

MFCO 212: Media and Intercultural Communication

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

Media and Intercultural Communication (MFCO 212) is an 18 point paper offered in the Department of Media, Film and Communication. MFCO 212 is a recommended paper for students enrolled in the Film and Media Studies and Communication Studies majors but the ideas explored will also have relevance for students across the humanities, sciences, and commerce.

MFCO 212 is a critical and theoretical study of contemporary issues related to media and intercultural communication. The focus of the paper is on the relationship between contemporary media representations and contemporary subjectivities. Such a focus is crucial particularly in the contemporary world which is media saturated, where media images play a central role in how we represent, make meanings and communicate with others. This paper introduces you to ideas, debates, and concepts that are central to our experience of the media in culture and society.

Aims of this paper

- To articulate and critically engage the concepts involved in Media Studies
- To critically explore various media forms and the ways in which they engender, produce or are used in what may be called the struggle over culture, representations, identity, politics, ethics and justice
- To analyse a variety of texts: written, aural, visual, and theoretical
- To understand and unpack the relationship between media representations and subjectivity
- To recognise the rich and complex field of Media Studies and Cultural Studies
- To situate the field of Media Studies in relation to other disciplines such as Film Studies, Cultural Studies, Literary Studies, Visual Culture and so on
- To develop a critical vocabulary for engaging with media culture through a close examination of various media examples

Coordinator's objectives

In terms of the content of the paper, students will be expected:

- To acquire knowledge of communication networks that operate between multiple and various social and cultural communities
 - To be sensitive to the multiple cultural participants in what is now understood as global culture
 - To discover through their research the ways in which intercultural media are enabled
 - To understand the processes which are enacted for successful communication and exchange
 - To learn, through the course readings, how to think through the ideological and political implications of multi-media intercultural communications
 - To achieve competence in oral and written skills in order to effectively communicate knowledge and understanding of the main issues raised by the paper
-

Course Assessment

Internal Assessment: 60%
External Assessment: 40%

- Please Note: You MUST employ the Harvard Referencing System for all your assignments in MFCO212. This is the only recognised referencing system for this paper. Failure to do so will be penalised. Please refer to Blackboard, Course Information, for a guide to the Harvard Referencing System.
- Please Note: All internal assignments that do not use the Harvard Referencing System consistently throughout the assignment will have 5% deducted from the final grade of the assignment.

Assessment	Due Date	Value
Tutorial Participation	Weeks 2-13	10%
Essay One	Week 5, 29 March	20%
Essay Two	Week 12, 21 May	30%
Final	Exam Period	40%

Lecture Schedule

(This schedule is subject to changes)

Conceptual Architecture

Date	Lectur	Reading/s
Week 1 28 Feb	Introduction	Paper Outline
01 Mar	Approaching Media Culture	Douglas Kellner, 'Cultural Studies, Multiculturalism, and Media Culture'

Tutorials begin in week 2

Tutorial 1

Week 2 7 March	Approaching Media Culture	Douglas Kellner, 'Cultural Studies, Multiculturalism, and Media Culture'
8 March	Globalisation and Ethnicity	Stuart Hall, 'The Local and the Global: Globalisation and Ethnicity'

Tutorial 2

Week 3 14 March	Globalisation and Ethnicity	Stuart Hall, 'The local and the Global: Globalisation and Ethnicity'
---------------------------	-----------------------------	--

Media, Empires, Orientalism

15 March	Orientalism and Representation	Edward Said, 'Introduction'
----------	--------------------------------	-----------------------------

Tutorial 3

Week 4 21 March	Orientalism in/and Hollywood	Alan Nadel, 'A Whole New (Disney) World Order'
22 March	Revision for Essay 1	REREAD: Stuart Hall, 'The Local and the Global: Globalisation and Ethnicity'

Tutorial 4

Week 5 28 March	The Politics of Whiteness	Goldie Osuri, 'Ash-coloured whiteness'
---------------------------	---------------------------	--

Media-Culture, Nationhood and Identity Politics

29 March	National Identity	Madan Sarup, 'National Identity: Englishness and Education'
----------	-------------------	---

Essay One Due: Thursday, 29 March, No later than 4pm

Mid-Semester Break 02-06 April

Tutorial 5

Week 6 11 April	The Television Nation—Aotearoa	Stephen Turner, 'Representing the Country' Joost de Bruin, 'Shortland Street audiences and cultural citizenship'
12 April	Indigenous Media	Jo Smith, 'Postcolonial Maori Television: The Dirty Politics of Indigenous Cultural Production'

Media, Foucault and Relations of Power

Tutorial 6

Week 7 18 April	Affective Politics	Tamara Vukov, 'Imagining Communities Through Immigration Policies: Governmental regulation, Media Spectacles and the Affective Politics of National Borders'
19 April	Globalization and Biopolitics	Mark Kelly, 'international Biopolitics: Foucault, Globalization and Imperialism'

Tutorial 7

Week 8 25 April	No lecture	Anzac Day
26 April	Racialized Representations of Disaster	Murali Balaji, 'Racializing Pity: The Haiti Earthquake and the Plight of Others'

Media, War, Terror

Tutorial 8

Week 9 02 May	Intermedia Media Spectacle	James Castonguay, 'Intermedia and the War on Terror' Douglas Kellner, '9/11, Spectacles of Terror, and Media Manipulation: A Critique of Jihadist and Bush Media Politics'
03 May	Media Necropower	Goldie Osuri, 'Media Necropower: Australian Media Reception and the Somatechnics of Mamdouh Habib'

Tutorial 9

Week 10 9 May	Media and ISIS	Jeff Lewis 'Media, Culture and Human Violence' conclusion pp. 251-264
-------------------------	----------------	---

Media Activism

10 May	Defining Media Activism	Carrie Rentschler, 'Expanding the Definition of Media Activism' Paolo Gerbaudo, 'Introduction', <i>Tweets and the Streets: Social Media and Contemporary Activism</i>
--------	-------------------------	--

Tutorial 10

Week 11 16 May	Review of Essay Two	
17 May	Alternative Approaches	Richard Kahn and Douglas Kellner, 'Oppositional Politics and the Internet: A Critical/Reconstructive Approach'

No Tutorials in Weeks 12&13

Week 12 23 May	Screening: <i>When Two Worlds Collide</i>	Film Review: 'When Two Worlds Collide' http://variety.com/2016/film/reviews/when-two-worlds-collide-review-sundance-1201694089/
24 May	Screening and Discussion: <i>When Two Worlds Collide</i>	Film Review: 'When Two Worlds Collide' http://soundsandcolours.com/articles/peru/when-two-worlds-collide-33918/ Review: 'Let the Muckraking Begin When Two Worlds Collide' http://filmint.nu/?p=19288

Essay Two Due: Monday 21 May, No later than 4pm

Conclusion/ Exam review

Week 13 30 May	Intercultural Intersections Course Review	Ghassan Hage, 2016 'État de siège: a dying domesticating colonialism? <i>American Ethnologist</i> ', vol. 33, no. 1, pp. 38-49
31 May	Exam Preview	—