

# MDIA 103 Popular Media Culture

**Trimester 1 2014**

3 March to 2 July 2014

**20 Points**

## IMPORTANT DATES

Teaching dates:	3 March to 6 June 2014
Easter/Mid-Trimester break:	18 April to 4 May 2014
Withdrawal Dates:	Refer to <a href="http://www.victoria.ac.nz/students/study/withdrawals-refunds">www.victoria.ac.nz/students/study/withdrawals-refunds</a> . If you cannot complete an assignment or sit a test or examination, refer to <a href="http://www.victoria.ac.nz/students/study/exams/aegrotats">www.victoria.ac.nz/students/study/exams/aegrotats</a> .

## CLASS TIMES AND LOCATIONS

### Lectures

Tuesday	9.00-10.50am	New Kirk KKL303
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### Tutorials

Tutorials begin in WEEK 2. 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 bulletin board outside the administration office, 83 Fairlie Terrace.

Go to <https://signups.victoria.ac.nz> and follow the instructions. Further details can be found on the MDIA 103 Blackboard site.

## NAMES AND CONTACT DETAILS

### Course Coordinator

Dr Geoff Stahl	<a href="mailto:geoff.stahl@vuw.ac.nz">geoff.stahl@vuw.ac.nz</a>	(04) 463 7472	Room 102, 81 Fairlie Terrace
Office Hours:	Tuesday 1.00-3.00pm		

### Administrative tutor:

Lauren Anderson	<a href="mailto:lauren.anderson@vuw.ac.nz">lauren.anderson@vuw.ac.nz</a>	(04) 463 6824	Room 311, 83 Fairlie Terrace
Office Hours:	Tba		

**Tutors:**

Names, contact details and office hours of the other tutors will be announced at the first lecture.

**Māori and Pasifika Support Tutor**

Sarah Hudson            [mpitutor@vuw.ac.nz](mailto:mpitutor@vuw.ac.nz)            027 563 7038            vZ908

**COMMUNICATION OF ADDITIONAL INFORMATION**

Additional information is available on the MDIA 103 Blackboard site. You are also expected to check your Victoria email regularly. If you are not using this, please set a forward 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 is designed to introduce students to issues and ideas that relate to popular culture and the various forms it takes in the media, with an emphasis placed on examining contexts of production and consumption.

**COURSE LEARNING OBJECTIVES (CLOS)**

Students who pass this course will be able to:

1. Analyse issues that relate to both the production and consumption of popular media texts
2. Apply aspects of cultural theory by making use of specific examples, in tutorials, in lectures and in their written work
3. Understand and apply differing approaches in order to provide an overview of some of the issues which define media studies and its relation to popular culture
4. Use and apply critical terms and concepts that they are presented within the course
5. Acquire media literacies by exposing them to a variety of perspectives on popular media culture, in order to prepare them for more advanced and specialised studies of media contexts and texts and
6. Develop and strengthen basic research, library and writing skills.

**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 nine (9) of the eleven (11) scheduled tutorials.

## WORKLOAD

The expected workload for a 20 point course is 200 hours over the trimester or 13 hours per teaching week.

1.	Lecture attendance (12 sessions):	24 hours
2.	Tutorial attendance (9 tutorials):	9 hours
3.	Reading:	60 hours
4.	Annotated Bibliography (Assignment 1):	32 hours
5.	Research Proposal (Assignment 2):	24 hours
6.	Research Essay (Assignment 3):	51 hours

## ASSESSMENT

	Assessment items and workload per item	%	CLO(s)	Due date
1	<b>Assignment 1</b> Annotated Bibliography, 1,350-1,500 words.	30%	1, 5 and 6	<b>Friday 11 April @ 2.00pm</b>
2	<b>Assignment 2</b> Research Proposal, 850-1,000 words.	20%	1, 2, 3, 4, 5 and 6	<b>Monday 5 May @ 2.00pm</b>
3	<b>Assignment 3</b> Research Essay, 2,300-2,500 words.	50%	1, 2, 3, 4, 5 and 6	<b>Thursday 5 June @ 2.00pm</b>

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

All assignments will be checked for academic integrity through Turnitin, details of which are listed below. Students will be further advised on how to use Turnitin by the course coordinator as well as their respective tutors.

## 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: 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. 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.

## SET TEXTS

MDIA 103 Student Notes. You are expected to purchase the student notes and have read the assigned reading prior to the lecture.

You can order student notes online at [www.vicbooks.co.nz](http://www.vicbooks.co.nz) or can email an order or enquiry to [enquiries@vicbooks.co.nz](mailto: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

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/resources/subjectcontacts.html>
- 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)
- VUWSA: [www.vuwsa.org.nz](http://www.vuwsa.org.nz)
- School website: [www.victoria.ac.nz/seftms](http://www.victoria.ac.nz/seftms)

## COURSE PROGRAMME

Week 1	4 March	<b>Introduction: Popular Culture and Media</b>
Week 2	11 March	<b>Media Analysis: Semiotics and Popular Culture and Myth</b>
Week 3	18 March	<b>Audiences: Media Effects and Beyond</b>
Week 4	25 March	<b>Changing Media Contexts</b>
Week 5	1 April	<b>Ideology and Hegemony: Subcultures and Style</b>
Week 6	8 April	<b>Representation: Race and Gender</b>
Week 7	15 April	<b>Celebrities: Scandal</b>
<b>Mid Trimester Break:</b>	Friday 18 April to Sunday 4 May 2014	
Week 8	6 May	<b>Identity, Subjectivity and Technology: Popular Music and the iPod</b>
Week 9	13 May	<b>Networks and Digital Culture: Memes and Social Media</b>
Week 10	20 May	<b>Postmodernism and Remix Culture</b>
Week 11	27 May	<b>New Subjectivities</b>
Week 12	3 June	<b>Media and the City &amp; Review</b>