

# MDIA 414 Advanced Studies in Television Culture

**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: 28 October 2014

Withdrawal dates: Refer to [www.victoria.ac.nz/students/study/withdrawals-refunds](http://www.victoria.ac.nz/students/study/withdrawals-refunds).

If you cannot complete an assignment, refer to [www.victoria.ac.nz/students/study/exams/aegrotats](http://www.victoria.ac.nz/students/study/exams/aegrotats).

## CLASS TIMES AND LOCATIONS

### Seminars

Tuesdays 12:00 – 1:50 p.m. 81 Fairlie Terrace FT81 103

## NAMES AND CONTACT DETAILS

Dr Joost de Bruin [joost.debruin@vuw.ac.nz](mailto: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 offers an in-depth cultural analysis of one area in the field of television studies, such as television institutions, television production, issues of globalisation and localisation in relation to television, interactive television, television audiences, television representations, or a specific television genre. In 2014, the course will analyse articulations of globalisation and localisation in relation to television.

## **COURSE CONTENT**

In the first half of the course, we will look at different theories of globalisation in relation to the medium of television. We will consider, on the one hand, how television channels, formats and programmes travel the globe and, on the other hand, how television always acquires meaning in a particular local context. We will analyse examples of format adaptation, in which the global and local come together, and representations of the global and the local in television genres such as travel programmes and reality television. We will also consider how audiences make sense of television in relation to the global and the local to negotiate their identities. In the second half of the course, we will discuss two examples of local television (regional television and indigenous television) and two examples of non-western global television (television in Asia and television in Africa). For the assignments, students will have considerable freedom to work on topics they are interested in, providing that these are relevant to the contemporary field of television studies.

## **COURSE LEARNING OBJECTIVES (CLOS)**

Students who pass this course will be able to:

1. demonstrate an understanding of academic theories and research on one major area in the field of television studies
2. independently analyse and critically evaluate academic research in this area and present their findings in written and oral form
3. either propose or conduct research that contributes to and reflects on contemporary discussions in this area of television studies
4. actively engage in existing academic and public discussions about this area of television studies.

## **TEACHING FORMAT**

Classes will be run as seminars rather than as lectures and will be based on student discussion.

## **MANDATORY COURSE REQUIREMENTS**

In addition to achieving an overall pass mark of 50%, students must complete all four assignments.

## **WORKLOAD**

The expected workload for a 30-point course is 20 hours per teaching week. This should consist of 2 hours of attending the seminar, an average of 8 hours a week of reading, an average of 2 hours a week of searching for more information about course themes that interest you and an average of 8 hours a week of working on assignments for the course. You should plan to spend 10 hours on Assignment 1 (in addition to reading time), 40 hours on Assignment 2, 6 hours on Assignment 3 and 100 hours on Assignment 4.

**ASSESSMENT**

Assessment items and workload per item		%	CLO(s)	Due date
1	Assignment 1: notes on required readings (300-500 words)	10%	1, 2, 4	Due weekly on Mondays (and in Week 1 on Friday) 2.00pm
2	Assignment 2: short essay (2,000 words)	25%	1, 2, 4	Due Friday 12 September 2pm
3	Assignment 3: presentation (15 minutes)	15%	1, 2, 3, 4	Weeks 11 and 12 (see course programme)
4	Assignment 4: research essay (4,000 words)	50%	1, 2, 3, 4	Due Tuesday 28 October 2.00pm

Detailed instructions regarding the assignments will be given at appropriate points during the trimester. 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, referencing; and Creativity and originality. Additional marking criteria for Assignment 3 are: Clarity of expression; Time management; and Ability to generate interest.

**Assignment 1**

Here are some pointers that will assist you in writing up your weekly notes:

- Your notes should be focused on the required readings of weeks 1 to 10 inclusive.
- All required readings will be made available through the MDIA 414 Blackboard site.
- Write your notes based on all of the required readings for a particular week.
- Aim to find connections between the different readings. The readings have been put together because they relate to each other; it is up to you to discuss the links between them.
- Remember that the notes are only 300-500 words. You cannot possibly address all aspects of all readings: focus on key points, important concepts and main lines of argument.
- Conclude with points for discussion you would like to be addressed in class. Point out aspects you found interesting, you did not agree with, or you did not quite understand, for example.
- Please provide a bibliography at the bottom of your notes. You can copy the entries from the Blackboard site. The bibliography is not part of the word count.

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- Please email your notes to [joost.debruin@vuw.ac.nz](mailto:joost.debruin@vuw.ac.nz). See the due dates below.
- The preferred format is a Word document. Do not forget to write your name in the document.

This assignment is worth 10% of the final course grade. You will receive a grade upon completion of all ten notes. You will have the opportunity to request an interim grade halfway through the trimester.

Due dates:

- |                             |                               |
|-----------------------------|-------------------------------|
| 1. The global and the local | Friday 18 July 2:00 p.m.      |
| 2. Global television flows  | Monday 21 July 2:00 p.m.      |
| 3. Local television content | Monday 28 July 2:00 p.m.      |
| 4. Format adaptation        | Monday 4 August 2:00 p.m.     |
| 5. Representations          | Monday 11 August 2:00 p.m.    |
| 6. Television audiences     | Monday 18 August 2:00 p.m.    |
| 7. Regional television      | Monday 8 September 2:00 p.m.  |
| 8. Indigenous television    | Monday 15 September 2:00 p.m. |
| 9. Asian television         | Monday 22 September 2:00 p.m. |
| 10. African television      | Monday 29 September 2:00 p.m. |

**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 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 or extension form, found on Blackboard or outside the administration office. Remember to fill in the course coordinator’s name.

Your marked assignment will be handed back by your lecturer in seminars 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.

Step-by-step instructions can be found on Blackboard in the “Assignments and Turnitin” section.

## 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 electronically and on closed reserve.

## RECOMMENDED READING

Please see the MDIA 414 course reserve list on the library's website.

## 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](http://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](http://www.victoria.ac.nz/students/study/exams/integrity-plagiarism)
- Aegrotats: [www.victoria.ac.nz/students/study/exams/aegrotats](http://www.victoria.ac.nz/students/study/exams/aegrotats)
- Academic Progress: [www.victoria.ac.nz/students/study/progress/academic-progress](http://www.victoria.ac.nz/students/study/progress/academic-progress) (including restrictions and non-engagement)
- Dates and deadlines: [www.victoria.ac.nz/students/study/dates](http://www.victoria.ac.nz/students/study/dates)
- FHSS Student and Academic Services Office: [www.victoria.ac.nz/fhss/student-admin](http://www.victoria.ac.nz/fhss/student-admin)
- Grades: [www.victoria.ac.nz/students/study/progress/grades](http://www.victoria.ac.nz/students/study/progress/grades)
- Resolving academic issues: [www.victoria.ac.nz/about/governance/dvc-academic/publications](http://www.victoria.ac.nz/about/governance/dvc-academic/publications)
- Special passes: [www.victoria.ac.nz/about/governance/dvc-academic/publications](http://www.victoria.ac.nz/about/governance/dvc-academic/publications)
- Statutes and policies including the Student Conduct Statute:  
[www.victoria.ac.nz/about/governance/strategy](http://www.victoria.ac.nz/about/governance/strategy)
- Student support: [www.victoria.ac.nz/students/support](http://www.victoria.ac.nz/students/support)
- Students with disabilities: [www.victoria.ac.nz/st\\_services/disability](http://www.victoria.ac.nz/st_services/disability)
- Student Charter: [www.victoria.ac.nz/learning-teaching/learning-partnerships/student-charter](http://www.victoria.ac.nz/learning-teaching/learning-partnerships/student-charter)
- Student Contract: [www.victoria.ac.nz/study/apply-enrol/terms-conditions/student-contract](http://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](http://www.cad.vuw.ac.nz/wiki/index.php/Turnitin)
- University structure: [www.victoria.ac.nz/about/governance/structure](http://www.victoria.ac.nz/about/governance/structure)
- Victoria graduate profile: [www.victoria.ac.nz/learning-teaching/learning-partnerships/graduate-profile](http://www.victoria.ac.nz/learning-teaching/learning-partnerships/graduate-profile)
- VUWSA: [www.vuwsa.org.nz](http://www.vuwsa.org.nz)
- School website: [www.victoria.ac.nz/seftms](http://www.victoria.ac.nz/seftms)

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**COURSE PROGRAMME**

Week 1      15 July    The global and the local

Week 2      22 July    Global television flows

Week 3      29 July    Local television content

Week 4      5 Aug     Format adaptation

Week 5      12 Aug    Representations

Week 6      19 Aug    Television audiences

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

Week 7      9 Sept    Regional television

Week 8      16 Sept    Indigenous television

Week 9      23 Sept    Asian television

Week 10     30 Sept    African television

Week 11     7 Oct     Student Presentations

Week 12     14 Oct    Student Presentations