

MDIA 103 Popular Media Culture

Trimester 3 2014

17 November 2014 to 19 December 2014

20 Points



Source: ffffound.com

IMPORTANT DATES

Teaching dates: 17 November 2014 to 19 December 2014

Last piece of assessment due: 18 December 2014

Withdrawal dates:

Withdrawal with refund by 21 November 2014; withdrawal without Associate Dean (Students) approval by 11 December 2014.

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

Monday and Wednesday 1.10-3.00pm New Kirk LT301

Tutorials

Tutorials begin in WEEK 1. Please register for tutorials via the MDIA 103 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 noticeboard outside the administration office, 83 Fairlie Terrace.

NAMES AND CONTACT DETAILS

Staff	Email	Phone	Room	Office Hours
Dr Cherie Lacey	cherie.lacey@vuw.ac.nz	(04) 463 7471	Room 206, 81 Fairlie Terrace	Tbc

COMMUNICATION OF ADDITIONAL INFORMATION

Additional information is available on the MDIA 103 Blackboard site. You are also expected to check your Victoria emails regularly. 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

This course is an introduction to the study of popular media culture, with reference to the relationship between cultural theory and selected popular media forms. The course centres on critically examining the production and consumption of popular media culture. Particular attention is paid to issues relating to the social function and value of popular media culture.

COURSE CONTENT

This course offers an introduction to the study of popular media culture, focusing on the production and consumption of media texts. Students will analyse a range of media, including television, social media, advertising, film, and music, examining the relationship between cultural texts and the construction of individual and collective identities. This course will enable students to develop critical skills with which to understand the complex role of popular media in everyday life, as well as a reflexive understanding of how the media operates in their own worlds. Students will be introduced to key concepts in media studies, such as power, ideology, identity, taste, resistance, collective memory, and subjectivity.

COURSE LEARNING OBJECTIVES (CLOS)

Students who pass this course will be able to:

1. Understand and analyse theories of popular media and contemporary culture.
2. Apply relevant analytical strategies and scholarly writing practices to a range of popular media texts.
3. Use relevant research skills, including use of the library, referencing and presentation of written work.
4. Develop knowledge and methodologies on which to base further work in media studies.

TEACHING FORMAT

Important issues, ideas, terms, concepts and theories will be introduced in the lectures by way of evaluating and discussing specific examples. Tutorials will provide a forum for collaborative learning in which students can ask questions about and discuss the issues raised in the lectures and in the readings. Tutorials will also assist students in developing basic writing skills, presentation skills, and library skills.

MANDATORY COURSE REQUIREMENTS

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

- Complete all three assignments (subject to such provisions as are stated for late submission of work) and
- Attend at least four (4) of the five (5) scheduled tutorials.

WORKLOAD

The expected workload for a 20-point course is 200 hours over the trimester. Please note that this course condenses 12 weeks of material into 5 weeks. Students should therefore expect a higher weekly workload than normal.

ASSESSMENT

Assessment items and workload per item		%	CLO(s)	Due date
1	Textual analysis (1,350-1,500 words)	20%	1, 2, 4	Thurs 27 Nov @ 4pm
2	Research essay (1,500 words)	40%	1, 2, 3, 4	Thurs 11 Dec @ 4pm
3	Take-home test (1,500 words)	40%	1, 2, 4	Thurs 18 Dec @ 4pm

Assignment descriptions and marking criteria will be made available at appropriate moments during the course. All assignments test the learning objectives mentioned above.

Students will be further advised on how to use Turnitin by the Course Coordinator.

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 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. To apply for an extension, email your Course Coordinator before the assignment is due. If granted, your Course Coordinator will inform you of the new due date. Tutors cannot grant extensions. **No assignment with or without an extension will be accepted after 2pm Friday 19 December 2014** (as the drop slot will not be cleared again until mid-January 2015).

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.

You are expected to have read the assigned reading(s) prior to the lecture.

RECOMMENDED READING

Understanding Media Studies, by Tony Schirato, Angi Buettner, Thierry Jutel, and Geoff Stahl (Melbourne: Oxford University Press, 2010).

You can order the textbook online at www.vicbooks.co.nz or can email an order or enquiry to enquiries@vicbooks.co.nz.

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:

To be determined in Week One

STUDENT FEEDBACK

Student feedback on University courses may be found at

www.cad.vuw.ac.nz/feedback/feedback_display.php.

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 103

COURSE PROGRAMME

Week 1 17 Nov Introduction: Popular Culture and Media

 19 Nov Ideology, Power, and Everyday Life

Week 2 24 Nov Circuits of Culture (1): Analysing the Media

 26 Nov Circuits of Culture (2): Media Audiences and Effects

Thursday 27 Nov @ 4pm: Assignment 1 due (textual analysis)

Week 3 1 Dec Media as Spectacle (1): Disaster Media and Cultural Memory

 3 Dec Media as Spectacle (2): Celebrity Scandal

Week 4 8 Dec Subjectivity (1): Individual and Collective Identities

 10 Dec Subjectivity (2): Technology, Popular Music and the iPod
(take-home test handed out in lecture and posted on Blackboard)

Thursday 11 Dec @ 4pm: Assignment 2 due (research essay)

Week 5 15 Dec The Public Sphere (1): Political Debate in New Zealand

 17 Dec The Public Sphere (2): The Fifth Estate and New Subjectivities

Thursday 18 Dec @ 4pm: Assignment 3 due (take-home test)