

# 237.102 Critical Studies B

Assessment 1 - Essay

# What are we covering in the lecture

- Formalities of the assignment
- Expectations
- Question analysis
- Forming an informed opinion
- Reading for information
- Referencing
- Getting help

# Formalities

Due Friday 21 August by 4pm

Length 1500, 10% tolerance

- Aim of the paper
- Essay format

# Essay construction

- **Introduction**

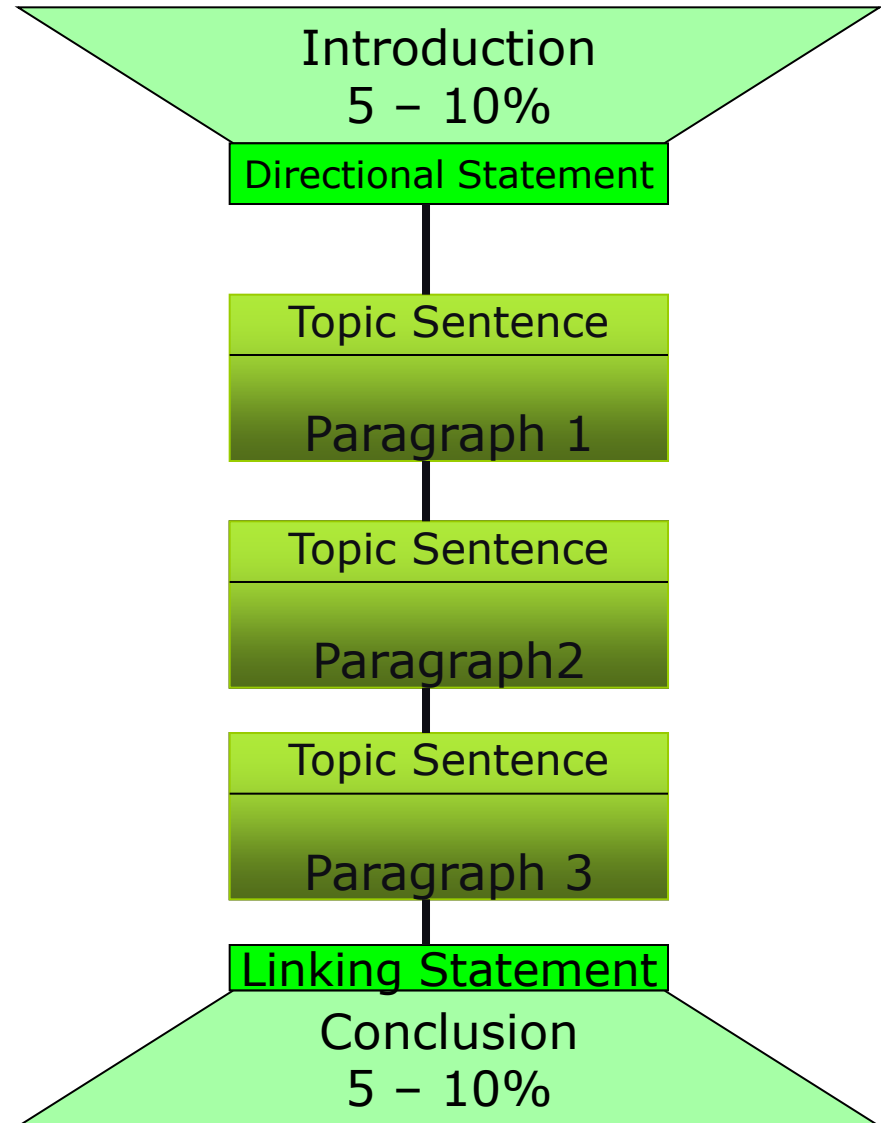
Broad outline gradually focussing  
Reader onto the thesis statement

- **Body**

Topic sentence  
Supporting evidence  
Example

- **Conclusion**

Summary leading to a final statement  
On the implications of your argument



# Expectations

- Expectation of Paper Coordinator
- What lectures inform the first assignment?
- Marking

# Analysing the question

- Explain how different world views and how factors such as identity, technology and power influence the production and consumption of the visual and material culture of Aotearoa New Zealand. Use one image, object or space as an example to illustrate the influence of these factors and world views.
- Explain how different world views **and** how factors such as identity, technology and power influence the production and consumption of the visual and material culture of Aotearoa New Zealand. Use one image, object or space as an example to illustrate the influence of these factors and world views.

# Question components

Command words

- Explain, Illustrate, use one image, space or object

Topic

- how different world views **and** how factors such as identity, technology and power influence

Focus

- the production and consumption of the visual and material culture of Aotearoa New Zealand

# Key words, ideas, themes

World view

Identity

Technology

Power

Production

Consumption

Visual culture

Material culture



# Forming an informed opinion

- Choose one item, space or image
  - Collect information about the example you choose
    - Collect the bibliographic information at the same time
    - Make notes on the information you find
  - Source material relevance and credibility
  - Library services
- Form and write down your opinion

# Different types of reading

- Entertainment
  - Novels, magazines, news papers, on-line
- Academic
  - Textbooks, journals, articles, newspapers, on-line

# Plan it

Topic	Influence on Production of VMC	Influence on Consumption of VMC
Power = ability to exert authority over other's behavior	Advertising, imagery European pioneering superiority	Consumption of advertising and goods
Identity = set of characteristics, values, beliefs established, adhered to and enforced by a society	Enduring, reliable – NZ products have this quality/characteristic  NZ post A-Z stamp series	Reliability, enduring quality choice removed advertising came interwoven into images and text of the book
Technology	Book content changed over time – illustration – full-colour photographs	People could view good examples of baking, comparison able to be made. With local tearooms

# Putting it together

<b>Topic</b> <b>Edmond's Cookery book</b>	<b>Production of VMC</b> <b>Influenced way advertising</b> <b>delivered</b>	<b>Consumption of VMC</b> <b>Changed the material</b> <b>people consumed</b>
<p>Worldview</p> <p>Icon of NZ culture, Eurocentric, pioneering</p> <p>Evolved from Thomas Edmonds, a grocer whose customers complained about the unreliability of the baking powder they were using at the time (likely imported from England) the product is still used 102 years on.</p>	<p>1<sup>st</sup> produced in 1907 as 57 page marketing tool for a Chch baking powder co.</p> <p>Contained advertising for baking powder</p>	<p>3,000,000 copies sold 200,000 a year</p> <p>Image on front cover of the Edmond's building in Ferry Road, Chch with the 'Sure to Rise' slogan used after 1922 when construction was completed. The rays of sunshine coming over the hills, changed to coming over the building, which implied permanence and reliability – like the sun rising tomorrow. Also implies that the recipes in the book were reliable and anyone could make them.</p>

# Referencing

- Why?
- show your marker that you have done some research
- give credit to the people who first thought of and expressed ideas and words that you use
- direct readers who want further information to your sources
- show that your ideas, arguments and information are valid, and are substantiated by authoritative research evidence
- avoid plagiarism
  
- When you:-
  - quote, paraphrase or summarise another person's spoken or written words
  - use or refer to another person's idea, opinion, or theory
  - refer to research that has been carried out by others
  - present any facts, statistics, or other information that is not common (well established and documented) knowledge

# Reference, Bibliography and Illustration Lists

- Reference and Bibliography lists will need to be in alphabetical order by author surname or corporate author name.
  - Reference lists contain all the material you have used.
  - Bibliography contains all the material you have read.
- Illustration lists contain the source information of all illustrations.
  - Ordered by appearance in the document eg. Fig 1., Fig 2.
- Specific formats can be located in the College of Creative Arts Written Assignment Presentation Guidelines (2006), pp.10 -14.

# Getting help

- Content, administration, extensions
  - Contact your tutor first
- Getting information about the topic
  - Contact the information managers at the library
- Wanting extra help with learning course content
  - Contact the peer tutor coordinator
- Wanting a hand with improving your grades
  - Contact the Undergrad Learning Advisor (Creative Arts) at the Student Learning Centre.