

# MDIA 306 Media, Gender and Sexuality

**Trimester 1 2014**

3 March to 2 July 2014

**20 Points**



Source: "Announcement: New Book by Brooke Erin Duffy on Gendered Labor in the Women's Magazine Industry" *Culture Digitally*. 22 Jan. 2014. Web. 27 Jan. 2014.

## 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

Wednesday	9.00-10.50am	Hugh MacKenzie HMLT002
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### Tutorials

Tutorials begin in WEEK 2. Please register for tutorials via the MDIA 306 site on Blackboard: go to "Tutorials" and then follow the instructions under the "S-Cubed - Tutorial Enrolment Instructions" 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

Dr Anita Brady      [anita.brady@vuw.ac.nz](mailto:anita.brady@vuw.ac.nz)      04 463 6853      Room 001, 81 Fairlie Terrace  
Office hours:      Wed 12.00-2.00pm

### Tutor

Katie Freeman-Tayler      [katie.freeman-tayler@vuw.ac.nz](mailto:katie.freeman-tayler@vuw.ac.nz)      Room 301, 81 Fairlie Terrace  
Officer hours:      Tba

## COMMUNICATION OF ADDITIONAL INFORMATION

All additional information will be announced in lectures and tutorials, and made available on the MDIA 306 Blackboard site.

Occasionally emails are sent to the MDIA 306 class via Blackboard. Blackboard automatically uses Victoria email addresses. 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 examines the representations, contexts, and politics of gender, sexuality and the media. By interrogating the discourses of gender and sexuality as they are 'mediated' in a variety of forms (television, film, popular music, video games, advertising), we will examine the construction and constitution of femininity, masculinity, heterosexuality, and lesbian/gay/queer identities.

## COURSE CONTENT

MDIA 306 provides an introduction to theories of subjectivity, gender and sexuality, and examines the representations of gender and sexuality in the media with a particular emphasis on popular culture. The course is divided into three sections:

- Gendered Subjects (Weeks 1-5)
- Sexual Subjectivity (Weeks 6-9)
- Intersectionality (Weeks 10-12)

## COURSE LEARNING OBJECTIVES (CLOS)

Students who pass this course should be able to:

1. Critically evaluate how gender and sexuality are represented and produced in a range of media texts, formats, genres and industries
2. Discuss, utilise and critique a range of theoretical perspectives that address issues of gender and sexuality, and the media
3. Utilise and produce critical feedback on the clarity and structure of a piece of academic work and
4. Critically evaluate how gender and sexuality intersect with other frameworks of identity (e.g. race, class, disability) in media texts, formats, genres and industries.

**TEACHING FORMAT**

1 x 2-hour lecture per week.

10 x 50-minute tutorial. Tutorials will take place in weeks: 2 to 11. In week 12, tutors will have extended office hours if you wish to discuss your final assignment.

**Please Note:** Tutorials and lectures are interactive and discussion based. Students must have done that week’s required readings in order to participate and to understand what’s going on in class. Students are also encouraged to contribute relevant media examples to the course. If you come across something that seems to speak to or exemplify issues we’ve been discussing please email it to Anita or bring it along to a tutorial.

**MANDATORY COURSE REQUIREMENTS**

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

- Submit the written work specified for this course on or by the specified dates (subject to such provisions as are stated for late submission of work)
- Submit a copy of assignments 1, 3 and 4 to Turnitin
- Attend **at least** 7 lectures and
- Attend **at least** 8 tutorials.

**WORKLOAD**

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

Lecture attendance: 2 hours

Tutorial attendance: 1 hour

Readings and screenings: 4 hours

Revision/Research: 6 hours

An additional 46 hours (in total) should be set aside for the completion of assessment.

**ASSESSMENT**

Assessment items and workload per item	%	CLO(s)	Due date
1 <b>Assignment 1: Reading Analysis.</b> 1,300-1,500 words.	25%	1, 2	Due 2pm, Monday 7 April in MDIA Drop Slot at 83 Fairlie Terrace.
2 <b>Assignment 2: Peer Feedback Essay Introduction Exercise.</b> 300-500 words.	10%	3	Due in tutorials week beginning 5 May.
3 <b>Assignment 3: Essay.</b> 2,500-3,000 words	40%	1, 2, 3	Due 2pm, Monday 19 May in MDIA Drop Slot at 83 Fairlie Terrace.
4 <b>Assignment 4: Take Home Assignment.</b> 1,300-1,500 words	25%	1, 2, 4	Due 2pm, Thursday 5 June in MDIA Drop Slot at 83 Fairlie Terrace.

### ASSIGNMENT 1: READING ANALYSIS

Choose one Required Reading from the Student Notes from Weeks 1-5 and one Media Commentary from any of those provided in "Media Commentaries" folder on Blackboard (this can be from any week).

Write a short essay that utilises your chosen Required Reading to critically reflect on your chosen Media Commentary.

Some questions you may wish to consider (do not try to answer all of these questions!):

- How might the thesis of the Required Reading, or some other aspect of the author's argument, further develop/contribute to/complicate the arguments of the Media Commentary?
- How does the Media Commentary exemplify or complicate one or more key arguments of the Required Reading?

### Guidelines

- This assignment is asking you to discuss the relationship between your chosen reading and commentary – do not simply summarise each reading.
- You do not need to cover every aspect of either the Media Commentary or the Required Reading (you cannot do this within the word limit).
- You can use any combination of Media Commentary and Required Reading – they do not need to be from the same week. Your Required Reading must be from Weeks 1-5, your Media Commentary can be from any week.
- In any Media Studies course you are encouraged to have your academic reading inform your own media usage. If you have come across a Media Commentary through your own media use that you would like to write about instead of the ones provided, you may well be allowed to do so but you **must** check with Anita first.
- You may refer to more than one Reading (Required and Recommended) and more than one Media Commentary but you must identify one Required Reading and one Media Commentary as the primary focus of your essay.
- There will be tutorial time set aside to discuss this assignment.
- Your assignment must be accompanied by a bibliography **formatted in MLA-style**. This style is set out in the Student Handbook (available on Blackboard).
- You must submit an electronic copy of this assignment to Turnitin before handing in your hard copy to the MDIA Drop Slot, 83 Fairlie Terrace. **You must attach a Turnitin receipt to the hard copy**. Any assignments not submitted to Turnitin will not be marked.

### Marking Criteria

- This assignment will be assessed on the following:
  - your ability to utilise academic theory to further develop popular media analysis (and/or vice-versa)
  - your ability to produce a clearly thought out introduction and conclusion
  - your ability to construct an academic argument, and utilise good supporting evidence
  - the quality of your written expression
  - your ability to accurately follow an academic bibliographic style

## ASSIGNMENT 2: PEER FEEDBACK ESSAY INTRODUCTION EXERCISE

In Week 8 you must bring 2 copies of a draft of the introductory paragraph to the essay you will submit in Assignment 3. In your tutorial that week you will use that draft in a peer feedback exercise designed to improve the structure of your essay and the clarity of your argument. Please make sure your name does not

### Guidelines

- Your grade for this assignment is for participation only. Your tutor will not mark your introduction, or the worksheets you will fill out in the tutorial exercise. However, they will look at both to ensure that you have completed the task(s) set, and can be awarded your 10 marks. **Please note:** If you **complete** both parts of this assignment you will receive 10 marks. This is not a mark out of 10. You will either receive 10 marks for completing the assignment, or 0 marks for not completing it. This means that if you only complete part of it, you will receive 0 marks. No part of your grade will be determined by feedback from your peers.
- In order to complete this assignment and receive your 10 marks you must turn up to your assigned tutorial in Week 8 with 2 anonymous copies of your drafted introduction. Provision will be made for those students who cannot attend their tutorial that week due to **genuinely unforeseen and extenuating circumstances** (as outlined in the “Lateness and Penalties” section of this Course Outline).
- In the tutorial in Week 7, time will be set aside to discuss what makes a good introductory paragraph, and other aspects of this assignment.
- Your introductory paragraph draft must be a genuine draft (we will discuss what this means in Week 7). It cannot be a list of ideas or bullet points.

### Marking Criteria

This assignment is participation grade only. In order to receive 10 marks you must submit an introductory paragraph for peer feedback, and complete all parts of the peer feedback exercise in the tutorial.

## ASSIGNMENT 3: ESSAY

Choose any media text and discuss the representation and/or production of sexual subjectivity in that media text.

### Guidelines

- You must utilise at least 2 reputable **academic** sources, including **at least** one from the Student Notes that you did not discuss in Assignment 1. You cannot repeat material from Assignment 1. The media commentaries contained in the Student Notes are not “peer reviewed” and are **not academic sources**. This does not mean you cannot use them in your essay as media commentaries. We will discuss how you might use these, as well as other types of sources, in class.
- While you are welcome to draw on material from other courses, your essay must engage with theoretical paradigms and media studies frameworks utilised in **this** course.
- There will be tutorial time set aside to discuss this assignment.
- All essays must be accompanied by a bibliography formatted in MLA-style. This style is set out in the Student Handbook (available on Blackboard).

- You must submit an electronic copy of this assignment to Turnitin before handing in your hard copy to the MDIA Drop Slot, 83 Fairlie Terrace. **You must attach a Turnitin receipt to the hard copy.** Any assignments not submitted to Turnitin will not be marked.

### Marking Criteria

- This assignment will be assessed on the following:
  - your ability to integrate theory and textual analysis
  - your ability to produce a clearly thought out introduction and conclusion
  - your ability to construct an academic argument, and utilise good supporting evidence
  - the quality of your written expression
  - your ability to accurately follow an academic bibliographic style

There are extensive essay writing guidelines in the SEFTMS Student Handbook. It is strongly recommended that you consult them.

### ASSIGNMENT 3: TAKE-HOME ASSIGNMENT

The Take-Home assignment will be distributed at the final lecture. You will be given clear guidelines as to what is expected of you for this piece of assessment.

### 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. Hard copies not accompanied by a Turnitin receipt **will not be marked.**

You must submit a hard copy of Assignments 1, 3, and 4 to 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, approximately 2 weeks after the due date (or 2 weeks after you submit it if it is submitted after the due date). Any uncollected assignments can be picked up from the Programme Administrator after the last day of teaching. Your final assignment will not be available until after the Media Studies Undergraduate Examiner's Meeting. 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 Monday 16 June 2014. The Course Coordinator will not give an extension beyond Wednesday 25 June 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 306 Student Notes (This should be purchased by all students).

### Required Readings

There are 2 to 3 required readings each week. These are a combination of theoretical approaches to gender and/or sexuality and theoretical analysis more specifically concerned with the analysis of media. These readings are carefully selected combinations, and **all** readings must be done each week in order to understand what we're covering in class. This is the **minimum** amount of reading you should do in order to successfully complete this course. All lectures and tutorials will be conducted on the assumption that you have done the readings. **Approximately four hours per week should be set aside for readings.**

### Media Commentaries

Each week there are media commentaries that exemplify, complicate, expand on or add to the academic theory you are learning. They also often address more recent texts that the academic material you will read. They are usually fairly short, and contain links to numerous examples. You should consider these part of the media consumption you do every week. They will be addressed directly in class and discussed in tutorials. Looking at these examples will greatly improve both your understanding and your enjoyment of the course.

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

There are extra additional readings related to particular topic areas. These may be especially useful in assignments 3 and 4. They can be found in the "Recommended Reading" section on Blackboard.

## 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 and tutors, and on the assessment of staff teaching it, 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      5 March      **L1: Introduction: Postfeminism and Media Culture**

Week 2      12 March      **L2: Contemporary Femininities**

Week 3      19 March      **L3: Contemporary Masculinities**

Week 4      26 March      **L4: Theorising Subjectivity**

Week 5      2 April      **L5: Transgendered Bodies**

Week 6      9 April      **L6: Media Representations of Sexual Identity**  
*Assignment One due 2pm Monday 7 April*

Week 7      16 April      **L7: Sexual Subjectivities**

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

Week 8      7 May      **L8: The Politics of Queer**  
*Assignment Two due in tutorials*

Week 9      14 May      **L9: Porn Cultures**

Week 10      21 May      **L10: Race, Gender and Sexuality**  
*Assignment Three due 2pm Monday 19 May*

Week 11      28 May      **L11: Disability, Gender and Sexuality**

Week 12      4 June      **Summary and Class Discussion**  
**No tutorials this week: tutors will have extended office hours. Times TBA**  
*Assignment Four due 2pm Thursday 5 June*