

MDIA 310 Cultural Identity and the Media

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: 30 October 2014

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

If you cannot complete an assignment, refer to www.victoria.ac.nz/students/study/exams/aegrotats.

CLASS TIMES AND LOCATIONS

Lectures

Mondays 10:00 – 11:50 a.m. Murphy MYLT220

Tutorials

Tutorials begin in WEEK 2. All tutorials will be on Thursdays (1:10 – 2:00 p.m., 2:10 – 3:00 p.m. and 3:10 – 4:00). Please register for one of these tutorials via the MDIA 310 Blackboard site: go to “Tutorial Sign Up” and then follow the instructions under the “S-Cubed Log In” link. 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 and lecturer:

Dr Joost de Bruin joost.debruin@vuw.ac.nz (04) 463 6846 Room 202, 81 Fairlie Terrace

Office hours: Monday 12:00 – 1:00 p.m.; Tuesday 2:00 – 3:00 p.m.; and by appointment.

COMMUNICATION OF ADDITIONAL INFORMATION

Blackboard will be used for announcements, course information, course readings, assignments, guidelines on essay writing and links to related websites. If you are not going to use the Victoria email address set up for you, we encourage you to set a forward from the Victoria email system to the email address you do use.

PRESCRIPTION

This course examines how media technologies, texts, institutions and audiences engage with, help shape and regulate cultural and ethnic identities. We draw on a range of media genres to explore the different ways in which discourses of cultural and ethnic identities are 'mediated'.

COURSE CONTENT

The first half of the course will focus on different dimensions of cultural identity: ethnicity, nationality, race, language and religion. In the second half of the course, we will discuss different cultural domains.

COURSE LEARNING OBJECTIVES (CLOS)

Students who pass this course will be able to:

- 1 evaluate the key public and academic debates about cultural identity and the media
- 2 discuss, apply and critique theoretical approaches to cultural identity and the media
- 3 independently conduct interviews, analyse interviews and write a project report
- 4 demonstrate critical analytical skills in relation to cultural identity and the media

TEACHING FORMAT

Students will attend a two-hour lecture and a one-hour tutorial a week. Lectures will be interactive: most weeks at least one hour of the lecture will be dedicated to a screening or a workshop activity.

MANDATORY COURSE REQUIREMENTS

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

- Submit all four assignments on or by the specified dates (subject to such provisions as are stated for late submission of work)
- Attend at least 8 of the 11 tutorials

WORKLOAD

The expected workload for a 20 point course is 13 hours per teaching week. This consists of three hours of attending classes (a two-hour lecture and a one-hour tutorial), an average of four hours a week of reading, an average of one hour a week of searching for more information about course themes and an average of five hours a week of working on the assignments for the course. You should plan to spend 20 hours on Assignment 1, 25 hours on Assignment 2, 30 hours on Assignment 3 and 25 hours on Assignment 4.

ASSESSMENT

Assessment items and workload per item		%	CLO(s)	Due date
1	Reflective statement (1000-1200 words)	20%	1, 2	Fri 1 August 2:00 p.m.
2	First essay (1250-1500 words)	25%	1, 2, 4	Wed 20 August 2:00 p.m.
3	Interview assignment (3000-5000 words)	30%	1, 2, 3	Fri 10 October 2:00 p.m.
4	Second essay (1250-1500 words)	25%	1, 2, 4	Thu 30 October 2:00 p.m.

Your assignments will be marked using the following seven broad criteria: Coverage of important issues; Use and evidence of reading; Depth of understanding; Strength of argument; Structure and expression; Spelling, grammar and referencing; and Creativity and originality. Detailed instructions regarding the four assessment items will be communicated at appropriate times during the trimester.

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 at 83 Fairlie Terrace. Attach an assignment cover sheet, 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. Please attach the extension form to your assignment.

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.

RECOMMENDED READING

Recommended readings will be made available through Blackboard and the library's course 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:

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

School of English, Film, Theatre, & Media Studies
MEDIA STUDIES PROGRAMME COURSE OUTLINE MDIA 310

- 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
- 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	14 July	Cultural identity and diaspora
Week 2	21 July	Cultural identities in Aotearoa/NZ
Week 3	28 July	Migrants and mediatiation
Week 4	4 Aug	Language learning and media
Week 5	11 Aug	Religion and media culture
Week 6	18 Aug	Interviewing and cultural identity
Mid Trimester Break: Monday 25 August to Sunday 7 September 2014		
Week 7	8 Sept	Indigenous media cultures
Week 8	15 Sept	Pacific Island media cultures
Week 9	22 Sept	Urban culture and the city
Week 10	29 Sept	Celebrity culture
Week 11	6 Oct	Drinking culture
Week 12	13 Oct	Sports culture and racism