

MFCO401: Advanced Media, Film, and Communication Theory

Please note: the following is a shortened example of a course outline as it has been taught in past years. As such it is **indicative only**: the assessment and schedule may change. If you require any further information please contact the department: mfco@otago.ac.nz

Introduction

Research is not produced in a vacuum. The type of topic that interests you, the questions you generate and even your preferred referencing style are all informed by a specific method and theory—a particular way of writing, thinking, and speaking about knowledge that seems normal or taken-for-granted. This paper will introduce students to key research methods and methodologies from across the disciplines of Media, Film and Communication Studies. Students will learn how methodologies produce research in particular ways, situate their own research within methodological practices, and apply critical concepts and methods from Media, Film and Communication Studies to the development of their chosen 490 research project. Please note that this paper will be run in a ‘seminar style,’ meaning that students will be required to actively participate in the discussions of readings. Although this is a full-year paper, this outline only includes the weekly schedule for semester one. The semester two schedule will be circulated during the mid-year break.

Aims of this paper

- To identify key methods and methodologies that characterise the disciplines of Media, Film, and Communication Studies
 - Enable students to draw from the course material in order to more effectively implement research methods appropriate to their 490 project
 - To understand how research is situated and produced within a particular methodological history and practice
 - Critically evaluate the politics of research methods and methodologies
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The coordinator/lecturer’s objectives

- For students to advance their understanding of Media, Film and Communication Studies at the level of method and methodology
- For students to be able to situate their own research project within a theoretical and critical field of Media, Film and Communication Studies scholarship
- For students to gain an advanced competency in the verbal and written presentation of their research
- For students to understand how research is produced through dialogue with other scholars in the verbal and written presentation of their research

Course Assessment

Assignment 1: response paper	25%	due: 14 May (in class)
Assignment 2: class presentation	15%	weeks: 11-13
Assignment 3: take home exam	40%	due: 15 June
Assignment 5: journal	20%	TBA (S2)

Lecture and tutorial programme

Week	Date	Lecture/Lecturer	Required Readings
Block 1 Introducing method and methodology			
1	26 Feb	Theory-practice	- Anderson (2008) - Muro (2012)
2	5 March	Postmodernism and Poststructuralism *MOU should be completed and signed	- Anderson (2008) - Fuery & Mansfield (2000)
Block 2 The social production of knowledge			
3	12 March	Power/ knowledge and subjectivity	- Hall (2013) - Fanon (2008)
4	19 March	Discourse and language	- van Dijk (1993) - Bessarab & Ng'andu (2010)
Block 3 Knowledge and its Others			
5	26 March	Ethnography and Standpoint Theory	- O'Reilly (2005) - Hill Collins (2004)
2 April – 6 April Mid Semester break 2 April Easter Monday, 3 April Otago Anniversary observed			
6	9 April	De-colonising methodologies * Thesis proposal due to supervisor	- Moreton-Robinson (2004) - Byrd (2009) - Beck (2015)
7	16 April	What counts as knowledge?	- Schwarz (2016) - Paradkar (2017) - Inayatullah (2017)

Block 4 Seeing Knowledge			
8	23 April	Visual culture and spectacle	- Crogan & Kinsley (2012) - Pugliese (2006)
9	30 April	Content/ Textual/ Narrative Analysis *schedule for class presentations decided	- McRobbie (2004) - Case (1991)
Block 5 Non-Representational Theory			
10	7 May	What is Affect?	- Shouse (2005) - Kim (2007) - Crawford (2016)
Class presentations			
11	14 May	Presentations * Assignment 1 Due	- Readings available on Blackboard
12	21 May	Presentations	- Readings available on Blackboard
13	28 May	Presentations *draft of at least one complete thesis chapter due to supervisor	- Readings available on Blackboard