984) The Media, the War in Vietnam, and Political Support: A Critique of the Thesis of an Oppositional Media. <i>Journal of Politics</i> 46 (#1) Available Through Library</p>
Week 3	25 July	<p>MODULE #1: War as Crisis</p> <p>Lecture Topics:</p> <p>First Hour World War II, the last “Noble” War.</p> <p>Second Hour Vietnam and the Ignoble War.</p> <p>Third Hour: Screening</p> <p>Readings For Week 4:</p> <p>Groeling, Tim and Matthew A. Baum (2008) Crossing the Water’s Edge: Elite Rhetoric, Media Coverage and the Rally-Round-the-Flag Phenomenon <i>Journal of Politics</i> 70 http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.556.7983&rep=rep1&type=pdf</p> <p>Mapping the Enemy Image (Babak Bahador) http://www.ir.canterbury.ac.nz/handle/10092/6307</p> <p>Van Belle, D. (1997) "Press Freedom and the Democratic Peace." <i>Journal of Peace Research</i> 40, November: 405–414. Available Through Library</p>

Week 4	1 August	<p>MODULE #1: War as Crisis</p> <p>Lecture Topics:</p> <p>First Hour Logic of the Two-level Game, Rally Round the Flag, Mediated Construction of the Enemy as a Necessary Condition for War.</p> <p>Second Hour Normalization of War: sport war intertext, rugby, football, board games and computer games.</p> <p>Third Hour: Normalization of War, cartoons, comics,</p> <p>Readings For Week 5:</p> <p>Zaller, John and Dennis Chiu (1996) Government's Little Helper: U.S. Press Coverage of Foreign Policy Crises, 1945-1991. Political Communication 13. http://www.uky.edu/AS/PoliSci/Peffley/pdf/Zaller%201996%20Pol%20Com%20Government's%20little%20helper%20U.S.%20press%20coverage%20of%20foreign%20policy%20crises%201945-1991.pdf</p> <p>Hutchison, Emma. "A Global Politics of Pity: Disaster Imagery and The Emotional Construction of Solidarity after The 2004 Asian Tsunami." International Political Sociology 8, no. 1 (2014): 1-19. <u>Available Through Library</u></p> <p>Chouliaraki, Lilie. "Post-Humanitarianism: Humanitarian Communication beyond A Politics of Pity." International Journal of Cultural Studies 13, no. 2 (2010): 107-26. <u>Available Through Library</u></p> <p>A. Cooper Drury, Richard Stuart Olson and Van Belle, D. (2005) "The CNN Effect, Geo-strategic Motives and The Politics of U.S. Foreign Disaster Assistance." Journal of Politics 67: 454-473. <u>Available Through Library</u></p>
Week 5	8 August	<p>MODULE #2: Crisis</p> <p>Lecture Topics:</p> <p>First Hour International Crises, Deterrence and the Credible Threat</p> <p>Second Hour Disasters as Crises.</p> <p>Third Hour: Media, Disaster Response and Responsiveness.</p> <p>Readings For Week 6: Baum, Mathew (2002) Sex, Lies, and War: How Soft News Brings Foreign Policy to the Inattentive Public. American Political Science Review. <u>Available Through Library</u></p> <p>International Crisis Behavior Project: http://sites.duke.edu/icbdata/</p>
Week 6	15 August	<p>MODULE #2: Crisis</p> <p>Lecture Topics:</p> <p>First Hour Economic Crises - Guest Lecture – Peter Thompson</p> <p>Second Hour TBA</p> <p>Third Hour: TBA</p> <p>Readings For Week 7:</p> <p>Lasswell, Harold D. (1935) The Theory of Political Propaganda. American Political Science Review 21 (#3). <u>Available Through Library</u></p>

<http://www.getthru.govt.nz/disasters/volcano>

<http://www.getthru.govt.nz>

Mid Trimester Break: 22 August to 4 September

Week 7 5 Sept. **MODULE #3: Push Media**

Lecture Topics:

First Hour Push Media isn't really a "Thing."

Second Hour Civil Defence as Push Media

Third Hour: Question and Discussion time

Readings For Week 8:

<http://uscpublicdiplomacy.org/page/what-pd>

Week 8 12 Sept. **MODULE #3: Push Media**

Lecture Topics:

First Hour Propaganda and Public Diplomacy

Second Hour Captain Puerto Rico (America)

Third Hour: Captain Puerto Rico (America)

Readings For Week 9:

Galba, Eytan (2005) The CNN Effect: The Search for a Communication Theory of International Relations. Political Communication 22.

<http://www.guillaumenicaise.com/wp-content/uploads/2013/10/the-cnn-effect.pdf>

Also Available Through Library

Livingston, Steven and D. Van Belle (2005) "The Effects of New Satellite Newsgathering Technology on Newsgathering from Remote Locations." Political Communication 22: 45-62. Available Through Library

Week 9 19 Sept **MODULE #4: Technology and Change**

Lecture Topics:

First Hour We are the World: Technology, mass communication and the unimagined magnitude of mass response

Second Hour CNN effect.

Third Hour: Discussion and Question Time

Readings For Week 10:

Althaus, Scott L. (2010) The Forgotten Role of the Global Newsreel Industry in the Long Transition from Text to Television. International Journal of Press/Politics 15 (#2) Available Through Library

Week 10	26 Sept.	<p>MODULE #4: Technology and Change</p> <p>Lecture Topics:</p> <p>First Hour Historical Evolution of Media</p> <p>Second Hour Media Types, advantages and limitations. News, Fiction, Documentary and the educational presumption</p> <p>Third Hour:</p> <p>Readings For Week 11:</p> <p>Shirky, Clay. "The Political Power of Social Media: Technology, The Public Sphere, and Political Change." <i>Foreign Affairs</i> 90 (2011): 28-41. <u>Available Through Library</u></p> <p>Boykoff Maxwell T. and J. Timmons Roberts (2009) <i>Fighting climate change: Human solidarity in a divided world</i>. Human Development Report Office OCCASIONAL PAPER http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.422.4961&rep=rep1&type=pdf</p>
Week 11	3 Oct.	<p>MODULE #5: Challenge Cycle</p> <p>Lecture Topics:</p> <p>First Hour The History of Mediated Challenges to Power, Suffrage, Evolution, Civil Rights, the Ecological Movement, Tobacco.</p> <p>Second Hour Lessons from Novel Approach to Politics - Media and Politically Effective Protest</p> <p>Third Hour: Screening <i>Cosmos</i> and <i>Leaded Gasoline</i></p> <p>Readings For Week 12:</p> <p>Brin, David (1990) <i>Earth</i> Bantam Books http://davidbrin.blogspot.co.nz/2012/12/another-look-at-earth-22-years-later.html</p>
Week 12	10 Oct.	<p>MODULE #5: Challenge Cycle</p> <p>Lecture Topics:</p> <p>First Hour Climate Crisis, Vaccine Crisis, Antibiotic Crisis</p> <p>Second Hour Science Fiction and Predicting the Future: David Brin as exemplar.</p> <p>Third Hour: Discussion and Question time.</p>