

School of History, Philosophy, Political Science and International Relations

Political Science and International Relations Programme

POLS 218: CRN 10410

Trimester II 2010

12 July to 13 November 2010

Trimester dates

Teaching dates: 12 July 2010 to 15 October 2010

Mid-trimester break: 23 August to 5 September 2010

Study week: 18 October to 22 October 2010

Examination/Assessment period: 22 October to 13 November 2010

Withdrawal dates

Information on withdrawals and refunds may be found at

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

POLITICS AND THE MEDIA IN NEW ZEALAND



Photo by PHIL REID/The Dominion Post

Course Coordinator:

Dr Kate McMillan

Murphy 532

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- Office Hours:** Thursday 4-5
Other times by appointment
- Lecture time and place:** Mon, Thurs 12-1 pm
MC LT102
- Tutorials:** One hour per week.
Tutorial times: Monday 3.10-4 MY 103
Monday 4.10-5 VZ 710
Students can sign up into tutorials through (<https://signups.victoria.ac.nz>) in the first week of class. Tutorial lists will be posted on Blackboard and will commence in the second week of the trimester.

Any additional course information will be announced in class and posted on the POLS 218 Blackboard site.

TEXTS

- A POLS 218 Coursebook available from student notes (\$30+ GST approx).
- Students are encouraged to keep up with weekly media news by listening to Media Watch on Radio National (Sunday 9-10am) or online at: <http://www.radionz.co.nz/national/programmes/mediawatch>; watching Media 7 on TV7 (Monday and Thursdays 9.10pm) or online at: <http://tvnz.co.nz/media7>; reading John Drinnan in the New Zealand Herald: http://www.nzherald.co.nz/john-drinnan/news/headlines.cfm?a_id=324; and media law at: <http://www.medialawjournal.co.nz/>.
- Other useful sites are MediaScapes at: <http://www.mediascape.ac.nz/> and the Pacific Journalism Review: <http://www.pjreview.info/>.

For the first two weeks of trimester student notes will be sold from the Memorial Theatre foyer. After week two all undergraduate textbooks will be sold from vicbooks and student notes from the Student Notes Distribution Centre on the ground floor of the Student Union Building.

Customers can order student notes online at www.vicbooks.co.nz or can email an order or enquiry to enquiries@vicbooks.co.nz. Books can be couriered to customers or they can be picked up from nominated collection points at each campus. Customers will be contacted when they are available.

Opening hours are 8.00 am – 6.00 pm, Monday – Friday during term time (closing at 5.00 pm in the holidays). Phone: 463 5515.

AIMS AND LEARNING OBJECTIVES

The aim of the course is to provide students an opportunity to develop a critical understanding of the relationship between politics and the media in New Zealand.

After passing this course students should:

- have a sound grasp of the main theoretical approaches to the study of media and politics in a democracy;
- be able discuss in detail the development of, and political role played by, the media in New Zealand up to the present day, including the traditional broadcast and print media, the 'new' media, Maori media, and minority programming;
- be familiar with, and able to analyse, the roles played by media workers in the production of political news/current affairs, as well as their counterparts in parliament, parties, interest groups, and the public service.

As with all POLS and INTP courses, learning objectives of this course contribute to the attainment of specific attributes in the areas of critical thinking, creative thinking, communication and leadership. Please consult our website: <http://www.victoria.ac.nz/hppi/>

COURSE CONTENT

First, the course will examine a range of theories about the role of the media in a democracy, and the main methodologies used to analyse media content. It will then trace the historical development of New Zealand print, broadcasting, and 'new' media in New Zealand, examining how regulatory frameworks, economic conditions, and media norms have affected the ability of the media to fulfil their democratic role.

In the second half of the course the focus moves to the roles played by a number of different actors involved in providing or creating the 'news': government and opposition MPs and their press secretaries; lobby groups; those within the media involved in the identification, reporting, selection, presentation and production of 'news'; opinion pollsters; and public relations experts. We also examine the media's treatment of Maori and women in New Zealand.

COURSE DELIVERY

The course will be delivered through two fifty minute lectures per week, and one fifty minute tutorial per week.

COURSE REQUIREMENTS AND ASSESSMENT

Attendance at all lectures and tutorials is not compulsory but strongly advised. Material covered in the tutorials will be examinable. The mandatory course requirements are the submission of the following pieces of work:

<u>Two</u> essays (1200-1500 words each)	– 30% each
<u>One</u> closed book three-hour examination	– 40%

Students are required to submit **both** an electronic copy of their essay into *turnitin.com* (instructions will be provided in class) **and** a hard copy, to be placed into the POLS 218 box, outside the POLS office on the 5th floor of the Murphy building. **No essay will be marked unless both an electronic and hard copy is received.**

The aim of the pattern of assessment is to test each student's knowledge and analytical ability in different ways. First, each of the essays requires students to gather material on a specialised topic, analyse relevant data and ideas, and present an essay in a literate and structured form. Second, the final examination tests students' overall grasp of the content of the course and their ability to structure ideas quickly and answer questions in brief, relevant essays.

DUE DATE FOR ASSESSED WORK

Essay One: Thursday 19 August

Essay Two: Thursday 7 October

The questions for essays one and two will be posted on Blackboard in the second week of the trimester.

THE FINAL EXAMINATION

This will be a three-hour, closed-book examination. Students will be required to answer three questions, with all questions carrying equal marks. The university's study and examination period is from 22 October to 13 November 2010.

PENALTIES

Students will be penalised for late submission of essays—a deduction of 5% for the first day late, and 2% per day thereafter, up to a maximum of 8 days. Work that is more than 8 days late can be accepted for mandatory course requirements but will not be marked. However, penalties may be waived if there are valid grounds, e.g., illness (presentation of a medical certificate will be necessary) or similar other contingencies. In such cases prior information will be necessary.

Please note that these are School of Political Science and International Relations regulations. The main goal of these regulations is to ensure that students who submit their work on the due dates are not disadvantaged.

COURSE WORKLOAD

In order to maintain satisfactory progress, you will need to devote approximately 200 hours of study to this course. (This includes two hours of lectures and a weekly tutorial.)

MANDATORY COURSE REQUIREMENTS

To meet the mandatory course requirements students are required to:

- submit each essay on or before the due date;
- sit the final examination.

CLASS REPRESENTATIVE

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.

STUDENTS WITH DISABILITIES

The School of History, Philosophy, Political Science and International Relations will comply with the University's stated "policy on reasonable accommodation with respect to assessment procedures for students with disabilities". If any student has difficulty in meeting the course requirements because of disabilities, they should see the course co-ordinator as soon as possible.

ACADEMIC GRIEVANCES

If you have any academic problems with your course you should talk to the lecturer concerned or, if you are not satisfied with the result of that meeting, see the Head of School or the Associate Dean (Students) of the Faculty of Humanities and Social Sciences. Class representatives are available to assist you with this process.

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>

STATEMENT ON THE USE OF TURNITIN

Student work provided for assessment in this course will be checked for academic integrity by the electronic search engine <http://www.turnitin.com>.

Turnitin is an online plagiarism prevention tool which compares submitted work with a very large database of existing material. At the discretion of the Head of School, handwritten work may be copy-typed by the School and subject to checking by Turnitin. Turnitin will retain a copy of submitted material on behalf of the University for detection of future plagiarism, but access to the full text of submissions is not made available to any other party.

GENERAL UNIVERSITY POLICIES AND STATUTES

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>

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

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

2010 POLS 218 Lecture outline

For each lecture there is a list of required readings. Those with a double asterisk (**) are to be found in your POLS 218 Coursebook. Any required reading (apart from on-line material) that is not in your POLS 218 Coursebook is on **closed reserve (C/R)** in the library. Students are encouraged to explore other literature on each topic. Some suggestions for further reading are provided at the end of this syllabus.

Week 1: The media and democracy: theoretical perspectives

Dates: **Mon. 12 July: Introduction**
 Thurs. 15 July: Relationship between media and democracy

Required reading

- McQuail, Denis, 'Concepts and Models for Mass Communication', in *McQuail's Mass Communication Theory*, London, Sage, 2005, pp. 47-76 **
- McNair, Brian, 'Politics, Democracy and the Media' in *An Introduction to Political Communication*, (4th edition), London and New York, Routledge, 2007, pp. 15-26. **
- Norris, Pippa 'Evaluating Media Performance' in *A Virtuous Circle Political Communications in Postindustrial Societies*, Cambridge, Cambridge University Press, 2000. **
- Marlin, Randall, 'History of Propaganda', in *Propaganda and the ethics of persuasion*, Canada, Broadview Press, 2003, pp. 43-94.**

Further reading: <http://www.pippanorris.com/>

Week 2: Media's role in a liberal democracy

Dates: **Mon. 19 July: Pluralist, Neo-Marxist, Neo-liberal theories**
Thur. 22 July: Forms of media regulation

Required reading

- Herman, Edward S. and Noam Chomsky, 'A Propaganda Model' in *Manufacturing Consent The Political Economy of the Mass Media*, London, Vintage, 1994, pp. 1-36.**
- Bagdikian, Ben H., 'The Media Monopoly', reproduced in Howard Tumber, (ed.), *News: A Reader*, Oxford, Oxford University Press, pp. 148-154. **
- Street, John, 'Political Bias', in *Mass Media, Politics and Democracy*, Hampshire and New York, Palgrave, 2001, pp. 15- 35. **
- Kemp, Geoff, 'Democracy and the Media' in Raymond Miller, (ed.), *New Zealand Government and Politics* (4th edition), Auckland, Oxford University Press, 2006, pp. 436-451. **

Week 3: Journalism and Media Analysis

Date: Mon. 26 July: Journalistic norms and ethics

Required reading

- Tully, Jim, 'News', in Tully, Jim (ed.), *Intro A Beginner's Guide to Professional News Journalism*, , Wellington, NZJTO, 2008, **
- Tully, Jim and Nadia Elaska, 'Ethical Codes and Credibility: The Challenge to the Industry', in McGregor, Judy and Margie Comrie, *What's News?*, Palmerston North, Dunmore Press, 2002, pp. 142-159. **
- Matheson, Donald, 'News and the Net', in Jim Tully, (ed.), *Intro A Beginner's Guide to Professional News Journalism*, Wellington NZJTO, 2008. **

Date: Thurs. 29 July: Media analysis – theories and methodologies

Required reading

McQuail, Denis, 'Media Content: Issues, Concepts and Methods of Analysis' in *McQuail's Mass Communication Theory*, London, Sage, 2005, pp. 340-367. **

Week 4: New Zealand media: regulation and newspapers

Date: Mon. 2 August: New Zealand media environment

Required reading

- Black, Joanne, 'Read All About It!' *Listener*, 26 August, 2006, pp. 14-15, **
- Atkinson, Joe, 'Tabloid Democracy', in Raymond Miller, (ed.), *New Zealand Government and Politics* (3rd edition), Auckland, Oxford University Press, 2003, pp. 305-319. **
- Frewen, Tom, 'Ownership overlaps dictate the news agenda', in *National Business Review*, 23 March, 2007. **
- Cocker, Alan, 'Media Ownership and Control' in Raymond Miller, (ed.), *New Zealand Government and Politics* (4th edition), Auckland, Oxford University Press, 2006, pp. 452-463. **
- McKenzie-Minifie, Martha, 'Passing the microphone', *New Zealand Herald*, 11 March, 2007, p. A1. **
- Rudd, Chris, and Janine Hayward, 'Media Takeover or Media Intrusion? Modernisation, the Media, and Political Communications in New Zealand', *Politics and the Media in New Zealand, Political Science*, Vol. 57, No. 2, 2005, pp. 7-16 **
- Roberts, Nigel S. and Stephen Levine, 'Bias and Reliability: Political Perceptions of the New Zealand News Media', in McGregor, *Dangerous Democracy?*, pp. 197-209 **

Date: Thurs. 5 August: Newspapers in NZ

Required reading

- Frewen, Tom, 'The joy of reading a really good newspaper', *National Business Review*, 25 October, 2006, **
- Jill Ovens and Jim Tucker, 'A History of Newspapers in NZ', in Jim Tully, (ed.), *Intro A Beginner's Guide to Professional News Journalism*, Wellington, New Zealand Journalists Training Organisation, 2008, pp. 349-370. **
- Bill Rosenberg on media ownership in New Zealand:
<http://canterbury.cyberplace.org.nz/community/CAFCA/publications/Miscellaneous/mediaown.pdf>

Further reading:

- Visit the Fairfax site: <http://www.stuff.co.nz/>, and NZHerald site: <http://www.nzherald.co.nz/>, and the ODT: <http://www.odt.co.nz/>
- Have a look around the site of the NZ Press Council: <http://www.presscouncil.org.nz/index.php>. Look in particular at some recent rulings.

Week 5: Public and commercial talk radio in New Zealand
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Date: Mon. 9 August: Political role of radio in NZ: public radio

Required reading

- **Listen** to Morning Report between 6-9 am: 101.3 FM, 567 AM, or online: <http://www.radionz.co.nz/national/programmes/morningreport>
- Jim Tully, 'Broadcasting history in New Zealand', in Jim Tully, (ed.), *Intro A Beginner's Guide to Professional News Journalism*, Wellington, New Zealand Journalists Training Organisation, 2008, pp. 371-382, **
- Cocker, Alan, 'New Zealand On Air: A Broadcasting Public Policy Model?', in *Politics and the Media in New Zealand, Political Science*, Vol. 57, No. 2, 2005, pp. 43-55, **
- Day, Patrick, 'Broadcasting', in Hayward and Rudd, pp. 93-107 **

Further reading

- Paul Norris and Brian Pauling, 'The Digital Future and Public Broadcasting', <http://www.nzonair.govt.nz/media/4598/the%20digital%20future%202008.pdf>, especially chapters 4 and 5.

Date: Thur. 12 August: Commercial and talkback radio

- McGregor, Judy, 'Talkback and the art of 'Yackety Yak', in McGregor, *Dangerous Democracy*, pp. 75-93. **
- McMillan, Kate, 'Racial Discrimination and Political Bias on Talkback Radio in New Zealand: Assessing the Evidence' in *Politics and the Media in New Zealand, Political Science*, Vol. 57, No. 2, 2005, pp. 75-92. **

Week 6: Television in New Zealand
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Date: Mon. 16 August: Political role of television in NZ

Required reading

- Joe Atkinson, 'Television', in Hayward and Rudd, pp. 136-158.**
- Tahana, Yvonne, 'Cullen takes TVNZ to task over charter', *New Zealand Herald*, 27 March 2008, p. A9. **
- TVNZ's television history page: <http://tvnz.co.nz/content/823802> Look down left hand side for menu.

Watch: TV3: *The Nation*, Saturday 11 am, repeated Sunday 8 am; watch online at: <http://www.tv3.co.nz/Shows/NewsandCurrentAffairs/TheNation/tabid/1016/Default.aspx?showid=18808>; TVOne Q and A Sunday 9am online at: <http://tvnz.co.nz/q-and-a-news>

Date: Thur. 19 August: Political role of television in NZ (II)

Required reading

- Philip Mathews, 'Pulling the viewers', *The Press*, 19 April, 2008. **
- Comrie, Margie, and Fountaine, Susan, 'On-Screen Politics: The TVNZ Charter and Coverage of Political News', in *Politics and the Media in New Zealand*, Vol. 57, No. 2, pp. 29-42. **
- Steve Browning, 'Sky's stranglehold cuts viewer choices' in *The New Zealand Herald*, 26 May 2008, p A13. **
- Russell Brown, 'Mixed Signals', *Listener*, 22 March , 2008, p. 72. **

MID TRIMESTER BREAK

Week 7: Diversity and the Media: Gender and Ethnicity in the NZ media

Date: Mon. 6 Sept: Maori and the NZ media

Required reading:

- 'Totally Te Reo extends Maori TV', *Dominion Post*, 25 March, 2008. **
- John Drinnan, 'Outsider Looking in on the TV world', March 15, 2008. **
- Walker, Ranginui, 'Maori News is Bad News', in Judy McGregor and Comrie, Margie, *What's News, Reclaiming Journalism in New Zealand*, Palmerston North, Dunmore Press, 2002, pp. 215-233.**
- Stuart, Ian, 'The Maori Public Sphere', in *Pacific Journalism Review*, Vol. 11 (1), April 2005, pp. 13-23. **
- New Zealand Broadcasting Standards Authority, *The Portrayal of Maori and Te Ao in Broadcasting: the foreshore and seabed issue*, <http://www.bsa.govt.nz/publications/BSA-PortrayalofMaori.pdf>

Date: Thurs. 9 Sept: Women and the NZ media

Required reading:

- Kate McMillan, 'Newsflash! Men and Women still unequal: New Zealand and the 2005 GMMP Project', in McLeay, Leslie and McMillan, *Rethinking Women and Politics*, Wellington, VUW Press, 2009. **
- GMMP website: <http://www.whomakesthenews.org/>
- Judy McGregor, 'The pervasive power of man-made news', in *Pacific Journalism Review*, Vol. (12) 1, April 2006, pp. 21- 34. **
- Fountaine, Susan and Judy McGregor, 'Good News, Bad News: New Zealand and the Global Media Monitoring Project' in *Communication Journal of New Zealand*, Vol. 2, No. 1, June 2001, pp.55-69. **

Week 8: Political Media Management

Date: Mon. 13 Sept. Politicians and the media

Date: Thur. 16 Sept: Media managers: The role of the press secretary

Required reading

- Atkinson, Joe, 'Metaspin: Demonisation of Media Manipulation' in *Politics and the Media in New Zealand, Political Science*, Vol. 57, No. 2, 2005, pp.17-28. **
- Morris, Caroline, 'A Dunne Deal? Politicians, the Media and the Courts', in *Politics and the Media in New Zealand, Political Science*, Vol. 57, No. 2, 2005, **
- Wolfseld, Gadi, 'The Political Contest Model' in Simon Cottle, (ed.), *News, Public Relations and Power*, London, Sage, 2003, pp. 81-95. **

Week 9: The media and public opinion

Date: Mon. 20 Sept: Televised election debates

Required reading

- Geoffrey Craig, 'Leaders' Debates and News Interviews' in Rudd, Hayward and Craig (eds.), *Informing Voters? Politicians, Media and the New Zealand Election 2008*, Auckland, Pearson, 2009, pp. 51-72. **
- McMillan, Kate 'Winning the Metadebate: New Zealand's 2005 Televised Leaders' debates in comparative perspective', In Stephen Levine and Nigel Roberts, (eds.), *Baubles of Office*, Wellington, VUW Press, 2007, pp. 211-235. **C/R**

Date: Thur. 23 Sept: Public opinion polling

Required reading

Public opinion polling

- http://www.ropercenter.uconn.edu/education/polling_fundamentals_tables.html
- Entman, Robert & Susan Herbst, 'Reframing Public Opinion as we have known it' in W. Lance Bennett and Robert M. Entman, (eds), *Mediated Politics Communication in the Future of Democracy*, Cambridge, Cambridge University Press, 2001, pp. 203-225. **
- Lacey, Colin and Longman, David, 'The Myth of Public Opinion and the Manufacture of Consent' in *The Press as Public Educator Cultures of Understanding, Cultures of Ignorance*, Luton, University of Luton Press, 1997, pp. 1-18.**
- Nelson, Joyce, 'The Power of the Pollsters', in *Sultans of Sleaze: Public Relations and the Media*, Monroe, Common Courage Press, 1989. **(C/R)**.
- Brookes, Rod, Lewis, Justin & Karin Wahl-Jorgenson, 'The media representation of public opinion' *Media, Culture and Society*, Vol. 26, No. 1, 2004, pp. 63-80. (Available on-line through library catalogue).

Week 10: Political blogging and public relations

Date: Mon. 27 Sept: Political blogging

- Spend some time in the blogosphere (if you don't already!) Check out:
- Kiwiblog: <http://www.kiwiblog.co.nz>
- Stuff blogs: <http://www.stuff.co.nz/national/blogs/from-the-newsroom>
- No right turn: <http://norigturn.blogspot.com/>
- Pundit: <http://pundit.co.nz/>
- Hard News: <http://publicaddress.net/hardnews>
- Colin Espiner: <http://www.stuff.co.nz/national/blogs/on-the-house>

- Hopkins, Kane and Donald Matheson, 'Blogging the New Zealand Election: The Impact of New Media Practices on the Old Game', in *Politics and the Media in New Zealand, Political Science*, Vol. 57, No. 2, 2005, pp. 93-106. **
- Flew, Terry, 'Cyberpolitics and Globalisation' from Flew, *New Media An Introduction*, OUP, 2002, pp. 183-206. **

Date: Thur. 30 Sept: Public relations and the media

- Nelson, Joyce, 'Handling the Legitimacy Gap', in *Sultans of Sleaze: Public Relations and the Media*, Monroe, Common Courage Press, 1989, pp. 43-65. **

Week 11: Political Communications during election campaigns
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Date: Mon. 4 October: Reporting the campaign

Required reading

- Babak Bahador, 'Media coverage of the Election', in *Key To Victory. The New Zealand General Election of 2008*, Stephen Levine and Nigel Roberts (eds), Wellington, VUW Press, 2009, pp. 151-168. **
- Miller, Raymond, 'Parties and Electioneering', in Hayward and Rudd, pp. 2-19. **CR**
- Rudd, Chris, 'Elections and the Media', in Martin Holland, (ed.), *Electoral Behaviour in New Zealand*, Auckland, Oxford University Press, 1992, pp. 119-140. **
- Church, Stephen, 'Lights. Camera, Election: The Television Campaign', in Boston, J.; Church, S.; Levine, S.; McLeay, E. & Roberts, N. (eds.), *Left Turn The New Zealand General Election of 1999*, Wellington, Victoria University Press, 2000, pp. 105-126. **

Date: Thur. 7 October: Political advertising

Required reading:

- Roberts, Nigel, 'Changing Spots: Political Party Billboards in New Zealand in 2005', in Stephen Levine and Nigel Roberts (eds.), *Baubles of Office*, Wellington, VUW Press, 2007. **C/R**
- Robinson, Claire, "'Vote for Me": Political Advertising' in Rudd, Hayward and Craig (eds.), *Informing Voters? Politicis, Media and the New Zealand Election 2008*, Auckland, Pearson, 2009, pp. 73-90. **
- Rudd, Chris, *et al*, 'Party Advertising in the Metropolitan Newspapers' in Stephen Levine and Nigel Roberts (eds.), *Baubles of Office*, Wellington, VUW Press, 2007. **C/R**
- See the DVD with Election Advertisements, available from Closed Reserve, from Levine and Roberts, *Key to Victory*.

Week 12: The digital future and Conclusion to the Course

Date: **Mon. October 11: The digital future**

Required readings

To be distributed in class.

Date: **Thur. October 14: Conclusion to course and Exam Revision**