



# MDIA 208 Media Audiences

**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 [www.victoria.ac.nz/students/study/withdrawals-refunds](http://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](http://www.victoria.ac.nz/students/study/exams/aegrotats).

## CLASS TIMES AND LOCATIONS

### Lectures

Wednesday 12:00 p.m. – 1:50 p.m. Hugh Mackenzie HMLT104

### Tutorials

Tutorials begin in WEEK 2. Please register for tutorials through the MDIA 208 Blackboard site: 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

### Course coordinator and lecturer:

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:* Wednesday 2:00 p.m. – 3:00 p.m.; Thursday 1:00 p.m. – 2:00 p.m.; and by appointment.

### Tutors:

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

## COMMUNICATION OF ADDITIONAL INFORMATION

The Blackboard site will be used for announcements and additional course information such as lecture slides (these contain key points from a lecture but do not replace your own notes), reading responses,

assignments and guidelines on essay writing. If you are not using 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**

In this course we address the most important theories and debates about media audiences. We focus on the cultural studies paradigm, which analyses media use in the context of everyday life and sees audience members as active interpreters of the media they consume. We will look at existing research into 'actual audiences' which analyses how particular identities (gender, race, age, sexuality) play a role in media consumption. We will introduce a diverse set of audience research methods.

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

Students who pass this course will be able to:

1. become familiar with the key public and academic debates about media audiences
2. become familiar with key pieces of research into actual media audiences and
3. demonstrate critical analytical skills in relation to media audiences.

### **TEACHING FORMAT**

Your lecturer and tutors will put maximum effort into teaching at a high level. In return, you are asked to actively engage in the course. That involves attending all lectures and tutorials, reading the required texts on a weekly basis, actively searching for more information about topics which interest you, preparing questions for tutorials, engaging in discussions in tutorials and performing at your best in assignments.

### **MANDATORY COURSE REQUIREMENTS**

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

- Submit all four assignments on or by the specified dates (subject to such provisions as are stated for late submission of work)
- Attend at least 8 of the 11 tutorials

### **WORKLOAD**

The expected workload for a 20 point course is 13 hours per teaching week. This consists of three hours of attending classes (a two-hour lecture and a one-hour tutorial), an average of four hours a week of reading, an average of one hour a week of searching for more information about course themes and an average of five hours a week of working on the assignments for the course. You should plan to spend 10 hours on Assignment 1, 20 hours on Assignment 2, 20 hours on Assignment 3 and 10 hours on Assignment 4.

**ASSESSMENT**

Assessment items and workload per item	%	CLO(s)	Due date
<b>Assignment 1:</b> 400-500 word reading responses	25%	1,2	<b>Every Tuesday 2:00 p.m. (from week 2 to week 7).</b>
<b>Assignment 2:</b> 1,500-2,000 word essay Covers weeks 1-7	30%	1,2,3	<b>Thursday 17 April 2:00 p.m.</b>
<b>Assignment 3:</b> 1,500-2,000 word essay Covers weeks 8-10.	30%	1,2,3	<b>Friday 23 May 2:00 p.m.</b>
<b>Assignment 4</b> 800-1,000 word discussion paper Covers weeks 11-12	15%	1,3	<b>Friday 6 June 2:00 p.m.</b>

Please see the instructions and marking criteria for assignment 1 directly below. Instructions and marking criteria regarding assignments 2, 3 and 4 will be communicated at appropriate times during the trimester.

**Six** reading responses are due in weeks 2-7. You have to complete **five** of these, which means that you are allowed to miss only **one**. Questions will be made available on a weekly basis in lectures and on Blackboard.

Here are some pointers that will assist you in preparing for your reading responses:

- Questions always focus on the required readings, all of which are in the Student Notes.
- Aim to write an integrated response based on both required readings for that particular week.
- Remember that the preferred word count is only 400-500 words. You cannot possibly address all aspects of both readings: focus on key points, important concepts and main lines of argument.
- Please use correct in-text referencing (MLA). You do not have to include a list of works cited.
- Please submit your reading responses to your tutorial group’s blog on Blackboard (instructions on how to do this will be made available on Blackboard in the Announcements section).
- Reading responses are due every Tuesday at 2:00 p.m. in weeks 2-7:
  1. **Audience Studies**      Tuesday 11 March 2:00 p.m.
  2. **News Audiences**      Tuesday 18 March 2:00 p.m.
  3. **Film Audiences**      Tuesday 25 March 2:00 p.m.
  4. **Soap Audiences**      Tuesday 1 April 2:00 p.m.
  5. **Fan Audiences**      Tuesday 8 April 2:00 p.m.
  6. **Gaming Audiences**      Tuesday 15 April 2:00 p.m.

**MEDIA STUDIES PROGRAMME COURSE OUTLINE MDIA 208**

- Each reading response is worth 5% of the final course grade. You will be awarded one of the following marks: 1%, 1.5% (E), 2% (D), 2.5% (C-), 3% (C+), 3.5% (B), 4% (A-), 4.5% or 5% (A+)
- The following five marking criteria will be used to mark your responses: 1) use and evidence of reading; 2) coverage of important issues; 3) depth of understanding; 4) spelling, grammar and referencing; 5) creativity and originality.

### **SUBMISSION AND RETURN OF WORK**

Work provided for assessment in this course will be checked for academic integrity by Turnitin, the online plagiarism prevention tool. Follow the instructions provided in the “Assignments & Turnitin” section of Blackboard.

Hardcopy assignments (assignments 2, 3 and 4) 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 your tutor’s name.

Reading responses (assignment 1) are submitted to Blackboard (see above).

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**

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 16 June 2014. The Course Coordinator will not give an extension beyond Wednesday 2 July 2014.**

Work submitted after the deadline will be penalised by a 2.5 per cent deduction from your total mark per work day. Late work also receives only minimal comments from your marker.

### **SET TEXTS**

MDIA 208 Student Notes. 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).

### **RECOMMENDED READING**

A wide range of texts important to the field of media audience research have been placed on short loan in the library. Search the Course Reserve catalogue for MDIA 208.

### 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 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 one or two of the trimester feedback from last year's students will be discussed. In week six or seven 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      5 March      **Introduction**

Week 2      12 March      **Audience Studies**

Week 3      19 March      **News Audiences**

Week 4      26 March      **Film Audiences**

Week 5      2 April      **Soap Audiences**

Week 6      9 April      **Fan Audiences**

Week 7      16 April      **Gaming Audiences**

**Mid Trimester Break:**      Friday 18 April to Sunday 4 May 2014

Week 8      7 May      **Audiences and Gender**

Week 9      14 May      **Audiences and Sexuality**

Week 10      21 May      **Audiences and Ethnicity**

Week 11      28 May      **Diasporic Audiences**

Week 12      4 June      **Indigenous Audiences**