

Victoria University of Wellington
School of English, Film, and Media Studies
Media Studies

MDIA 408 MEDIA POLICY

2008 Trimester 2. Course Guide

Course Convener:

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Office Hours: Tuesday 10 – noon;
Thursday 10 - noon; or by appointment

Contributing staff:

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COURSE PRESCRIPTION:

This course critically examines current media policy in New Zealand, with some reference to its historical development and the international context within which such policies operate. Critical and theoretical approaches to the formation and operation of media policy will be examined. Particular attention will be paid to issues of production, access, regulation and censorship in relation to selected media forms (the press, television, radio, film, video games, the music industry, and the Internet)

CLASS PROGRAMME

In 2008, the course will be an advanced study of policy in relation to three selected topics, with particular, but not exclusive reference to New Zealand:

- the music industry
- censorship and regulation
- public broadcasting, especially television

There is also scope, through the major course ‘project’, for students to follow their particular interests in the field, in a directed study.

WHEN AND WHERE

The class meets on Wednesday 1.10 pm – 3.00pm.

in 42-44 Kelburn Parade, room 101 (downstairs; front of building).
[NOTE CHANGE OF LOCATION – no longer in Easterfield 001)

COURSE WORKLOAD:

This course is worth 30 points.

The expectation is that this equates to approximately 20+ hours of work per week, over a twelve-week trimester. Obviously, individual effort will vary, depending on when you have pieces of work due, and the nature of these assessment points.

COURSE AIMS AND OBJECTIVES:

The general aim of the course is to critically engage with selected aspects of media policy at a level commensurate with graduate study.

On successful completion of the paper, students will be able to:

(1) Identify and critically discuss the nature and influence of selected theoretical paradigms, in relation to debates surrounding the development and implementation of media policy.

(2) Demonstrate the relative importance of ‘history’, economics, technology, geographic, and social/cultural factors in the discourse around the selected aspects media policy.

Primarily through the ‘project’, students will demonstrate the ability to:

(3) Articulate a research question and an understanding of relevant methodological/theoretical approaches to it.

(4) Critically evaluate existing research from an informed perspective;

(5) Collect, analyse, and organise information and ideas and to convey those ideas clearly and fluently (in written and spoken forms);

CLASS SCHEDULE:

The class will be conducted, in part, on a discussion basis, and will include the presentation of student seminars (on their major assignment).

(1) 9th July

ADMIN.

Introductions. Course overview, assessment, resources.

MEDIA POLICY STUDIES: The State of the Field

Readings:

McGuigan, J. (2004) “Cultural Analysis, Technology and Power”, *Rethinking Cultural Policy*, Open University Press, U.K. chapter 3.

Freedman, D. (2008) “Pluralism, Neo-liberalism and Media Policy”, *The Politics of Media Policy*, Polity Press, Cambridge, U.K., chapter 2.

Katz, Y. (2005) “The Three Stage Development Process of Media Policy”, *Media Policy for the 21st Century in the United States and Western Europe*, Hampton Press, New Jersey, chapter 3.

(2) 16^h July

MEDIA POLICY AND THE MUSIC INDUSTRY

INTRODUCTION; THE CANADIAN CASE

Reading:

Sutherland, R. and Straw, W. (2007) “The Canadian Music Industry at a Crossroads”.

(3) 23rd July

MEDIA POLICY AND THE MUSIC INDUSTRY: NEW ZEALAND

Reading: Shuker, R. (2008) ‘New Zealand popular music, government policy, and cultural identity’, *Popular Music*, 27, 2, pp.271-287.

(4) 30TH July

VISITING SPEAKERS AND DISCUSSION:

Kath Anderson, General Manager, NZ Music Commission (TBC)

Brendan Smyth, Music Manager, NZ On Air

4th August: ASSIGNMENT 1 (NZOA) due.

(5) 6th August

CENSORSHIP AND REGULATION

Introduction (issues and approaches).

The New Zealand experience.

Readings tba.

(6) 13TH August

OFFICE OF FILM AND LITERATURE CLASSIFICATION, visit to (TBC).

MID TRIMESTER BREAK 16 – 31 AUGUST

Monday 25th August ASSIGNMENT 2 DUE (this can be posted in)

(7) 3rd September:

INITIAL DISCUSSION OF INDIVIDUAL PROJECTS

You will bring to class a one-page statement of intent, which you will ‘speak to’ – this is not assessed: it is just to get you started on the project.

TELEVISION POLICY (Dr. Trish Dunleavy)

(8) 10th September

New Zealand Television and the Struggle for ‘Public Service’

(9) 17th September

New Zealand Television in the Digital Age

READINGS TBA

(10) 24TH September

(11) 1ST October

SEMINAR PRESENTATIONS

The presentation is a compulsory part of the course, it relate to course objective 5, but is not assessed.

The seminar is to enable you to organize your material and ideas for the written presentation of your project, get feedback on progress, possible source materials, etc.

9th October: final considerations etc re. Projects; course review.

(13th-19th October: Study Week)

20th. October (Monday) submission of ASSIGNMENT 3: individual project.

COURSE ASSESSMENT

The three pieces of work (below) are mandatory course requirements:

(1) NEW ZEALAND ON AIR (2,000 words). 25%. DUE: 4th August

As an external consultant, you have been asked to write a report on:
 “ the role and impact of New Zealand On Air, with particular attention to ONE of its areas of operation (radio; music; television)”.

(Relates to course objectives 1 and 2)

Students will be provided New Zealand On Air, *Annual Report*, 2008, to use as a starting point.

Further clarification and references will be provided in class.

(2) CENSORSHIP AND REGULATION (2,000 words) 25%. DUE: 25th August

Critically examine the role and impact of ONE of the public institutions concerned with media regulation and censorship.

Your assignment will include a brief (3-400 word) summary of the legislative brief of the agency and the scope of operations, but you should concentrate on the issues it faces, with reference to particular examples.

If you choose the Office of Film and Literature Classification, you only need to examine ONE of the media it deals with.

(3) Assignment 3: INDIVIDUAL PROJECT. DUE 20th October

Length : 4,000 – 4,500 words; 50%

- Student topics will be individually negotiated with the lecturer.
- A range of possible topics will be discussed at the first class meeting.
- The project must relate to course aims and objectives, especially 3, 4, and 5.

In addition to drawing on relevant secondary sources, the project must include

- An element of primary research (the nature of this obviously depends on the topic); examples include, but are not restricted to case study; content analysis; interviews [SUBJECT TO CONFIRMATION BY UNIVERSITY ETHICS COMMITTEE]; a small scale survey; participant observation; an historical investigation.
- A brief section, perhaps as an appendix, reflecting on the research process undertaken: ‘why and how I did what I did; ‘how it went’.
- A review of the relevant literature.

SEMINAR PRESENTATIONS.

These are each allocated up to half an hour. They are to enable you to organize your material and ideas for the written presentation of your project, clarify the scope of your topic and possible approaches to it. get feedback on progress, possible source materials, etc.

I suggest you leave part of the time for questions/comments.

You can use whatever mode etc that you are comfortable with (let me know in advance if you require anything additional to the present equipment in the room).

EXTENSIONS AND LATE ASSIGNMENTS

Extensions can only be granted by the course coordinator (Associate Prof. Shuker), and only in exceptional circumstances. If you feel you may need an extension, you **MUST** speak to or email me **BEFORE** the due date, providing relevant certification (e.g. a doctor's certificate, a note from a counselor, etc.)

Late essays submitted without an extension will be given a maximum grade of C.

No essays will be accepted later than one week after the due date.

The Final Date for submission of any written work in this course is Monday 27th October.

GENERAL UNIVERSITY STATUTES AND POLICIES

Students should familiarise themselves with the University's policies and statutes, particularly the Assessment Statute, the Personal Courses of Study Statute, the Statute on Student Conduct and any statutes relating to the particular qualifications being studied; see the *Victoria University Calendar* available in hardcopy or under "about Victoria" on the Victoria homepage at:

http://www.victoria.ac.nz/home/about_victoria/calendar_intro.html

Information on the following topics is available electronically under "Course Outline General Information" at:

<http://www.victoria.ac.nz/home/about/newspubs/universitypubs.aspx#general>

- Student and Staff Conduct
- Academic Grievances
- Academic Integrity and Plagiarism
- Meeting the Needs of Students with Impairments
- Student Support

