

MDIA 201 Media in Aotearoa New Zealand

Trimester 2 2014

14 July to 16 November 2014

20 Points



Image from: www.omsa.co.nz/decisions/welcome-to-omsa

IMPORTANT DATES

Teaching dates: 14 July to 17 October 2014
Mid-Trimester break: 25 August to 7 September 2014
Last assessment item due: 29 October 2014

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 4.10-6.00pm Maclaurin MCLT102

Tutorials

Tutorials begin in WEEK 2. Please register for tutorials via the MDIA 201 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

Dr Anita Brady

anita.brady@vuw.ac.nz 04 463 6853 Room 205, 81 Fairlie Terrace

Office Hours: TBC once tutorial times are finalised.

Tutor

TBC

COMMUNICATION OF ADDITIONAL INFORMATION

Course-related information will be communicated to students using the MDIA 201 Blackboard site.

Occasionally emails are sent to the MDIA 201 class via Blackboard. Blackboard uses your Victoria email address. Therefore, 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

MDIA 201 explores the relationship between notions of 'national identity' and New Zealand's media institutions, policy-making and production. The course focuses primarily on case studies of New Zealand advertising, film, television and popular music, applying relevant critical approaches in each case. Other media forms will also be discussed in various lectures.

COURSE CONTENT

MDIA 201 is designed to introduce you to critical ways of thinking about and engaging with media in Aotearoa/New Zealand. It examines the media that is produced in New Zealand, and the New Zealand that is produced in the media. The course is particularly concerned with how ongoing change in media industries, policy, patterns of use, and representational practices impacts upon “media in Aotearoa New Zealand” as an object of study.

COURSE LEARNING OBJECTIVES (CLOS)

Students who pass this course should be able to:

- 1) Demonstrate a sound knowledge of the particular industrial, regulatory, policy and technological factors that inform New Zealand media production.
- 2) Demonstrate historical knowledge of the wider social processes that inform the production and consumption of New Zealand media.
- 3) Discuss the relationship between mediated notions of “New Zealand identity” and the representation and production of social groups.
- 4) Discuss discourses of biculturalism and multiculturalism as they relate to the mediated public sphere.
- 5) Demonstrate competencies in the written analysis and discussion of media texts, industries and cultural contexts.
- 6) Utilise media texts and empirical data to critically engage with theories in Media Studies.

TEACHING FORMAT

Students enrolled in this course are required to attend one weekly two-hour lecture, and one weekly 50 minute tutorial starting in Week 2. **Both lecture and tutorial attendance is compulsory for MDIA 201.**

Lectures and tutorials are designed as interactive spaces. Students should come to class having read that week’s assigned readings, and prepared to engage in class discussion.

MANDATORY COURSE REQUIREMENTS

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

- Submit the written work specified for assignments 2, 3 and 4 on or by the specified dates (subject to such provisions as are stated for late submission of work)
- Submit a copy of written work for assignments 2, 3 and 4 to Turnitin
- Attend **at least** 7 lectures
- 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: Media Use Survey (Media use survey and tutorial discussion).	5%	2, 6	Tutorial 2 (Week 3)
2	Assignment 2: Essay 1: 1,500 -1,800 words (in MDIA Drop slot, 83 Fairlie Terrace and Turnitin).	35%	1-6	Last essays due: Tues 2 September at 2pm
3	Assignment 3: Essay 2: 1,500 -1,800 words (in MDIA Drop slot, 83 Fairlie Terrace and Turnitin).	35%	1-6	Last essays due: Tues 14 Oct at 2pm
4	Take Home Test 1,000-1,200 words (in MDIA Drop slot, 83 Fairlie Terrace and and Turnitin).	25%	1, 2, 5,6	Wed 29 Oct at 2pm

Assignment 1: Media Use Tutorial Exercise 5% (Week 3, Tutorial 2)

This assignment will require you to reflect on your media usage over one week. In week 2 you will be invited to fill out an anonymous online Media Use Survey. Participating in this survey is voluntary, however students not wanting to participate in the research will be required to complete a print version as tutorial preparation. Full details of the expectations for this assignment will be discussed at the first tutorial and made available on Blackboard. Your grade is participation based. This means that if you complete the exercise you will receive 5%. You will be required to bring either a receipt of online participation or your completed print version to the tutorial. This evidence of participation will be marked off by your tutor, and you will receive 5 marks.

Assignment 2: Essay 1: worth 35% of final grade (1,500-1,800 words)

Assignment 3: Essay 2: worth 35% of final grade (1,500-1,800 words)

A list of essay questions will be posted on Blackboard in week 2 in the assessment section for assignment 2, and in the mid-trimester break for assignment 3. The questions for assignment 2 relate to the topics covered in weeks 3-6, and the questions for assignment 3 relate to topics covered in weeks 7-10.

Choose **ONE** essay question for each assignment and submit it by the relevant due date. The due date of the essay is 2pm on the Tuesday 13 days after relevant lecture (deadline dates are below). Please note that two of the deadlines are in the mid-trimester break, so you must ensure you can drop your essay into the Dropbox for that due date. No essays related to that topic will be accepted after the relevant due date. You must submit one essay in the first half of the trimester (Assignment 2) and one essay in the second half (Assignment 3).

The deadlines are:

Assignment 2

Week 3 topic: due Tuesday 12 August

Week 4 topic: due Tuesday 19 August

Week 5 topic: due Tuesday 26 August

Week 6 topic: due Tuesday 2 September

Assignment 3

Week 7 topic: due Tuesday 23 September

Week 8 topic: due Tuesday 30 September

Week 9 topic: due Tuesday 7 October

Week 10 topic: due Tuesday 14 October

2nd chance assignment: You may submit **one** extra assignment to be marked (i.e. no more than 3 in total). Your two highest grades will count towards your final grade.

This assignment will be assessed on the following criteria:

- your ability to respond to the question asked
- your ability to produce a clearly thought out introduction and conclusion
- your ability to structure and develop an academic argument, and utilise good supporting evidence
- the quality of your written expression
- your ability to integrate theory and textual analysis
- your ability to accurately follow an academic bibliographic style.

Guidelines

- The rolling deadlines for these assignments are to enable you to plan your assessment around topics that interest you, and your other commitments. No extensions will be granted on the basis of workload or other commitments.
- We are interested in your analysis, so avoid simply replicating lecture notes and readings.
- Each essay should include some discussion of at least one media example. We are interested in your consideration of examples that you see as relevant so (unless otherwise specified), you should not base your response on an analysis discussed extensively in lectures or tutorials (you will be given guidance as to what texts you cannot use. Feel free to check it out with your tutor).

- You must utilise at least 2 reputable **academic** sources in your response. At least one of these must be a required reading and at least one must not be (it can be a recommended reading).
- The recommended readings related to your chosen topic are likely to be helpful in formulating your response, and you are strongly encouraged to utilise them.
- Topics in the course overlap considerably. You may use readings and course material from weeks other than the week related to your topic (and you're encouraged to do so).
- This is a second-year course, which means the level of analysis expected is greater than that expected at first year. Therefore you should avoid using media texts used as examples in first-year courses. You **cannot** write on an example you have used in first year (this will be checked).
- All essays must be accompanied by a bibliography formatted in MLA-style. This style is set out in the SEFTMS Student Handbook (available on Blackboard).
- All essays must be in 12-point font and double-spaced.
- You must submit an electronic copy of this assignment to Turnitin before handing in your hard copy to the MDIA Drop Slot. **You must attach a Turnitin receipt to the hard copy.** Any assignments not submitted to Turnitin will not be marked
- The extensive guidelines in the SEFTMS Student Handbook (available on Blackboard) are designed to help you in your essay writing. It is strongly recommended that you consult them.
- There will be tutorial time set aside to discuss this assignment.

Assignment 4: Take Home Test: worth 30% of final grade (1,200-1,500 words. Due 2pm Wednesday 29 October).

For the final assignment you will be asked to use the results from the Media Use Survey conducted earlier in the course to critically engage with theories covered in the course, and use material covered throughout the course. Expectations for this assignment will be covered extensively in class.

This assignment will be assessed on the following criteria:

- your ability to respond to the question asked
- your ability to produce a clearly thought out introduction and conclusion
- your ability to structure and develop an academic argument, and utilise good supporting evidence
- the quality of your written expression
- your ability to integrate theory and textual analysis
- your ability to accurately follow an academic bibliographic style.

SUBMISSION AND RETURN OF WORK

Work provided for assessment in this course will be checked for academic integrity by Turnitin. **You must attach a turnitin receipt to your hardcopy, so you need to submit it to Turnitin first.** Follow the instructions provided in the “Assignments and Turnitin” section of Blackboard.

You must also submit a hard copy of each assignment by the due date. **Electronic/emailed copies will not be accepted.** 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 14 November 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

Readings will be made available electronically via Blackboard and on closed reserve. **You must read the required reading(s) for each week.** Tutorials and lectures are delivered on the assumption that you have done that week’s reading. The readings vary in mode from theoretical analysis to close readings of media texts. It is imperative that you grapple with the harder readings to develop your academic skills and your critical engagement with New Zealand media.

RECOMMENDED READING

Recommended further readings for each week are available via the Recommended Readings folder on Blackboard. These expand on and further develop the ideas covered in that week's lecture and readings, and will at times be utilised in lectures.

Additional Recommended Reading:

Below are a number of books that discuss the media in Aotearoa New Zealand. Along with the weekly required and recommended readings, they are likely to be of significant help in your assignments. All are available on Closed Reserve in the Library.

- Dennis, Jonathan, and Jan Bieringa, eds. *Film in Aotearoa New Zealand*. Wellington: Victoria University Press, 1996. Print.
- Dunleavy, Trisha and Hester Joyce. *New Zealand Film & Television: Institution, Industry and Cultural Change*. Bristol: Intellect, 2011.
- Farnsworth, John, and Ian Hutchison, eds. *New Zealand Television: A Reader*. Palmerston North, NZ: Dunmore Press, 2001. Print.
- Goode, Luke, and Nabeel Zuberi, eds. *Media Studies in Aotearoa New Zealand*. Auckland: Pearson, 2004. Print.
- Goode, Luke, and Nabeel Zuberi, eds. *Media Studies in Aotearoa New Zealand 2*. Auckland, NZ: Pearson, 2010. Print.
- Hirst, Martin, Sean Phelan, and Verica Rupa, eds. *Scooped: The Politics and Power of Journalism in Aotearoa New Zealand*. Auckland: AUT Media, 2012. Print.
- Horrocks, Roger, and Nick Perry, eds. *Television in New Zealand: Programming the Nation*. Melbourne: Oxford University Press, 2004. Print.
- Law, Robin, Hugh Campbell, and John Dolan. *Masculinities in Aotearoa/New Zealand*. Palmerston North, NZ: Dunmore Press, 1999. Print.
- McGregor, Judy, and Margie Comrie, eds. *What's News? : Reclaiming Journalism in New Zealand*. Palmerston North, NZ: Dunmore Press, 2002. Print.

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

Enhancements made to this course, including those based on the feedback of previous students, will be covered during the course.

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	L1: CONTEXTS AND FRAMEWORKS 1: THE NATION
Week 2	23 July	L2: CONTEXTS AND FRAMEWORKS 2: THE NZ MEDIASCAPE
Week 3	30 July	L3: CONTEXTS AND FRAMEWORKS 3: MEDIA /IN AOTEAROA NEW ZEALAND?
Week 4	6 Aug	L4: JOURNALISM AND THE PUBLIC SPHERE Guest Speaker: Chris Bramwell (Senior Journalist, Parliamentary Press Gallery)
Week 5	13 Aug	L5: MAORI TELEVISION Guest Lecturer: Dr Jo Smith (Media Studies)
Week 6	20 Aug	L6: MEDIA REGULATION Guest Speaker: Mary Major, NZ Press Council
Mid Trimester Break: Monday 25 August to Sunday 7 September 2014		
Week 7	10 Sept	L7: NEW ZEALAND ON AIR AND PUBLIC SERVICE TV Guest Lecturer: Associate Professor Trisha Dunleavy (Media Studies)
Week 8	17 Sept	L8: PRODUCING “US” IN THE NEWS
Week 9	24 Sept	L9: SPORT, GLOBALISATION AND MEDIA EVENTS
Week 10	1 Oct	L10: NEGOTIATING THE LOCAL IN NZ MUSIC Guest Lecturer: Dr April Henderson (Va'aomanū Pasifika).
Week 11	8 Oct	L11: GENDER AND “KIWI” IDENTITY
Week 12	15 Oct	L12: CONCLUSIONS