

## MDIA 408 Media Policy

**Trimester 1 2011**

28 February to 2 July 2011

30 Points

### TRIMESTER DATES

Teaching dates:	28 February to 3 June 2011
Mid-trimester break:	18 April to 1 May 2011
Study week:	6 to 10 June
Last piece of assessment due:	13 June 2011

### 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 Coordinator and Lecturer

Roy Shuker      [roy.shuker@vuw.ac.nz](mailto:roy.shuker@vuw.ac.nz)      463 6821      Room 302

Office Hours: Tuesday 10-noon, or by individual arrangement.

Contributing Lecturer: Peter Thompson

### CLASS TIMES AND LOCATIONS

#### Lectures

Thursday 2.10pm – 4pm

81 Fairlie Terrace, Room 103

### 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.

In 2011, the course will have three main areas of interest: (1) Popular music policy; (2) censorship and regulation; and (3) public broadcasting.

## 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 course, 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 15+ 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. There is no textbook or book of readings.

## ASSESSMENT REQUIREMENTS

Students are required to do **TWO** of the three provided assignment topics, in addition to the INDIVIDUAL PROJECT.

### **ASSIGNMENT 1: MUSIC INDUSTRY POLICY (1,500 words) 25% DUE Monday 28 March, by 3.00pm.**

Critically discuss the contemporary role of the State in supporting popular music in ONE of the following countries: Australia; 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: PUBLIC BROADCASTING POLICY (1,500 words) 25% DUE: Monday 18 April, by 3.00pm.**

With some preliminary reference to broadcasting reforms in New Zealand, critically examine broadcasting policy in New Zealand post-2008.

*The former would focus on the TVNZ Charter, the latter would focus partly on the move away from the Charter but also look at National's decision to dump the Review of Regulation for digital broadcasting.*

(Relates to course objectives 1 and 2)

Further clarification and references will be provided in class.

### **ASSIGNMENT 3: CENSORSHIP AND REGULATION (1,500 words) 25% DUE: Monday 9 May, 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 (4,000 words) 50% DUE Monday 13 June, 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.
- 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. Remember to fill in your tutor's name.

### **PENALTIES AND 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 (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 submitted after the deadline 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 three 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.

### **STATEMENT ON LEGIBILITY**

You are expected to present work that meets appropriate standards. Work submitted during the course (i. e. work that is internally assessed) should be typed or prepared on a computer. Where work is deemed 'illegible', you will be given a photocopy of the work and asked to transcribe it to an acceptable standard (preferably typed) within a specified time frame.

## 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>

## WHERE TO FIND MORE DETAILED INFORMATION

Find key dates, explanations of grades and other useful information at [www.victoria.ac.nz/home/study](http://www.victoria.ac.nz/home/study).

Find out how academic progress is monitored and how enrolment can be restricted at

[www.victoria.ac.nz/home/study/academic-progress](http://www.victoria.ac.nz/home/study/academic-progress). Most statutes and policies are available at

[www.victoria.ac.nz/home/about/policy](http://www.victoria.ac.nz/home/about/policy), except qualification statutes, which are available via the *Calendar* webpage at [www.victoria.ac.nz/home/study/calendar.aspx](http://www.victoria.ac.nz/home/study/calendar.aspx) (See Section C).

Other useful information for students may be found at the website of the Assistant Vice-Chancellor (Academic), at [www.victoria.ac.nz/home/about\\_victoria/avcacademic](http://www.victoria.ac.nz/home/about_victoria/avcacademic).

**COURSE PROGRAMME**

Week 1	3 March	ADMIN. Introductions. Course overview, assessment, resources.
Week 2	10 March	<b>MEDIA POLICY AND THE MUSIC INDUSTRY: AN INTRODUCTION</b>
Week 3	17 March	<b>NEW ZEALAND MUSIC POLICY</b> VISITING SPEAKER: Cath Andersen, General manager, New Zealand Music Industry Commission TO BE CONFIRMED
Week 4	24 March	PUBLIC BROADCASTING (Peter Thompson) <b>28 March: Assignment 1 (Music Policy) due</b>
Week 5	31 March	PUBLIC BROADCASTING (Peter Thompson)
Week 6	7 April	Censorship and regulation: Introduction
Week 7	14 April	VISIT TO OFFICE OF FILM AND LITERATURE CLASSIFICATION Details tbc <b>Monday 18 April: Assignment 2 (Public Broadcasting) due</b>
<b>Mid Trimester Break:</b> Monday 18 April– Sunday 1 May 2011		
Week 8	5 May	VISITING SPEAKER; BROADCASTING STANDARDS AUTHORITY Details tbc <b>Monday 9 May: Assignment 3 (Censorship and Rgeulation) due</b>
Week 9	12 May	The Individual Projects: Introduction Koichi Inoue, Subject Librarian (FHSS); Research Resources
Week 10	19 May	<b>STUDENT SEMINAR PRESENTATIONS</b>
Week 11	26 May	<b>STUDENT SEMINAR PRESENTATIONS</b>  All presentations are each allocated 20 minutes. 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, although it is not assessed.**

Week 12	2 June	Final considerations around the projects; course review.
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**Study Week:** Monday 6 June to Friday 10 June 2011

**Monday 13 June:** Submission of ASSIGNMENT 3: individual project