

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

MDIA 408 MEDIA POLICY

2009 Trimester 1 (Monday 2 March – Friday 5 June 2009). Course Outline

Course Convener:

Associate Professor Roy Shuker

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Office Hours: Tuesday 11am-noon

Wednesday 11am - noon; or by appointment

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 2009, 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, primarily radio and 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 Tuesday 2.10pm - 4.00pm

in 42 Kelburn Parade, room 101 (downstairs; front of building).

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 LEARNING 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);
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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) Tuesday 3rd March

ADMIN.

Introductions.

Course overview, assessment, resources.

MEDIA POLICY STUDIES: The State of the Field

Follow up Readings (provided):

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.

(2) Tuesday 10th March

MEDIA POLICY AND THE MUSIC INDUSTRY

GENERAL INTRODUCTION

THE CANADIAN CASE

Provided Reading:

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

(3) Tuesday March 17th

MEDIA POLICY AND THE MUSIC INDUSTRY

THE ARC RESEARCH PROJECT: AUSTRALIA, UK, AND NEW ZEALAND

Provided reading:

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

CENSORSHIP AND REGULATION: INTRODUCTION

(4) Tuesday March 24th

OFFICE OF FILM AND LITERATURE CLASSIFICATION

VISIT TO: see handout for details

OPTIONAL EXTRA: [NEW ZEALAND MUSIC POLICY

MDIA 205 on Wednesday 25th March, in HU LT323, 2.10 – 4pm:

Guest presenters:

Kath Andersen, General Manager, NZ Music Commission

Brendan Smyth, Music Manager, NZ On Air

ASSIGNMENT 1 (NZOA) due MONDAY 30th March.

(5) Tuesday March 31st

**CENSORSHIP AND REGULATION:
NEW ZEALAND (CONTINUED)**

ASSIGNMENT TOPIC 2: GUIDELINES.

(6) Tuesday 7th April

**THE BROADCASTING STANDARDS AUTHORITY:
Guest speaker tbc.**

MID TRIMESTER BREAK 10 – 26 April

ASSIGNMENT 2 due Monday 27th April

This can be posted in if necessary.

(7) Tuesday 28th April

INITIAL DISCUSSION OF INDIVIDUAL PROJECTS

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

Organization of dates for seminar presentations (see below).

(8) Tuesday 5th May

Return of assignment 2.

Individual student consultations on the project. Appointment times tba.

STUDENT SEMINAR PRESENTATIONS

(9) Tuesday 12th May

(10) Tuesday 19th May

(11) Tuesday 26th May

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; to clarify the scope of your topic and possible approaches to it; to get feedback on progress, and obtain suggestions of further 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).

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

(12) Tuesday 2nd June: Final considerations around the projects; course review

ASSIGNMENT 3 (submission of individual project) due Monday 8th June

COURSE ASSESSMENT

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

(1) NEW ZEALAND ON AIR (2,000 words). 25%. DUE: Monday 30th March

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)

Check New Zealand On Air, *Annual Report*, 2008, [on line] to use as a starting point.

Further clarification and references will be provided in class.

(2) CENSORSHIP AND REGULATION (2,000 words) 25%. DUE: Monday 27th April

Critically examine the role and impact of ONE of the public institutions concerned with media regulation and censorship in New Zealand. (Possibilities: OFLC: BSA: ASA).

(Relates to course objectives 1 and 2)

Your assignment will include a brief (200-250 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 forms it deals with.

(3) Assignment 3: INDIVIDUAL PROJECT (4,000 words) 50%. DUE Monday 8th June

- Student topics will be individually negotiated with the lecturer.
- In part, the project should be framed as a preliminary investigation which could form the basis of a fuller study.
- A range of possible topics will be discussed at the first class meeting. (Example of previous student topics and papers are available).
- The project must relate to course aims and objectives, especially 3, 4, and 5.

The project must include

- A critical literature review. (SEE THE HANDOUT on how this is to be approached)
- An indication of the methodological and theoretical issues and approaches that a fuller scale study would need to consider.
- A brief section, perhaps as an appendix, reflecting on the research process undertaken: ‘why and how I did what I did; ‘how it went’.
- Student projects from previous years are available as possible models.

Avoid duplication with the research proposal for MDIA 401.

ACADEMIC INTEGRITY AND PLAGIARISM

Academic integrity means that university staff and students, in their teaching and learning are expected to treat others honestly, fairly and with respect at all times. It is not acceptable to mistreat academic, intellectual or creative work that has been done by other people by representing it as your own original work.

Academic integrity is important because it is the core value on which the University's learning, teaching and research activities are based. Victoria University's reputation for academic integrity adds value to your qualification.

The University defines plagiarism as presenting someone else's work as if it were your own, whether you mean to or not.

'Someone else's work' means anything that is not your own idea. Even if it is presented in your own style, you must acknowledge your sources fully and appropriately. This includes:

- Material from books, journals or any other printed source
- The work of other students or staff
- Information from the internet
- Software programs and other electronic material
- Designs and ideas
- The organisation or structuring of any such MATERIAL.

Find out more about plagiarism, how to avoid it and penalties, on the University's website:

<http://www.victoria.ac.nz/home/study/plagiarism.aspx>

EXTENSIONS AND LATE ASSIGNMENTS

The following is now Media Studies Programme policy and practice:

Lateness penalties

- Assignments submitted after the deadline without a written extension will be penalised at a rate of 2% (out of a total of 100) per working day. In other words, if you get 50% for an assignment, after one day your grade will drop to 48%, then 46% the following day etc.
- Late assignments are likely to receive limited feedback.
- The weekend counts for one day (i.e. an assignment due on Friday that is submitted on Monday will receive a 2% penalty).
- Please ensure that you are aware of the time that your assignment is due, as well as the date, as this is the cut-off time utilised in calculating lateness penalties.

Extensions

Extensions will be granted only in exceptional and unforeseen circumstances. Issues of workload do not constitute exceptional and unforeseen circumstances. If you require an extension, you must complete an extension request form prior to the assignment due date. This must be accompanied by relevant documentation (e.g. a doctor's certificate) where appropriate. Extension requests must be submitted to the Admin Tutor (in MDIA101, 102, 103, and 201), or the Course Co-ordinator (in all other MDIA courses). Tutors cannot grant extensions.

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 or go to the Academic Policy and Student Policy sections on:

<http://www.victoria.ac.nz/home/about/policy>

This website also provides information for students in a number of areas including Academic Grievances, Student and Staff conduct, Meeting the needs of students with impairments, and student support/VUWSA student advocates.