

MDIA 102 Media, Society and Politics

Trimester 2 2014

14 July to 16 November 2014

20 Points



Source: Peter Nicholson (2006) www.nicholsoncartoons.com.au

IMPORTANT DATES

Teaching dates: 14 July to 17 October 2014

Mid-Trimester break: 25 August to 7 September 2014

Study week: 20 to 24 October 2014

Examination/Assessment period: 24 October to 15 November 2014

Students who enrol in courses with examinations must be able to attend an examination at the University at any time during the scheduled examination period.

Withdrawal dates:

Refer to www.victoria.ac.nz/students/study/withdrawals-refunds. If you cannot complete an assignment or sit a test or examination, refer to www.victoria.ac.nz/students/study/exams/aegrotats.

CLASS TIMES AND LOCATIONS

Lectures

Wednesdays 2.10-4.00pm Maclaurin MCLT103

Tutorials

Tutorials begin in WEEK 2. Please register for tutorials via the MDIA 102 site on Blackboard: go to “Tutorial Sign Up” and then follow the instructions under the “S-Cubed Log In” link. Please read the instructions carefully. Tutorial rooms will be listed on S-Cubed, Blackboard and on the bulletin board outside the administration office, 83 Fairlie Terrace.

NAMES AND CONTACT DETAILS

Course Coordinator

Kathleen Kuehn kathleen.kuehn@vuw.ac.nz 04 463 6991 Room 304, 83 Fairlie Terrace (83FT304)

Office Hours: Tuesdays 2.00-4.00pm and by appointment

Admin Tutor

Elyse Robert elyse.robert@vuw.ac.nz Office Hours: Tba

Māori and Pasifika Support Tutor

Bridget Reweti mpitutor@vuw.ac.nz Office Hours: Tba

COMMUNICATION OF ADDITIONAL INFORMATION

All course related information, and any additional information that students may find useful, will be available on the MDIA 102 Blackboard site. Lecture notes will be uploaded to Blackboard once all tutorials have been completed for the week. Please note: these notes are an outline only and must *not* be considered an adequate substitute for lecture attendance. Blackboard also includes areas for class discussion, and you are encouraged to utilise this.

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 is an introductory course for students interested in exploring the role of the media in shaping society and politics. The course discusses the rise of the mass-media, the control and regulation of media institutions, and the role of the media in shaping public opinion. It will also assess the impact of current developments such as independent media, convergence, digitisation, globalisation and the concentration of media ownership.

COURSE CONTENT

MDIA 102 focuses on the field of the media through the exploration of the relationships between politics, economics, technologies, histories, institutions, and practices. The course looks at mass media effects debates, the control and regulation of media institutions and practices, the ways in which the media shape and contribute to political practices and democratic process, the nature of news production, and how media technologies contribute to social change.

COURSE LEARNING OBJECTIVES (CLOS)

Students who pass this course should be able to:

1. should have acquired a practical familiarity with, the concepts of mass media, political economy, the public sphere, media industries and institutions, media practices, and media technologies;
2. have developed and practiced techniques of scholarship and methods of analysis of the media;
3. be familiar with the literacies of academic writing;
4. contribute to, and facilitate, group discussion.

TEACHING FORMAT

This course requires students to attend 1 weekly two-hour lecture and 1 weekly 50-minute tutorial (in each of weeks 2- 12).

Tutorials are essential to completing the course successfully as they are an opportunity to develop your understanding, ask questions, receive information about assignments, and develop the analytical skills required in media studies.

All students are expected to complete that week's set reading prior to attending each tutorial and undertake other reasonable preparations for effective participation. Students who do this will find tutorials much more useful, and will be better prepared for the final exam.

Attendance at tutorials is compulsory. Students who miss more than two tutorials without providing adequate justification to their tutors will fail to meet mandatory course requirements.

MANDATORY COURSE REQUIREMENTS

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

- Submit a hard copy of Assignment 1 into the MDIA Drop Slot at 83 Fairlie Terrace, and an electronic copy to Turnitin.
- Submit a hard copy of Assignment 2 into the MDIA Drop Slot at 83 Fairlie Terrace, and an electronic copy to Turnitin.
- Sit the examination.
- Attend at least 8 tutorials.

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: Essay (1,200 words): worth 30% of final grade. (MDIA Drop Box outside the SEFTMS Admin Office, 83 Fairlie Terrace). You must submit your essay to Turnitin prior to handing in your hard copy, and a Turnitin receipt must be attached to the hard copy that you submit. Essays not submitted to Turnitin will not be marked. Additional instructions and details about the essay will be issued in lecture/tutorials and on Blackboard.	30%	1, 2, 3 and 4	Monday 18 August 5pm
2 Assignment 2: Essay (1,200 words): worth 30% of final grade. (MDIA Drop Box outside the SEFTMS Admin Office, 83 Fairlie Terrace). You must submit your essay to Turnitin prior to handing in your hard copy, and a Turnitin receipt must be attached to the hard copy that you submit. Essays not submitted to Turnitin will not be marked. Additional instructions and details about the essay will be issued in lecture/tutorials and on Blackboard.	30%	1, 2, 3, and 4	Monday 6 October 5pm
3 Assignment 3: Final Exam (2 hours): Worth 40% of final grade. There will be some lecture and tutorial time set aside to discuss the exam, and guidelines will be provided. The University examination period is between 24 October and 15 November 2014.	40%	1, 2, 3, and 4	Date/ Location TBC

- All work submitted in this course must be correctly referenced and include an accurate bibliography. Referencing and bibliographies must be formatted in a consistent style. (The SEFTMS Student Handbook available on Blackboard gives clear instructions on MLA style).
- All MDIA 102 students are expected to consult the SEFTMS Student Handbook in preparing their assignments. The Handbook contains clear and detailed advice on how to produce written work of an acceptable academic standard.
- **Please note:** You should utilise (and reference) reputable academic sources in your assignment research and writing. The Handbook contains information on the use of internet sources, make sure you read it. **NB: Wikipedia and personal blogs are not reputable academic sources.**
- Make sure you reference all the works you use to inform your assignment correctly. Failure to do this may be considered plagiarism: www.victoria.ac.nz/home/study/plagiarism
- The Student Learning Service can also help you improve your essay writing skills.

Marking Criteria

For all written assessments in MDIA 102, marks are allocated on the basis of format (e.g. appropriate essay structure, referencing), accuracy of expression (including grammatical accuracy and spelling), explanations of theories and concepts, application of theories and concepts to relevant examples, overall rigour of argument and evidence, and evidence of original/critical thought and overall effort.

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 MDIA drop slot outside the administration office: 83 Fairlie Terrace. Attach an assignment cover sheet or extension form, 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 assignment from the Administration office.

EXTENSIONS AND PENALTIES

Extensions

In exceptional and unforeseen circumstances an extension may be granted. If you require an extension, you must complete an extension request form (available on your course Blackboard site) prior to the assignment due date. This must be accompanied by relevant documentation (e.g. a doctor's certificate) where appropriate. Tutors cannot grant extensions. **No assignment with or without an extension will be accepted after Friday 24 October 2014.**

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

- MDIA 102 Student Notes.
- Schirato, Buettner, Jutel, Stahl. *Understanding Media Studies* (Oxford University Press).

Available from vicbooks, Ground Floor Easterfield Building, Kelburn Parade.

You can order textbooks and student notes online at www.vicbooks.co.nz or can email an order or enquiry to enquiries@vicbooks.co.nz.

RECOMMENDED READING

Additional reading will be made available on Blackboard.

Further Recommended Reading:

In addition to the weekly required readings there is also a further recommended reading or screening each week. These are listed in the course programme at the end of this outline. All are available on electronic or closed reserve, or in the AV section of the library.

There are also a number of books that are recommended as useful to students of MDIA 102. These are listed below. All should be available in the library:

- Hirst, M., Phelan, S., & Rupa, V. (Eds.) *Scooped: The politics and power of journalism in Aotearoa New Zealand*. Auckland, AUT Press, 2012
- Van Belle, Douglas A. & Kenneth M. Mash. *A Novel Approach to Politics - introducing political science through books, movies and popular culture*. Washington DC, CQ Press, 2010.
- Hirst, Martin. *News 2.0 Can journalism survive the internet?* Crows Nest, NSW, Allen & Unwin, 2011.
- Devereux, Eoin, (Ed.) *Media Studies: Key Issues and Debates*. London: Sage, 2007.
- Devereux, Eoin. *Understanding the Media. 2nd ed*. London: Sage, 2007.
- Goode, Luke and Nabeel Zuberi, (Eds). *Media Studies in Aotearoa/New Zealand*. Auckland: Pearson, 2004.
- Hirst, Martin and John Harrison. *Communication and New Media: From Broadcast to Narrowcast*. Melbourne: OUP, 2007.
- McGregor, Judy and Margie Comrie, eds. *What's News? Reclaiming Journalism in New Zealand*. Palmerston North: Dunmore, 2002.

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.

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
- Aegrotats: www.victoria.ac.nz/students/study/exams/aegrotats
- 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
- Resolving academic issues: www.victoria.ac.nz/about/governance/dvc-academic/publications
- Special passes: www.victoria.ac.nz/about/governance/dvc-academic/publications

- 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
- Student Contract: www.victoria.ac.nz/study/apply-enrol/terms-conditions/student-contract
- Subject Librarians: <http://library.victoria.ac.nz/library-v2/find-your-subject-librarian>
- 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
- School website: www.victoria.ac.nz/seftms

COURSE PROGRAMME

Week 1	16 July	<p>Course Introduction: The Rise of Mass Media</p> <p>NB: NO TUTORIAL THIS WEEK</p> <ul style="list-style-type: none"> • <i>Understanding Media Studies: History of Media and Technology</i> (pp. 1-26)
Week 2	23 July	<p>The Contemporary Media Landscape: Media Industries & Institutions</p> <ul style="list-style-type: none"> • <i>Understanding Media Studies: Media Industries</i> (pp. 73-97) • Croteau, D., Hoynes, W., & Milan, S. (2012). Media in a changing global future (Chapter 10, pp. 325-332). <i>Media/Society</i> (4th edition). Los Angeles: Sage. [Student Notes] <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • Gorman, L. & McLean, D. (2009). The rise of new media. <i>Media & Society into the 21st Century</i>. Oxford: Blackwell [Blackboard]
Week 3	30 July	<p>Media Effects: Moral Panics, Hypodermic Needle & New Effects</p> <ul style="list-style-type: none"> • <i>Understanding Media Studies: Media Audiences</i> (pp. 92-97) • Severin, W. & Tankard, J. (2001). Effects of Mass Communication (Chapter 13, pp. 56-86). <i>Communication Theories - Origins, Methods and Uses in the Mass Media</i> (5th edition). New York: Longman. [Students Notes] <p><i>Recommended:</i></p> <ul style="list-style-type: none"> • Macnamara, J. R. (2003). Mass Media Effects: A Review of 50 Years of Media Effects Research. New South Wales: CARMA.
Week 4	6 Aug	<p>Media Effects: Theories of Audience Reception</p> <ul style="list-style-type: none"> • <i>Understanding Media Studies: Media Audiences</i> (pp. 97-109) • Croteau, D., Hoynes, W., & Milan, S. (2012). Active audiences and the construction of meaning (Chapter 8, pp. 255-265). <i>Media/Society</i>. [Student Notes]
Week 5	13 Aug	<p>Normative Models of the Media</p> <ul style="list-style-type: none"> • <i>Understanding Media Studies: Media and the Public Sphere</i> (pp. 110-134). • Thompson, P.A. (2012). Last chance to see? Public broadcasting policy and the public sphere in New Zealand (pp. 94-111). In Hirst, M. Phelan, S. & Rupar, V. (Eds). <i>Scooped: Journalism, Politics and Power in New Zealand</i>. Auckland: AUT Media/JMAD. [Student Notes]
Week 6	20 Aug	<p>Media Spectacle</p> <ul style="list-style-type: none"> • <i>Understanding Media Studies, The Media as Spectacle</i> (pp. 137-154) • Beatty, B. E. (2012). The media event: the future of television in New Zealand. <i>New Zealand Journal of Media</i>, 13(2), 117-129. [Student Notes]
Mid Trimester Break:		Monday 25 August to Sunday 7 September 2014
Week 7	10 Sept	<p>Political Economy of the Media</p> <ul style="list-style-type: none"> • McQuail, D. (2000). Theory of Media and Theory of Society (pp. 74-83). <i>McQuail's Mass Communication Theory</i> (4th edition). London: Sage. [Student Notes] • Croteau, D., Hoynes, W., & Milan, S. (2012). Media in a changing global future (Chapter 10, pp 332-346). <i>Media/Society</i>. [Student Notes]

- O'Brien, J. (2007). Meet the PayPal mafia. *CNNMoney.com*. [Student Notes]

Recommended:

- Norris, Vincent. (1990). The political economy of communications: An exploration of fundamental concepts. *In Circulation: Working Papers*. State College, PA: The Pennsylvania State University. [Blackboard]
- Rusli, E. M. (2011). The money network. *New York Times*. [Blackboard]

Week 8 17 Sept **Case Study: Media at War**

- Brandenburg, H. (2005). Journalists embedded in culture: War stories as political strategy. In L. Artz and Y.R. Kamalipour [eds.] *Bring 'Em On: Media and Politics in the Iraq War*. Lanham, MD: Rowman and Littlefield, (pp. 225-237). [Student Notes]
- Kamiya, Gary. (10 April 2007). Iraq: Why the media failed. *Salon.com*. [Student Notes]

Recommended:

- The New York Times Editors. (26 May 2004). The Times and Iraq. *The New York Times*. [Blackboard]
- Hager, N. (2013). US spy agencies eavesdrop on Kiwi. *Stuff.com*

Week 9 24 Sept **Digital Democracy**

- Goodwin, I. (2012). Power to the People? Web 2.0, Facebook, and DIY Cultural Citizenship in Aotearoa New Zealand. *New Zealand Journal of Media Studies*, 12(2), 110-134. [Student Notes]

Recommended:

- Castells, M. (2012). Networking minds, creating meaning, contesting power. *Networks of Outrage and Hope: Social Movements in the Internet Age*. Cambridge: Polity Press (pp. 1-19). [Blackboard]

Week 10 1 Oct **Case Study: Wikileaks**

- Bolt, N. (2010). The leak before the storm. *The RUSI Journal*, 155(4), 46-51. [Student Notes]
- Haines, J. (2011). The right to know is not absolute. *British Journalism Review*, 22(2), 27-32. [Student Notes]

Week 11 8 Oct **Surveillance Society**

- Andrejevic, M. (2012). Ubiquitous Surveillance. *Routledge Handbook of Surveillance Studies*, pp. 91-98. [Student Notes]
- Ungerleider, N. (2013 October 21). Colleges Are Using Big Data To Predict Which Students Will Do Well. *Fast Company*. [Student Notes]

Week 12 15 Oct **Course Wrap-Up & Exam Preparation**

- Reading TBC

Study Week: Monday 20 to Friday 24 October 2014

Examination Period: Friday 24 October to Saturday 15 November 2014