TE WHARE WĀNANGA O TE ŪPOKO O TE IKA A MĀUI

VICTORIA
UNIVERSITY OF WELLINGTON

School of History, Philosophy, Political Science and International Relations

Political Science and International Relations Programme

POLS 218:   CRN 10410
Trimester I 2011
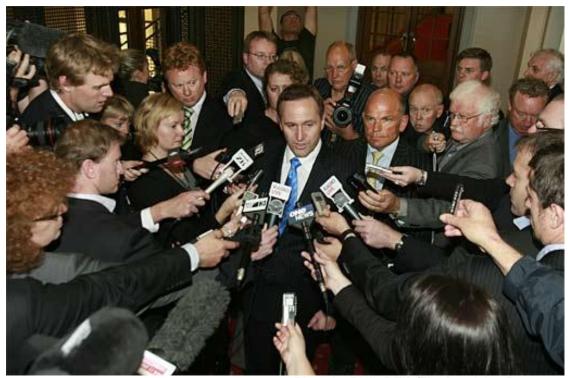
28 February-2 July 2011

POLITICS AND THE MEDIA IN NEW ZEALAND

Photo by PHIL REID/The Dominion Post

Course Coordinator:	Dr Kate McMillan Murphy 532 Ph: 463 9595 kate.mcmillan@vuw.ac.nz
Tutor:	Ana Gilling ana.gilling@vuw.ac.nz Room TBC
Office Hours:	Wed 1-2 Other times by appointment
Lecture time and place:	Wed 11.00 am -12.50pm HMLT104
Tutorial times and place:	1. Thurs 11.00 -11.50 LBLT 118 2. Thurs. 12.00-12.50 LBLT 118

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Students can choose which of the two tutorial slots they wish to attend on Thursdays.

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

Trimester dates
Teaching dates: 28 February to 3 June 2011
Mid-trimester break: 18 April to 1 May 2011
Study week: 6–10 June 2011
Examination/Assessment period: 10 June to 2 July 2011

Please note: Students must be free to sit the final exam at any time during the examination/assessment period.

Withdrawal dates
Information on withdrawals and refunds may be found at
http://www.victoria.ac.nz/home/admisenrol/payments/withdrawlsrefunds.aspx

TEXTS

- A POLS 218 Coursebook available from student notes ($30+ GST approx).

All undergraduate textbooks and student notes will be sold from the Memorial Theatre foyer from 7 February to 11 March 2011, while postgraduate textbooks and student notes will be available from the top floor of vicbooks in the Student Union Building, Kelburn Campus. After week two of the trimester all undergraduate textbooks and student notes will be sold from vicbooks on Level 3 of the Student Union Building.

Customers can order textbooks and 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 with the 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.

COURSE CONTENT
First the course will examine a range of theories about the ideal role of the news media in a democracy and how best to facilitate fulfilment of that role. We examine the news media's influence on public opinion; the relationship between news media ownership and content; and the presentation and participation of Maori, women, and ethnic minorities in the New Zealand

news media. We 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 New Zealand's news 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, those within the media involved in the identification, reporting, selection, presentation and production of 'news', opinion pollsters, and public relations experts.

COURSE DELIVERY

The course will be delivered through two fifty minute lectures per week (held over one two-hour period), 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 (2000 words **each**)	– 30% **each**
<u>One</u> three-hour examination	– 40%

The aim of the pattern of assessment is to test each student's knowledge and analytical ability in different ways. 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, clearly argued and structured form. 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 14 April

Essay Two: Thursday 19 May

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 10 June-2 July 2011.

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 an average of 15 hours a week 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 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

USE OF TURNITIN
Student work provided for assessment in this course may 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.

WHERE TO FIND MORE DETAILED INFORMATION
Find key dates, explanations of grades and other useful information at 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. Most statutes and policies are available at 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 (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.

For each lecture there is a list of required readings. Those with a double asterisk (**) are to be found in your POLS 218 Coursebook. All others are online. Students are encouraged to explore other literature on each topic. Some suggestions for further reading are provided at the end of this syllabus.

Wed. 2 March: The media and democracy: theoretical perspectives

Required reading

- McNair, Brian, 'Politics, Democracy and the Media' in *An Introduction to Political Communication*, (3rd edition), London and New York, Routledge, 2003, pp. 74-91. **

- Norris, Pippa 'Evaluating Media Performance' in *A Virtuous Circle Political Communications in Postindustrial Societies,* Cambridge, Cambridge University Press, 2000 **

- Louw, Eric, 'Politics: Image vs Substance' in *The Media and Political Process,* (2nd ed.) London, Sage, 2010 pp. 8-26.**

- McQuail, Denis, 'Concepts and Models for Mass Communication', in *McQuail's Mass Communication Theory,* London, Sage, 2005, pp. 47-76 **

Wed. 9 March: Media control: Government vs the market

Required reading

- Klaen, Jeffery, 'A Critical Review and Assessment of Herman and Chomsky's 'Propaganda Model', in Jeffery Klaehn, (ed.), *Filtering the News Essays on Herman and Chmosky's Propaganda Model,* Montreal, Black Rose Books, 2005, pp. 1-20**

- Oates, Sarah, 'The News Production Model', in *Introduction to Media and Politics,* London, SAGE, 2008, pp. 22-48.**

- 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. **

- 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**

Wed. 16 March News media ownership; bias in the news

Required reading:

- Ellis, Gavin, 'Who Owns the Media?' in Raymond Miller (ed.), *New Zealand Government and Politics,* (5th edition)*,* Melbourne, Oxford University Press, 2010, pp. 399-412.**

- Rosenberg, Bill on media ownership in New Zealand: http://canterbury.cyberplace.co.nz/community/CAFCA/publications/Miscellaneous/mediaown.pdf

- Street, John, 'Political Bias', in *Mass Media, Politics and Democracy,* Hampshire and New York, Palgrave, 2001*,* pp. 15- 35. **

- Roberts, Nigel S. and Stephen Levine, 'Bias and Reliability: Political Perceptions of the New Zealand News Media', in McGregor, *Dangerous Democracy?,* pp. 197-209 **

Wed. 23 March : Racism and the NZ media

Required reading

- 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. **

- 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. **

Further reading

- New Zealand Broadcasting Standards Authority, *The Portrayal of Maori and Te Ao in Broadcasting: the foreshore and seabed issue, H*ttp://www.bsa.govt.nz/publications/BSA-PortrayalofMaori.pdf

Wed. 30 March: Sexism in the news media

Required reading

- Gill, Roaslind, 'News, Gender and Journalism', in *Gender and the Media,* Cambridge, Polity, 2007, pp. 113-149.**

- McMillan, Kate, 'Newsflash! Men and Women still unequal: New Zealand and the 2005 GMMP Project', in McMillan, Leslie and McLeay, *Rethinking Women and Politics*, Wellington, VUW Press, 2009. **

- McGregor, Judy, '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. **

Further reading

- GMMP website: http://www.whomakesthenews.org/

Wed. 6 April: Reporting politics: political journalism in New Zealand in 2011

Required reading

- McCombs, Maxwell, 'Influencing Public Opinion', in *setting the agenda the mass media and public opinion,* Cambridge, Polity, 2004, pp. 1-20.**

- Atkinson, Joe, 'Political Mediators' in Raymond Miller (ed.), *New Zealand Government and Politics,* (5th edition)*,* Melbourne, Oxford University Press, 2010, pp. 413-429.**

- Atkinson, Joe, 'Tabloid Democracy', in Raymond Miller, (ed.), *New Zealand Government and Politics* (3rd edition), Auckland, Oxford University Press, 2003, pp. 305-319. **

- 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**

- Bahador, 'Babak, 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.**

Wed. 13 April: The end of newspapers?

Required reading

- Ovens, Jill 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. **

- Visit Project for Excellence in journalism website on state of American newspapers in 2010: http://www.stateofthemedia.org/2010/newspapers_summary_essay.php

MID TRIMESTER BREAK

Wed. 4 May: Broadcasting: Radio and private vs public debates

- Tully, Jim, '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, **

- Day, Patrick, 'Broadcasting', in Hayward and Rudd (eds.), *Poltical Communications in New Zealand,* Auckland, Pearson, 2004, pp. 93-107.**

- McGregor, Judy, 'Talkback and the art of 'Yackety Yak', in McGregor, *Dangerous Democracy*, pp. 75-93. **

Wed. 11 May: Broadcasting II: Television in New Zealand

Required reading

- 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.**

- Atkinson, Joe, 'Television', in Hayward and Rudd, (eds.), *Political Communications in New Zealand,* Pearson, Auckland, 2004 pp. 136-158.**

- TVNZ's television history page: http://corporate.tvnz.co.nz/tvnz_detail/0,2406,111544-247-252,00.html

Wed. 18 May: Blogging, social networking, google, Youtube, Wikipedia - and politics in NZ

Required reading

- Goode, Luke, 'New Media and Democracy', in Raymond Miller (ed.), *New Zealand Government and Politics* (5th edition)*,* Melbourne, Oxford University Press, 2010, pp. 431-443.**

- Matheson, Donald, 'News and the Net', in Jim Tully, (ed.) *Intro A Beginner's Guide to Professional News Journalism,* Wellington, NZJTO, 2008, pp. 11-22. **

- Parliamentary Library, 'New Zealand Parliamentarians and online social media' http://www.parliament.nz/en-NZ/ParlSupport/ResearchPapers/e/8/8/00PLSocRP11021-New-Zealand-Parliamentarians-and-online-social-media.htm

- Knobel, Lance, 'Nullius in verba Navigating Through the New Media Democracy', in the Alfred Deakin Debate, Jonathan Mills, (ed.), *Barons to Bloggers Confronting Media Power,* Melbourne, Mieguhyah Press, 2005, pp. 37-64.**

- **Visit blogs of the left and right, and check out the blog roll in each:** http://thestandard.org.nz/; www.kiwiblog.co.nz;

- **Visit party websites:**

  - Alliance Party
  - Frogblog
  - G.Blog
  - Green Party
  - Labour Party
  - Maori Party
  - National Party
  - NZ First Party
  - Red Alert

Wed. 25 May: Public opinion polling and the role of PR in contemporary NZ politics

- Entman, Robert & Susan Herbst, 'Reframing Public Opinion as we have known it' in W. Lance Bennet 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.**

- 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).

- Craig, Geoffrey, 'Political Information Management', in *The Media, Politics and Public Life,* New South Wales, Allen and Unwin, 2004, pp. 130-152. **

- http://www.ropercenter.uconn.edu/education/polling_fundamentals_tables.html

- **Visit:** http://kiwipollguy.wordpress.com/

Wed. 1 June: Politicians and the media – and conclusion to the course.

- Cross, Simon and John Henderson, 'Public Images and Private Lives: The Media and Politics in New Zealand', *Parliamentary Affairs,* Vol. 57, No. 1, Jan 2004, pp. 142-156.**

- Maharey. Steve, 'Politicians, the News Media, and Democracy', in Margie Comrie and Judy McGregor, (eds.), *Whose News?* Palmerston North, Dunmore, 1992 **