

MDIA 408 Media Policy

Trimester 2 2010

Monday 12 July to Saturday 13 November 2010

30 Points

TRIMESTER DATES

Teaching dates:	Monday 12 July 2010 to Friday 15 October 2010
Mid-trimester break:	Monday 23 August to Sunday 5 September 2010
Study week:	Monday 18 October to Friday 22 October 2010
Last piece of assessment due:	Monday 1 November 2010

WITHDRAWAL DATES

Information on withdrawals and refunds may be found at

<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds.aspx>

NAMES AND CONTACT DETAILS

Course Co-ordinator	Room 302, 83 Fairlie Terrace
Dr Roy Shuker	Office Hours:
roy.shuker@vuw.ac.nz	Tues 11 - 12pm or Thursday 11-12pm, or by
Ph: 463 6821	appointment

CLASS TIMES AND LOCATIONS

Lectures

Wednesday 2.10pm – 2pm 81 Fairlie Terrace, Room 103

(THERE ARE ALSO TWO RELATED GUEST SPEAKERS IN MDIA 205, WHOSE PRESENTATIONS YOU ARE STRONGLY ENCOURAGED TO ATTEND – SEE THE CLASS SCHEDULE, BELOW).

COURSE DELIVERY

There will be 12 two hour seminars. The class will be conducted, in part, on a discussion basis, and will include the presentation of student seminars (on their major assignment).

COMMUNICATION OF ADDITIONAL INFORMATION

All course related information, and any additional information that students may find useful, will be available on the MDIA 408 Blackboard site.

COURSE CONTENT

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 .

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);

EXPECTED 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.

READINGS

Essential readings will be provided for each class.

Background Reading:

McGuigan, J. (2004) *Rethinking Cultural Policy*, Open University Press, U.K. especially chapter 1.

Freedman, D. (2008) *The Politics of Media Policy*, Polity Press, Cambridge, U.K.

ASSESSMENT REQUIREMENTS

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

ASSIGNMENT 1 MUSIC INDUSTRY POLICY (1,500 words) 25% DUE Friday 6 August by 3.00pm.

- Critically discuss the contemporary role of the State in supporting popular music in ONE of the following countries: Australia; the United Kingdom; Ireland; Canada..
- Briefly indicate some possible 'lessons' from your national study for New Zealand policy and practice.

(Relates to course objectives 1 and 2)

Further clarification and references will be provided in class.

ASSIGNMENT 2 CENSORSHIP AND REGULATION (1,500 words) 25% DUE: Monday 30 August by 3.00pm.

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.

ASSIGNMENT 3 INDIVIDUAL PROJECT (3,000 words) 50% DUE Monday 1 November 2010 by 3.00pm.

- 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.
- The project must relate to course aims and objectives.

The project must include

- A critical (selected) 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.

ASSIGNMENT COVER SHEETS

Assignment cover sheets and extension forms can be found on Blackboard or outside the Programme office.

COURSE PROGRAMME

Week 1	14 July	ADMIN. Introductions. Course overview, assessment, resources.
Week 2	21 July	<p>MEDIA POLICY AND THE MUSIC INDUSTRY: AN INTRODUCTION</p> <p>Provided background reading:</p> <p>Shuker, R. (2008) <i>Understanding Popular Media Culture</i>, Routledge, London & New York, chapter 12.</p>
Tuesday 27th July, 2.10-4.00pm Kirk LT 301.		You are encouraged to attend MDIA 205, for the presentation by Cath. Anderson, General Manager, New Zealand Music Commission.
Week 3	28 July	MEDIA CENSORSHIP AND REGULATION: AN INTRODUCTION
Tuesday August 3rd, 2.10-4.00pm Kirk LT 301.		You are encouraged to attend MDIA 205, for the presentation by Brendan Smyth, Music Manager, New Zealand On Air.
Week 4	4 August	<p>VISITING SPEAKER</p> <p>Christina Sophocleous, Legal Manager, Broadcasting Standards Authority</p> <p>Assignment 1: Music Policy. Due Friday 6 August; by 3.00pm.</p>
Week 5	11 August	<p>VISIT TO OFFICE OF FILM AND LITERATURE CLASSIFICATION</p> <p>See handout for details. Note that the OFLC is in BP House, 20 Customhouse Quay, and we will meet there.</p>
Week 6	18 August	<p>CENSORSHIP AND REGULATION</p> <p>Discussion of BSA and OFLC visits; guidelines for assignment 2.</p>
Mid Trimester Break		
ASSIGNMENT 2 DUE: Monday 30 August. Censorship and Regulation		
Week 7	8 September	<p>Return of assignment 2.</p> <p>INITIAL DISCUSSION OF INDIVIDUAL PROJECTS</p> <p>You will bring to class a short statement of intent, which you will ‘speak to’– this is not assessed: it is just to get you started on the project.</p> <p>Organization of the dates for seminar presentations (see below).</p>
Week 8	15 September	<p>Individual student consultations on individual project.</p> <p>Appointment times tba</p>
Week 9	22 September	STUDENT SEMINAR PRESENTATIONS

Week 10	29 September	STUDENT SEMINAR PRESENTATIONS
Week 11	6 October	<p>STUDENT SEMINAR PRESENTATIONS</p> <p>All presentations are each allocated 20 minutes.</p> <p>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.</p> <p>I suggest you leave part of the time for questions/comments.</p> <p>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).</p> <p>The presentation is a compulsory part of the course.</p> <p>It relates to course objective 5, although it is not assessed.</p>
Week 12	13 October	<p>Final considerations around the projects; course review</p> <p>Monday 1 November</p> <p>Submission of ASSIGNMENT 3: individual project.</p>

EXTENSIONS AND PENALTIES

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 (available on your course Blackboard site) prior to the assignment due date. This must be accompanied by relevant documentation (e.g. a doctor's certificate) where appropriate. Tutors cannot grant extensions. Work that is submitted late without an extension will be penalised by a 2.5 percent deduction from your total mark per work day. Late work also receives only minimal comments from your marker.

MANDATORY COURSE REQUIREMENTS

The course is internally assessed. In order to pass, students are required to complete all four assignments.

CLASS REPRESENTATIVES

A class representative will be elected in the first class, and that person's name and contact details will be available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

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>

GENERAL UNIVERSITY POLICIES AND STATUTES

You 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>

The AVC (Academic) website also provides information 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. This website can be accessed at:

http://www.victoria.ac.nz/home/about_victoria/avcacademic/Publications.aspx