

# MDIA 407 Media, Subjectivity and Identity

**Trimester 1 2014**

3 March to 2 July 2014

**30 Points**

## IMPORTANT DATES

Teaching dates:	3 March to 6 June 2014
Easter/Mid-Trimester break:	18 April to 4 May 2014
Last assessment item due:	13 June 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	10.00-11.50am	81 Fairlie Terrace Room 103
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## NAMES AND CONTACT DETAILS

Staff	Email	Phone	Room	Office Hours
Jo Smith	jo.smith@vuw.ac.nz	04 463 6801	81 FT Room 204	Tuesday 2.00-3.00pm

## COMMUNICATION OF ADDITIONAL INFORMATION

Additional information will be posted on Blackboard. 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 advanced examination of theories of identity and subjectivity alongside media theories in order to determine ways in which the contemporary human 'self' is constituted through media texts, representations and spectatorship.

## **COURSE CONTENT**

In this course we consider how popular cultural practices work to constitute subjectivity and identity for the individuals and groups who engage with them. We consider the social power relations that structure the subject positions and forms of identity in play (historical as well as contemporary), with a particular focus on race, ethnicity and postcolonial contexts. We ask: how might popular culture (television, cinema, new media) offer new forms of identity and agency that serve as ways of subverting and negotiating dominant forms of identity? How might increasingly intensified forms of mediatisation affect the self-understanding, the cultural representations and the social and political participations of contemporary subjects?

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

Students who pass this course should be able to:

1. demonstrate techniques of scholarship and critical analysis appropriate to future postgraduate studies
2. demonstrate an ability to analyse and articulate specific media examples in relation to theories of subjectivity and identity and
3. demonstrate an ability to analyse and contextualise discourses of individual, societal, historical and technological transformations in the context of media studies.

## **TEACHING FORMAT**

There are eleven (11) seminars designed to promote self-directed and peer-to-peer learning. The course is based on the assumptions that all course participants have much to bring to a conversation about media, identity and theory and that building collective thinking is a useful thing to do. So, it is imperative you come to class prepared. This means you have engaged with the set reading/s for the week, you have identified a media example that complements/contradicts a key idea from the reading, and you have made notes in your MDIA 407 Critical Journal about your preliminary thoughts and questions on the topic for the week. You have also come with questions about the readings and what they are trying to say (and perhaps pondering the question of why thinking so theoretically might be useful?).

## **MANDATORY COURSE REQUIREMENTS**

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

- Submit the essays and assignments, on or by the specified dates (subject to such provisions as are stated for late submission of work).

## **WORKLOAD**

The expected workload for a 30 point course is 300 hours over the trimester or 20 hours per teaching week.

Per week this translates to:

Seminar attendance: 2 hours

Readings & seminar prep: 8 hours

Independent reading/research: 10 hours

An additional 60 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>Assessment One:</b> MDIA 407 Critical Journal entries. Only the best 5 out of 10 entries (selected by you) will be assessed. Each entry is worth 5% each (300-600 words)	25%	1, 2 and 3	12pm weekly each Monday. The “BEST 5” are due Week 11: 26 May online.
2 <b>Assessment Two:</b> Short Essay (2,000 words)	20%	1, 2 and 3	Week 5 (Tuesday 1 April) in-class
3 <b>Assessment Three:</b> Long Essay Proposal. Paper version and presentation in-class (5 minutes)	15%	1, 2 and 3	Paper version: 12pm Week 9 (Friday 16 May, MDIA Drop Slot, 83 Fairlie Terrace). Presentation in class: Tuesday 13 May.
4 <b>Assessment Four:</b> Long Essay Final Draft (3,000 words)	40%	1, 2 and 3	2pm Friday 13 June, MDIA Drop Slot, 83 Fairlie Terrace.

**Assessment ONE: MDIA 407 Critical Journal entries. Due weekly each Monday at 12pm. Worth 25% of your final grade. Only the best 5 out of 10 entries (selected by you) will be assessed. Each entry is worth 5% each. The “BEST 5” are due week 11: 26 MAY online.**

Information on this assessment (including marking criteria) to be discussed in week one of class and posted on Blackboard. For this assessment you will make a weekly entry (starting week 2) in your Critical Journal that addresses an aspect of one of the assigned readings for the week. This entry should include:

- 1) a brief quote from the text
- 2) a discussion of the quote that provides some working understanding of the quote and raises questions and/or contradictions
- 3) brief discussion of a possible media technology, practice or event (*not* already discussed in the reading) that relates to the quote

The length of your Critical Journal entry should be between 300-600 words (excluding quoted material). You are free to play with the style of writing that best suits the critical reflections you are pursuing. The Critical Journal assignment is designed to help you process and engage with course material as well as provide the course convenor insights into how you are engaging with course content. The course convenor will briefly review your Journal entry each week before the seminar. The “best 5” entries will be marked in relation to the following criteria:

- timely completion of each entry (by Monday 12pm each week starting week 2)
- thoughtful engagement with the selected quote
- pertinent media example that demonstrates and extends understanding of selected quote

**Assessment TWO: Short Essay (2,000 words). Due Week 5 (Tuesday 1 April) in-class. Worth 20% of your final grade.**

Information on this assessment (including marking criteria) will be discussed in week one of class and posted on BLACKBOARD. This assignment asks you to select ONE of your Critical Journal entries (from week 2-4) and develop this entry into a more scholarly discussion of an aspect of the course material you have encountered so far.

This assignment will be assessed on the following criteria:

- your ability to produce a clearly thought out introduction and conclusion
- your ability to structure and develop an academic argument, and utilise good supporting evidence
- the quality of your written expression
- your ability to integrate theory and textual analysis
- your ability to accurately follow an academic bibliographic style

**Assessment THREE: Long Essay Proposal. Paper version due: 12pm Week 9 (Friday 16 May, MDIA Drop Slot, 83 Fairlie Terrace) and presented in-class (5 min) on Tuesday 13 May. Worth 15% of your final grade. 1,500 words.**

Information on this assessment (including marking criteria) will be discussed in week one of class and posted on BLACKBOARD. This assignment relates to Learning Objectives 1, 2 and 3. This assignment asks that you develop a long essay proposal that provides a case study of a media technology, event or practice in relation to ONE of the following course questions:

1. How might popular culture (television, cinema, new media) offer new forms of identity and agency that serve as ways of subverting and negotiating dominant forms of identity?

OR

2. How might increasingly intensified forms of mediatisation affect the self-understanding, the cultural representations and/or the social and political participations of contemporary subjects?

In your proposal you need to include:

**i) Essay title and topic (including a clear thesis statement).**

This is a clear statement of the essay's thesis or argument.

**ii) Statement of aims, research plan and method;**

This is a detailed description of what the essay will achieve and *how* you will accomplish this.

This is the most detailed part of the proposal. In articulating the aims of your essay, you should describe what you hope to achieve, discover or explore, and how your essay is related to other studies in the field. You might find it useful to pose the questions you are seeking to answer in your essay. In articulating the research plan and methodology of your essay, you should describe the key terms of your inquiry and explain how you define them. What kind of critical approach will you take? What primary and secondary texts will be most important to your essay? What conceptual frameworks will you be adopting and why? What are the scope and limits of your inquiry?

**iii) Annotated bibliography (approx. 4 key articles)**

"Annotation" in this context does not mean an abstract or summary: rather, it means a brief description of the article or book and an indication of how and why you think it will be useful in your own essay. You should format the bibliography according to Media Studies essay writing guidelines (on Blackboard). This won't necessarily represent your final bibliography for the essay.

You will present your proposal in-class in week 9 and a paper version of this proposal is due **Friday 16th May at 12pm** (MDIA Drop Slot, 83 Fairlie Terrace) to allow you to amend your proposal in light any in-class suggestions and feedback. The written component of this assignment will be assessed on the following criteria:

- your ability to concisely articulate each component of the proposal (i-iii)
- the quality of your written expression
- your ability to accurately follow an academic bibliographic style

**Assessment FOUR: Long Essay Final Draft (3,000 words). Due 2pm Friday 13 June, MDIA Drop Slot, 83 Fairlie Terrace. Worth 40% of your final grade.**

Information on this assessment (including marking criteria) to be discussed in week one of class and posted on BLACKBOARD. This assignment asks you to write a long essay that provides a case study of a media technology, event or practice in relation to ONE of the following course questions:

1. How might popular culture (television, cinema, new media) offer new forms of identity and agency that serve as ways of subverting and negotiating dominant forms of identity?

OR

2. How might increasingly intensified forms of mediatisation affect the self-understanding, the cultural representations and/or the social and political participations of contemporary subjects?

This assignment will be assessed on the following criteria:

- your ability to produce a clearly thought out introduction and conclusion
- your ability to structure and develop an academic argument, and utilise good supporting evidence
- the quality of your written expression
- your ability to integrate theory and textual analysis
- your ability to accurately follow an academic bibliographic style

Please note:

- Your bibliography and in-text referencing must be formatted in MLA-style. Guidelines for MLA can be found in the SEFTMS Handbook on Blackboard, and here: <http://owl.english.purdue.edu/owl/resource/747/01/>
- You must submit this assignment to Turnitin before handing it in to the MDIA Drop Slot, 83 Fairlie Terrace. You must attach a Turnitin receipt to your hard copy.

**Please note:** Marks for Honours level assignments and final course grades are not finalised until feedback from the external examiner has been considered. Honours grades gained in individual courses remain provisional until the overall final classification made by the Honours programme examination committee.

### SUBMISSION AND RETURN OF WORK

Work provided for assessment in this course may be checked for academic integrity by Turnitin the online plagiarism prevention tool.

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 Course Coordinator's name.

Your marked assignment will be handed back by your Course Coordinator in class or during 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. Issues of workload do not constitute exceptional and unforeseen circumstances. 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

Please access reading materials via the MDIA 407 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).

### 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 from other versions of this paper have helped shape this current course outline. This feedback will be discussed in the first week. 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)

School of English, Film, Theatre, & Media Studies  
**MEDIA STUDIES PROGRAMME COURSE OUTLINE MDIA 407**

**COURSE PROGRAMME**

Week 1	4 March	Theorising Subjectivity and Identity
Week 2	11 March	Critical Cultural Studies
Week 3	18 March	The Work of Imagination
Week 4	25 March	Anti-Humanism and Ambivalence
Week 5	1 April	Whiteness ( <b>Assessment 2 due Tuesday 1 April in class</b> )
Week 6	8 April	Settler Colonialism
Week 7	15 April	Indigeneity Onscreen
<b>Mid Trimester Break:</b> Friday 18 April to Sunday 4 May 2014		
Week 8	6 May	Affect and Media
Week 9	13 May	Media and Governmentality ( <b>Assessment 3 due in-class [presentation] Tuesday 13 May; Paper copy due 2pm Friday 16 May, MDIA Drop Slot, 83 Fairlie Terrace</b> )
Week 10	20 May	Control Societies
Week 11	27 May	Performative Politics ( <b>Best 5 Critical Journal Assessment due Monday 26 May via Blackboard</b> )
Week 12	3 June	No class. Consultation on long essay available in Jo's office during this time. ( <b>Long Essay due 2pm Friday 13 June, MDIA Drop Slot, 83 Fairlie Terrace</b> )