

MDIA 410 Special Topic: Media and Environmental Issues

Trimester 2 2014

14 July to 16 November 2014

30 Points

IMPORTANT DATES

Teaching dates:	14 July to 17 October 2014
Mid-Trimester break:	25 August to 7 September 2014
Last assessment item due:	9 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

Seminars

Tuesdays	10.00-11.50am	Murphy MY301
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NAMES AND CONTACT DETAILS

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.

COMMUNICATION OF ADDITIONAL INFORMATION

All course-related information will be posted on the MDIA 410 Blackboard site.

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

Students will examine the role of media in the wider representation and understanding of environmental issues, including relevant policy initiatives, scientific research and social movements. The course will also

educate students about the differing requirements involved in communicating relevant scientific research and discourses to the public.

COURSE LEARNING OBJECTIVES (CLOS)

Students who pass this course will be able to:

1. understand the processes and contexts through and in which different media communicate and represent environmental issues
2. engage critically with the ways in which the media contribute to shaping perception and understanding of environmental issues
3. distinguish between the requirements of the various media - particularly traditional broadcast media vs. new, digital media forms - with regard to the representation of environmental issues
4. critically evaluate environmental debates and
5. develop and enhance existing oral, written and visual communication literacies.

TEACHING FORMAT

The course will be taught in weekly 2-hour seminars. See the weekly schedule at the back of the document for details.

Students are expected to read and engage with course materials and their own research topics, and actively participate in class discussions and workshops.

MANDATORY COURSE REQUIREMENTS

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

- submit written and oral work specified for this course by the specified dates (subject to such provisions as are stated for late submission of work)
- attend at least 10 out of 12 seminars.

WORKLOAD

The expected workload for a 30-point course is 300 hours over the trimester or 20 hours per teaching week.

ASSESSMENT

Assessment items and workload per item	%	CLO(s)	Due date
1 Oral presentation (pertains to all learning objectives, but particularly objective 5) 15 min; 2,000 words	25%	1,2,3,4,5	During seminar times, weeks 3–9

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2	Research proposal 2,000 words	25%	1,2,3,4,5	Thursday, 21 August
3	Research essay 4,000 words	50%	1,2,3,4	Thursday, 9 October

Detailed assessment information, such as assessment requirements and marking criteria, will be posted on Blackboard and discussed during class time. However, here is a summary of the guiding principles:

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%).

Please note: Marks for Honours level assignments and final course grades are not finalised until feedback from the external examiner has been considered. Honours grades gained in individual courses remain provisional until the overall final classification made by the Honours programme examination committee.

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.

Each assignment is submitted in two formats:

- 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 Course Coordinator's name.
- Email your assignment as a MS Word file to media-studies@vuw.ac.nz

Your marked assignment will be handed back by your Course Coordinator in tutorials or during 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 on Blackboard and on closed reserve.

RECOMMENDED READING

Tbc – depending on students' research projects and interests (updates will be posted on Blackboard).

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

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COURSE PROGRAMME

Week 1	15 July	Course Introduction
Week 2	22 July	The Rise of Environmentalism
Week 3	29 July	Media, the Public Sphere and Environmental Debate
Week 4	5 Aug	Science Communication, Risk and the Media
Week 5	12 Aug	News Production and the Environment
Week 6	19 Aug	Greening the Media
Mid Trimester Break: Monday 25 August to Sunday 7 September 2014		
Week 7	9 Sept	Advocacy and Activist Environmental Representation
Week 8	16 Sept	The Environment in Popular Culture
Week 9	23 Sept	Environmental Issues and PR
Week 10	30 Sept	Climate Change and the Media
Week 11	7 Oct	Policy, Participation and Citizenship in a Green Public Sphere
Week 12	14 Oct	Course wrap-up and return & discussion of research essay

NOTE: The weekly topics are subject to change depending on students' research projects and interests.