

# MDIA 407 Media, Subjectivity and Identity

**Trimester 2 2015**

13 July to 15 November 2015

**30 Points**



Source: fffffound.com

## IMPORTANT DATES

Teaching dates: 13 July to 16 October 2015

Mid-trimester break: 24 August to 6 September 2015

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

Monday	12.00noon – 1.50pm	Alan MacDiarmid Building 102
--------	--------------------	------------------------------

## NAMES AND CONTACT DETAILS

Staff:	Dr Cherie Lacey
Email:	<a href="mailto:cherie.lacey@vuw.ac.nz">cherie.lacey@vuw.ac.nz</a>
Phone:	04 463 7471
Room:	Room 206, 81 Fairlie Terrace
Office Hours:	Monday 3.00pm – 4.00pm

## 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 imaginary and symbolic relations that structure the subject positions and forms of identity in play, with a particular focus on psychoanalytic and deconstructive contexts. We ask: how might popular culture (television, cinema, new media) offer new forms of identity and agency that serve as ways of 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. 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?).

Each seminar will begin with a presentation on the readings (one student per seminar), followed by a critical response (or “critique”) by another student. The schedule for these presentations/critiques will be determined in week one, and participation in them will constitute 10% of your final grade (see “Assessment” below).

### MANDATORY COURSE REQUIREMENTS

Students are required to attend at least nine (9) out of eleven (11) seminars in order to obtain a broad understanding of theories of identity and subjectivity.

Any student who is concerned that they have been (or might be) unable to meet this mandatory course requirement because of exceptional personal circumstances should contact the course coordinator as soon as possible.

### 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 and seminar preparation: 8 hours

Independent reading/research: 10 hours

An additional 60 hours (in total) should be set aside for the completion of assessments.

### 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% (300-600 words).	25%	1, 2 and 3	9am weekly each Monday (starting week 2). The “BEST 5” are due Week 11: Monday 5 October (online).
2 <b>Assessment Two:</b> Short Essay (2,000 words).	25%	1, 2 and 3	Week 5: 2pm Friday 14 August (MDIA drop slot, 83 Fairlie Tce.).
3 <b>Assessment Three:</b> In-class presentation (5%) and critique (5%).	10%	1, 2 and 3	Ongoing (to be arrange in the first seminar), in class.
4 <b>Assessment Four:</b> Long Essay (3,000 words).	40%	1, 2 and 3	2pm Friday 16 October (MDIA Drop Slot, 83 Fairlie Tce.).

**Assessment ONE: MDIA 407 Critical Journal entries. Due weekly each Monday at 9am. 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%. The “BEST 5” are due week 11: Monday 5 October 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 9am 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 2pm Week 5 (Friday 14 August) MDIA Drop Slot, 83 Fairlie Tce. Worth 25% 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. In-class presentation and critique. Ongoing (starting week 2; schedule to be determined in week one). The presentation is worth 5%, and the critique is worth 5%. Together, they constitute 10% of your final grade. (10 minutes each, in class).**

Information on this assessment (including marking criteria) will be discussed in week one of class and posted on BLACKBOARD. We will also establish a schedule for each student’s presentation and critique in week one. This assessment relates to Learning Objectives 1, 2 and 3. This assessment asks that you:

1. Develop a critical response to one of the weekly topics based on that week’s readings, and present your ideas to the group (10 minutes), and
2. Present a critique of another student’s presentation (10 minutes).

The presentations and critiques will be delivered at the beginning of each seminar (starting week 2), and will provide the foundation for the group discussion. Criteria and word length will be discussed in class.

**Assessment FOUR: Long Essay (3,000 words). Due 2pm Friday 16 October, 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 course topics. Essay questions will be distributed on Monday, 7 September.

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

Each assignment is submitted in two formats:

- A hardcopy in the drop slot outside the administration office: *83 Fairlie Terrace*. Attach an assignment cover sheet or extension form to your assignment, found on Blackboard or outside the administration office.
- Email your assignment as a MS Word file to *media-studies@vuw.ac.nz*

Your marked assignment will be handed back by your course coordinator in seminars 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 granted, your Course Coordinator will inform you of the new due date. **No assignment with or without an extension will be accepted after Friday, 13 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 electronically via Blackboard.

**Please note:** Weekly MDIA 407 readings will be made available in advance of each seminar via Blackboard.

## RECOMMENDED READING

Mansfield, Nick. *Subjectivity: Theories of the Self from Freud to Haraway*. St. Leonards: Allen and Unwin, 2000.

## 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 seminar 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

Please note that this version of the course differs markedly from previous years. 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.

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).

## 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-v2/find-your-subject-librarian>
- 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)
- Victoria graduate profile: [www.victoria.ac.nz/learning-teaching/learning-partnerships/graduate-profile](http://www.victoria.ac.nz/learning-teaching/learning-partnerships/graduate-profile)
- 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     13 July     Theorising Subjectivity and Identity

Week 2     20 July     Media and the Subject of the Imaginary

Week 3     27 July     Love and the Fantasy in Media

Week 4     3 Aug     Media and the Subject of the Symbolic

Week 5     10 Aug     Desire and Drive in Media  
**(Short Essay due 2pm Friday 14 August, MDIA Drop Slot, 83 Fairlie Terrace)**

Week 6     17 Aug     About Boys and Girls: Media and Sexuation

**Mid Trimester Break:     Monday 24 August to Sunday 6 September 2015**

Week 7     7 Sept     Enjoy Your Media! Media and the Perverse Superego

Week 8     14 Sept     The Urge to Confess

Week 9     21 Sept     On the Possibilities and Impossibilities of Writing the Self

Week 10    28 Sept     Power and Governmentality

Week 11    5 Oct     Subjectivity, Technology, and the Right to Oblivion **(“Best 5” Critical Journal Assessment due Monday 5 October via Blackboard)**

Week 12    12 Oct     No class. Consultation on long essay available in Cherie’s office during this time  
**(Long Essay due 2pm Friday 16 October, MDIA Drop Slot, 83 Fairlie Terrace)**