

MDIA 101 Media: Texts and Images

Trimester 1 2014

3 March to 2 July 2014

20 Points



The Imaginary App exhibit, Museum London, London, Ontario, Canada. Photo by Dan Mellamphy.

IMPORTANT DATES

Teaching dates: 3 March to 6 June 2014

Easter/Mid-Trimester break: 18 April to 4 May 2014

Last assessment item due: 16 June 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

Friday 9.00-10.50am New Kirk KKL303

Tutorials

Tutorials begin after the lecture in WEEK 2. Please register for tutorials via the MDIA 101 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

Lecturer

Dr Michael Daubs michael.daubs@vuw.ac.nz Ph: (04) 463 6821 Room 302, 83 Fairlie Terrace
Office Hours: Thursday, 1.00 - 3.00pm or by appointment

Administrative Tutor

Anna Macdonald anna.macdonald@vuw.ac.nz Ph: (04) 463 7038 Room 301, 83 Fairlie Terrace
Office Hours: Tba

Tutors

Tutors’ office hours will be announced in the first lecture and posted on Blackboard.

Māori and Pasifika Support Tutor

Sarah Hudson mpitutor@vuw.ac.nz 027 563 7038 vZ908

COMMUNICATION OF ADDITIONAL INFORMATION

Course-related information will be communicated to students using the MDIA 101 Blackboard site. The site also provides facilities for peer discussion; you are encouraged to make use of these.

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 one branch of Media Studies scholarship: namely, the close analysis of texts. It introduces the kinds of visual media texts which you may encounter in Media Studies courses and the methods of close analysis generally associated with them. In addition, it asks what the text is and what its function is in the context of our day to day experience of the mediated world. How do we use media

texts in order to understand who we are and how we live, and how do we become literate in the skills necessary to understand them?

COURSE CONTENT

This course consists of four separate, but related, sections:

- Texts and Mediation (Weeks 1-3)
- Texts in Context (Weeks 4-8)
- Texts and Self (Weeks 9-10)
- Texts and World (Weeks 11-12)

COURSE LEARNING OBJECTIVES (CLOS)

Students who pass this course should be able to:

1. Conduct credible close readings of a variety of visual media texts, individually and in groups
2. Use the evidence gathered from textual analysis to construct arguments and support their interpretations of media texts, genres, and narratives
3. Reflect critically on the role of the text in Media Studies scholarship
4. Demonstrate familiarity with theories concerning the practices, functions and effects of mediation
5. Demonstrate competency in the literacies of academic writing and argumentation and
6. Demonstrate readiness for more advanced studies of media texts and contexts.

TEACHING FORMAT

Students enrolled in this course are required to attend one two-hour lecture, and (starting after the week 2 lecture) one 50 minute tutorial per week. The two hour class on Fridays will consist of a lecture and whole-class discussion time. The tutorials are your opportunity to ask questions, try out ideas, develop your analytical and rhetorical skills, and develop your interests.

Lectures and tutorials are designed to work together and course assessment assumes your regular attendance at both. The course also relies on your active participation, and your engagement with media on a day to day basis. Come to class having completed your reading. Please bring along your ideas, experiences, and assigned readings.

MANDATORY COURSE REQUIREMENTS

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

- Submit the written work (Assignments 2, 3, and 4) 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 of the 9 scheduled tutorials.

WORKLOAD

The expected workload for a 20 point course is 200 hours over the trimester or 13 hours per teaching week. This includes attendance at lectures and tutorials, reading and preparation for tutorials, and preparation for and completion of assignments. An approximate break-down is suggested below, although this is a guideline only.

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| 1. Class attendance (11 sessions): | 22 hours |
| 2. Tutorial attendance (9 tutorials): | 9 hours |
| 3. Reading (assigned and recommended readings): | 55 hours |
| 4. Tutorial preparation/worksheets (Assignment 1) | 18 hours |
| 5. Close Analysis (Assignment 2): | 28 hours |
| 6. Essay (Assignment 3): | 40 hours |
| 7. Take Home Assignment (Assignment 4): | 28 hours |

ASSESSMENT

	Assessment items and workload per item	%	CLO(s)	Due date
1	Tutorial Worksheets Nine (9) worksheets worth 1% each with activities that elaborate upon concepts and help students prepare for tutorials. Students completing 7 or more worksheets will receive a 1% bonus on their trimester mark.	10%	1, 2, and 4	Throughout the trimester, submitted in tutorial
2	Close Analysis: 1,000-1,250 words This assignment covers weeks 1-4.	25%	1, 2, 5 and 6	2pm, Monday 7 April to MDIA drop slot and to Turnitin.
3	Essay: 1,750-2,000 words This assignment covers weeks 4-8.	40%	1, 2, 3, 5 and 6	2pm, Monday 19 May to MDIA drop slot and to Turnitin.
4	Take Home Assignment: 1,000-1,250 words This assignment covers weeks 9-12.	25%	1, 2, 3, 4, 5 and 6	2pm, Monday 16 June to MDIA drop slot and to Turnitin.

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, along with a hard copy of your Turnitin digital receipt. 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. **No assignment without an extension will be accepted after Wednesday 25 June 2014. The Course Coordinator will not give an extension beyond Wednesday 2 July 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. **Work that is more than 7 days late without an extension will not be accepted.**

SET TEXTS

MDIA 101 Student Notes

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

RECOMMENDED READING

Any recommended readings other than those included in the Student Notes will be made available via the MDIA 101 Blackboard site throughout the course of the trimester. Check Blackboard for updates.

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

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/resources/subjectcontacts.html>
- Turnitin: www.cad.vuw.ac.nz/wiki/index.php/Turnitin
- University structure: www.victoria.ac.nz/about/governance/structure
- VUWSA: www.vuwsa.org.nz
- School website: www.victoria.ac.nz/seftms

COURSE PROGRAMME

Week 1	7 March	Texts 1: Mediation Read: <ul style="list-style-type: none">• Denis, McQuail. Excerpt from "Mass Communication as a Society-Wide Process: The Mediation of Social Relations and Experience." <i>McQuail's Mass Communication Theory</i>. 6th ed. Thousand Oaks, California: Sage, 2010. 82-86. Print. Notes: <ul style="list-style-type: none">• There are no tutorials this week.
Week 2	14 March	Texts 2: Textual analysis Read: <ul style="list-style-type: none">• O'Shaughnessy, Michael, and Jane Stadler. "Texts, Meanings and Audiences." <i>Media and Society</i>. 5th ed: Oxford University Press Australia & New Zealand, 2012. 91-105. Print. Recommended: <ul style="list-style-type: none">• Hall, Stewart. "Encoding/Decoding." <i>Media and Cultural Studies: Keywords</i>. Eds. Durham, Meenakshi Gigi and Douglas M. Kellner. Malden, Massachusetts: Blackwell Publishing, 2006. 163-73. Print. Notes: <ul style="list-style-type: none">• Tutorials begin after lecture.
Week 3	21 March	Texts 3: Semiotics Read: <ul style="list-style-type: none">• Kavka, Misha. "Studying Media Texts, or How to Decode the Mythology of Underwear." <i>Media Studies in Aotearoa New Zealand</i>. Eds. Goode, Luke and Nabeel Zuberi. 2nd ed: Pearson Education Australia, 2010. 12-22. Print. Recommended reading: <ul style="list-style-type: none">• Bignell, Jonathan. Excerpt from "Signs and Myths." <i>Media Semiotics: An Introduction</i>. Manchester: Manchester University Press, 2002. 14-27. Print. Notes: <ul style="list-style-type: none">• Assignment 2 (Close Analysis) discussed in lecture and available on Blackboard.

Week 4 28 March **Texts in Context 1: Discourse and Intertextuality**

Case study: advertisements

Read:

- O'Shaughnessy, Michael, and Jane Stadler. "Defining Discourse and Ideology." *Media and Society*. 5th ed: Oxford University Press Australia & New Zealand, 2012. 171-77. Print.
- Matheson, Donald. "Advertising Discourse: Selling between the Lines." *Media Discourses: Analysing Media Texts*. Mainhead, England: Open University Press, 2005. 35-55. Print.

Week 5 4 April **Texts in Context 2: Narrative Analysis**

Case study: music videos

Read:

- Goodwin, Andrew. Excerpts from "A Musicology of the Image." *Dancing in the Distraction Factory*. Minneapolis: University of Minnesota Press, 1992. 56-68. Print.
- Goodwin, Andrew. Excerpts from "Metanarratives of Stardom and Identity." *Dancing in the Distraction Factory*. Minneapolis: University of Minnesota Press, 1992. 98-108. Print.

Recommended:

- Vernallis, Carol. "Music Video's Second Aesthetic?" *Unruly Media: Youtube, Music Video, and the New Digital Cinema*. New York: Oxford University Press, 2013. 207-33. Print.

Notes:

- **Assignment 2 (Close Analysis) due 2pm, Monday 7 April to MDIA drop slot and to Turnitin.**

Week 6 11 April **Texts in Context 3: Genre, Liveness and Flow**

Case study: television

Read:

- Gripsrud, Jostein. "Television, Broadcasting, Flow: Key Metaphors in TV Theory." *The Television Studies Book*. Eds. Geraghty, Christine and David Lusted. New York: St. Martin's Press, 1998. 17-32. Print.
- O'Shaughnessy, Michael, and Jane Stadler. "Genre, Codes and Conventions." *Media and Society*. 5th ed: Oxford University Press Australia & New Zealand, 2012. 231-44. Print.

Notes:

- **Assignment 3 (Essay) discussed in lecture and available on Blackboard.**

Week 7	18 April	Good Friday. Public holiday. <i>No lecture this week. No tutorials until after 8 May lecture.</i>
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Mid Trimester Break: Friday 18 April to Sunday 4 May 2014

Week 8	8 May	Texts in Context 4: Remediation Case study: Web pages Read: <ul style="list-style-type: none">• Bolter, J. David, and Richard A. Grusin. "The Double Logic of Remediation." <i>Remediation: Understanding New Media</i>. Cambridge, Massachusetts: MIT Press, 1999. 2-15. Print.• Grusin, Richard. "YouTube at the End of New Media." <i>The YouTube Reader</i>. Eds. Snickars, Pelle and Patrick Vonderau. Stockholm, Sweden: National Library of Sweden, 2009. 60-67. Print. Notes: <ul style="list-style-type: none">• Tutorials resume today.
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Week 9	15 May	Text and Self 1: Subjectivity and Interpellation Read: <ul style="list-style-type: none">• Schirato, Tony, et al. Excerpts from "Subjectivity and the Media." <i>Understanding Media Studies</i>. South Melbourne: Oxford University Press, 2010. 50-55. Print.• O'Shaughnessy, Michael, and Jane Stadler. Excerpts from "Where Are Discourses and Ideologies Found?" <i>Media and Society</i>. 5th ed: Oxford University Press Australia & New Zealand, 2012. 194-91. Print. Recommended: <ul style="list-style-type: none">• Althusser, Louis. "Ideology and Ideological State Apparatuses (Notes Towards an Investigation)." <i>Media and Cultural Studies: Keywords</i>. Eds. Durham, Meenakshi Gigi and Douglas M. Kellner. Malden, Massachusetts: Blackwell Publishing, 2006. 79-87. Print. Notes: <ul style="list-style-type: none">• Assignment 3 (Essay) due 2pm, Monday 19 May to MDIA drop slot and to Turnitin.
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Week 10	22 May	Texts and Self 2: Habitus and Cultural Fields Read: <ul style="list-style-type: none">Schirato, Tony, et al. Excerpts from "The Field of the Media." <i>Understanding Media Studies</i>. South Melbourne: Oxford University Press, 2010. 70-72, 87-90. Print. Recommended: <ul style="list-style-type: none">Schirato, Tony, Jen Webb, and Geoff Danaher. "Cultural Field and the Habitus." <i>Understanding Bourdieu</i>. Crows Nest, Australia: Allen and Unwin, 2002. 21-44. Print.
Week 11	29 May	Texts and World 1: Globalisation Read: <ul style="list-style-type: none">Jenkins, Henry, Sam Ford, and Joshua Green. "Thinking Transnationally." <i>Spreadable Media</i>. New York: New York University Press, 2013. 270-78. Print. Recommended: <ul style="list-style-type: none">Goode, Luke. "Cultural Citizenship Online: The Internet and Digital Culture." <i>Citizenship Studies</i> 14.5 (2010): 527-42. Print.
Week 12	6 June	Texts and World 2: Spectacle Read: <ul style="list-style-type: none">Schirato, Tony, et al. "The Media as Spectacle." <i>Understanding Media Studies</i>. South Melbourne: Oxford University Press, 2010. 136-54. Print. Recommended: <ul style="list-style-type: none">Debord, Guy. "The Commodity as Spectacle." <i>Media and Cultural Studies: Keywords</i>. Eds. Durham, Meenakshi Gigi and Douglas M. Kellner. Malden, Massachusetts: Blackwell Publishing, 2006. 117-21. Print. Notes: <ul style="list-style-type: none">Assignment 4 (Take Home Assignment) discussed in lecture and available on Blackboard.
Study/Exam Period		Notes: <ul style="list-style-type: none">Assignment 4 (Take Home Assignment) due 2pm, Monday 16 June to MDIA drop slot and to Turnitin.