

MDIA 310 Cultural Identity and the Media

Trimester 2 2015

13 July to 15 November 2015

20 Points

IMPORTANT DATES

Teaching dates: 13 July to 16 October 2015

Mid-trimester break: 24 August to 6 September 2015

Last assessment item due: 27 October 2015

Withdrawal dates: Refer to www.victoria.ac.nz/students/study/withdrawals-refunds. If you cannot complete an assignment, refer to www.victoria.ac.nz/students/study/exams/aegrotats.

CLASS TIMES AND LOCATIONS

Lectures

Monday 9:00 a.m. – 10:50 a.m. Murphy MYLT220

Tutorials

Monday 12:00 noon – 12:50 p.m. New Kirk KK203

Tutorials begin in Week 2. Since there will be only one tutorial for this course, there is no need to sign up.

NAMES AND CONTACT DETAILS

Staff: Dr Joost de Bruin

Email: joost.debruin@vuw.ac.nz

Phone: (04) 463 6846

Room: 202, 81 Fairlie Terrace

Office Hours: Monday 1:00 p.m. – 2:00 p.m.; Thursday 1:00 – 2:00 p.m.

COMMUNICATION OF ADDITIONAL INFORMATION

Blackboard will be used for announcements, course information, course readings, assignments, guidelines on essay writing and links to related websites. If you are not going to use 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

This course examines how media technologies, texts, institutions and audiences engage with, help shape and regulate cultural and ethnic identities. We draw on a range of media genres to explore the different ways in which discourses of cultural and ethnic identities are 'mediated'.

COURSE CONTENT

The first half of the course will focus on different dimensions of cultural identity: ethnicity, nationality, race, language and religion. In the second half of the course, we will discuss different cultural domains.

COURSE LEARNING OBJECTIVES (CLOS)

Students who pass this course will be able to:

- 1 evaluate the key public and academic debates about cultural identity and the media
- 2 discuss, apply and critique theoretical approaches to cultural identity and the media
- 3 independently conduct interviews, analyse interviews and write a project report
- 4 demonstrate critical analytical skills in relation to cultural identity and the media

TEACHING FORMAT

Students will attend a two-hour lecture and a one-hour tutorial a week. Lectures will be interactive: most weeks at least one hour of the lecture will be dedicated to a screening or a workshop activity.

MANDATORY COURSE REQUIREMENTS

Students must attend 10 out of 12 lectures, to ensure that they become familiar with the key public and academic debates about cultural identity and the media (CLO 1). Students must attend 8 out of 11 tutorials, so that they develop research and critical analytical skills relevant to the course (CLOs 3 and 4). Attendance at lectures and tutorials is also essential to practice discussing, applying and critiquing theoretical approaches to cultural identity and the media (CLO 2). Any student who is concerned that they have been (or might be) unable to meet these mandatory course requirements due to exceptional personal circumstances should contact the course coordinator as soon as possible.

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 20 hours on Assignment 1, 25 hours on Assignment 2, 30 hours on Assignment 3 and 25 hours on Assignment 4.

ASSESSMENT

Assessment items and workload per item	%	CLO(s)	Due date
1 Reflective statement (1250-1500 words)	20%	1, 2	Fri 31 July 2:00 p.m.
2 Essay on mediatisation (1500-2000 words)	30%	1, 2, 4	Wed 19 August 2:00 p.m.
3 Interview assignment (3000-5000 words)	30%	1, 2, 3	Fri 9 October 2:00 p.m.
4 Take-home assignment (1250-1500 words)	20%	1, 2, 4	Tue 27 October 2:00 p.m.

Your assignments will be marked using the following seven broad criteria: Coverage of important issues; Use and evidence of reading; Depth of understanding; Strength of argument; Structure and expression; Spelling, grammar and referencing; and Creativity and originality. Detailed instructions regarding the four assessment items will be communicated at appropriate times during the trimester.

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 at 83 Fairlie Terrace. Attach an assignment cover sheet found on Blackboard or outside the administration office. Remember to fill in your tutor’s name. Please do not use plastic folders.

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. To apply for an extension, email your Course Coordinator before the assignment is due. If the extension is granted, your Course Coordinator will inform you of the new due date. Tutors cannot grant extensions. **No assignment with or without an extension will be accepted after Wednesday 18 November 2015.**

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

Readings will be made available electronically via Blackboard.

RECOMMENDED READING

Recommended reading will be made available through Blackboard and the library's course reserve.

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, will be covered during the first lecture. 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

School of English, Film, Theatre, & Media Studies
MEDIA STUDIES PROGRAMME COURSE OUTLINE MDIA 310

- 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-v2/find-your-subject-librarian>
- Turnitin: www.cad.vuw.ac.nz/wiki/index.php/Turnitin
- University structure: www.victoria.ac.nz/about/governance/structure
- Victoria graduate profile: www.victoria.ac.nz/learning-teaching/learning-partnerships/graduate-profile
- VUWSA: www.vuwsa.org.nz
- School website: www.victoria.ac.nz/seftms

COURSE PROGRAMME

Week 1	13 July	Introduction to the course
Week 2	20 July	Cultural identity and diaspora
Week 3	27 July	Cultural identities in Aotearoa/NZ
Week 4	3 Aug	Migrants and mediatisation
Week 5	10 Aug	Language learning and media
Week 6	17 Aug	Religion and media culture
Mid Trimester Break: Monday 24 August to Sunday 6 September 2015		
Week 7	7 Sept	Interviewing and cultural identity
Week 8	14 Sept	Indigenous media cultures
Week 9	21 Sept	Pacific Island media cultures
Week 10	28 Sept	Celebrity culture
Week 11	5 Oct	Drinking culture
Week 12	12 Oct	Urban culture and the city