

MDIA 206 Media and Digital Cultures

Trimester 2 2014

14 July to 16 November 2014

20 Points

IMPORTANT DATES

Teaching dates:	14 July to 17 October 2014
Mid-Trimester break:	25 August to 7 September 2014
Last assessment item due:	8 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 9.00-10.50am Hunter HULT323

Tutorials

Tutorials begin in WEEK 2. Please register for tutorials via the MDIA 206 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:

Dr Angi Buettner angi.buettner@vuw.ac.nz 04 463 5070 Room 002, 81 Fairlie Terrace

Office hours: Tuesdays 1.00-2.00pm; Wednesdays 11.00am-12 noon

Tutors:

Jennifer Brasch jennifer.brasch@vuw.ac.nz Room 301, 83 Fairlie Terrace

Jumoke Isekeije jumoke.isekeije@vuw.ac.nz Room 301, 83 Fairlie Terrace

Office hours for tutors will be on the MDIA 206 Blackboard site.

COMMUNICATION OF ADDITIONAL INFORMATION

The lecture notes posted on Blackboard are only indicative of the content of the lectures and to complement attendance at lectures.

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.

Information relevant to this course including assessment, information on reading material and further resources will be available on Blackboard and updated throughout the course. Announcements will also be posted. Check this site regularly.

PRESCRIPTION

This course introduces some of the key arguments and issues discussed in the rapidly developing field of new media studies. We examine how digital technologies (such as the Internet, digital music, video games) are transforming contemporary culture and every day life, and in turn, how cultural, economic, and political forces shape these technologies.

COURSE CONTENT

By interrogating the historical development of selected media from a variety of theoretical perspectives, we will examine how new cultural forms are made possible by various new technologies. These discussions will be embedded in an exploration of the social institutions that produce and distribute media texts and the different ways in which they are consumed.

COURSE LEARNING OBJECTIVES (CLOS)

Students who pass this course will be able to:

1. be familiar with recent and emerging theories of new media
2. demonstrate knowledge of recent and emerging methods of new media analysis
3. demonstrate further development of their written, spoken and visual communication literacies
4. demonstrate critical analytical skills in relation to new media theories and practices.

TEACHING FORMAT

The two-hour session on Wednesdays consists of a lecture and whole-class discussion time. The tutorial hour is the forum where you can ask questions about lecture and reading material as well as discuss the content and practice essay writing skills. Tutorials start in Week 2. Engagement with course materials and active participation in class discussion is expected.

MANDATORY COURSE REQUIREMENTS

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

- Submit the written and oral work specified for this course, on or by the specified dates (subject to such provisions as are stated for late submission of work)
- Attend at least 7 out of 11 tutorials (subject to provisions for extenuating circumstances).

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	Short Essay (1,500 words)	30%	1, 2, 3	Week 4 (2pm, Fri 8 Aug 2014) into MDIA drop slot at 83 Fairlie Terrace
2	Essay (2,000 words)	40%	1, 2, 3, 4	Week 8 (2pm, Fri 19 Sep 2014) into MDIA drop slot at 83 Fairlie Terrace
3	Tutorial Paper (1,000 words) + tutorial participation	30%	3, 4	Sign-up in tutorial (between weeks 9–11)

Assessment information

1. Short Essay (1,500 words) 30% Due Week 4 (Fri 9 August 2014, by 2pm)

This assessment asks you to engage with the materials in weeks 2–4. Select one reading from the set weekly readings for weeks 2–4 and write a critical response to it. To do this you need to:

- Identify the main thesis of the reading (what the writer is arguing).
- Assess the strengths and weaknesses of this argument.
- Define and demonstrate an understanding of the most salient key terms used by your chosen author.
- Use examples of new media texts or practices to demonstrate your understanding and to support your argument.

Write your critical response using the essay form. Include an introduction, a thesis statement (your own, not that of the selected author), topic sentences, presentation of argument & textual evidence and a conclusion. You should also include the correct bibliographic reference information for all sources used. To enhance the analytical dimension of your short essay we encourage you to cite the work of other authors in the field.

*This assessment relates to objectives 1, 2 and 3.

2. Essay (2,000 words) 40% Due Week 8 (Friday 19 September, by 2pm)

Essay questions will be posted on Blackboard in advance of the due date.

While your tutorial paper needs to be handed in to your tutor at the time of your tutorial, your short essay and long essay should be submitted to the department. Do not hand your short or long essay assignment in to a tutor or lecturer.

The criteria for assessing your short and long essay include:

Argument

- Clear and succinct introduction
- Thesis precisely formulated
- Thesis well substantiated
- Logically developed argument (well-defined paragraphs)
- Paragraphs clearly focused and introduced by topic sentence
- Strong justification of argument
- Clear conclusion
- Analytical presentation
- Original and creative thought

Style and Presentation

- Legible and well set-out
- Fluently expressed
- Succinct and concise
- Correct grammar and syntax
- Correct spelling and punctuation

Criticism/methodology

- Appropriate use of lecture notes
- Accurate use of terminology
- Good use of quotations
- Good acknowledgement of sources
- Clear and precise footnoting or reference style
- Good bibliographical style

*This assessment relates to objectives 1, 2, 3 and 4.

3. Tutorial Paper (1,000 words + panel discussion) 30% Sign-up in tutorial (between weeks 9–11)

This assessment asks you to engage with materials discussed between weeks 9–11 of the course. Once tutorials begin you will be asked to sign up to complete a Tutorial Paper on ONE of the three topics discussed between weeks 9–11. The topic questions will be posted on Blackboard. You write a 1,000 word essay that addresses your chosen topic. Bear in mind that your Tutorial Paper should have an analytical

dimension and be structured in essay form (introduction, thesis statement, presentation of argument & textual evidence, conclusion).

An integral part of this assignment is sharing the findings of your Tutorial Paper with the rest of the class. The expectation is that in the week you submit your Tutorial paper you will attend your tutorial **and** contribute to the group discussion. Hand in your written version of the paper to your tutor at the end of the tutorial. Make sure to have an electronic copy of the Tutorial Paper you have submitted to your tutor. The criteria for assessing your Tutorial Paper include:

- attendance at tutorial
- contribution to group discussion (via the panel discussion)
- introduction/conclusion (in written version)
- argumentation (in written version)
- style and presentation (in written version).

If due to extenuating circumstances you cannot attend the tutorial you have signed up for, contact the course coordinator to organise an alternative. This will involve a new topic question, and will be available only to students who can provide a medical certificate or proof/documentation of extenuating circumstances (workload issues are not extenuating circumstances).

*This assessment relates to objectives 3 and 4.

Marking Criteria

Assignments will take account of:

- Evidence of relevant theoretical learning and application of concepts/methods
- Overall rigour of analysis, appropriate use of sources/data and coherence of argumentation
- Evidence of original thinking/synthesis and effort in sourcing material
- Quality of writing including accurate expression and referencing.

Marking Scale

A+ 90-100%, A 85-89%, A- 80-84%, B+ 75-79%, B 70-74%, B- 65-69%, C+ 60-64%, C 55-59%, C- 50-54% (Grades of C- and above are passes, otherwise: D 40-49%, E 0-39%).

SUBMISSION AND RETURN OF WORK

Work provided for assessment in this course may be checked for academic integrity by Turnitin the online plagiarism prevention tool.

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.

Your marked assignment will be handed back by your supervisor. 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

Giddings, Seth, with Martin Lister, eds. *The New Media and Technocultures Reader*. London: Routledge, 2011. Print. (Available from vicbooks)

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

Lister, Martin, Jon Dovey, Seth Giddings, Iain Grant, and Kieran Kelly. *New Media: A Critical Introduction*. 2nd ed. London: Routledge, 2009. Print. (Available in closed reserve)

Schirato, Tony, Angi Buettner, Thierry Jutel, and Geoff Stahl. *Understanding Media Studies*. Melbourne: Oxford University Press, 2010. Print. (Available in closed reserve)

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: TBC

STUDENT FEEDBACK

Enhancements made to this course, 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

School of English, Film, Theatre, & Media Studies
MEDIA STUDIES PROGRAMME COURSE OUTLINE MDIA 206

COURSE PROGRAMME

Week 1 16 July Introduction to Key Concepts and Themes – no tutorials

Week 2 23 July History and Technology – tutorials

Week 3 30 July Cultural Production and New Media – tutorials

Week 4 6 Aug Virtuality and Space – tutorials

ASSIGNMENT #1 DUE Fri 9 Aug 2014 by 2pm, MDIA drop slot at 83FT

Week 5 13 Aug Visual Culture and New Media – tutorials

Week 6 20 Aug Data and Networks – tutorials

Mid Trimester Break: Monday 25 August to Sunday 7 September 2014

Week 7 10 Sept Digital cultures and new human-technology relationships – tutorials

Week 8 17 Sept Social Media – tutorials

ASSIGNMENT #2 DUE Fri 19 Sep 2014 by 2pm, MDIA drop slot at 83FT

Week 9 24 Sept Participation, Citizenship and Digital Cultures – tutorials

ASSIGNMENT #3 DUE

Week 10 1 Oct Surveillance Cultures – tutorials

ASSIGNMENT #3 DUE

Week 11 8 Oct Everyday Life and New Media Literacies – tutorials

ASSIGNMENT #3 DUE

Week 12 15 Oct Course Wrap-Up & make-up time for tutorial papers