

FACULTY OF HUMANITIES AND SOCIAL SCIENCES

SCHOOL OF HISTORY, PHILOSOPHY, POLITICAL SCIENCE AND INTERNATIONAL RELATIONS

POLITICAL SCIENCE AND INTERNATIONAL RELATIONS PROGRAMME

POLS 218

Politics and the Media in New Zealand

TRIMESTER 2 2012

16 July to 17 November 2012



Photo by PHIL REID/The Dominion Post

Trimester dates

Teaching dates:	16 July to 19 October 2012
Mid-trimester break:	27 August to 9 September 2012
Study week:	22–26 October 2012
Examination/Assessment Period:	26 October to 17 November 2012

Note: *Students who enrol in courses with examinations must be able to attend an examination at the University at any time during the scheduled examination period above.*

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:	Kate McMillan
Room No.:	Murphy (MY) 532
Phone:	463 9595
Email:	kate.mcmillan@vuw.ac.nz
Office hour:	Thursday 12-1, or by prior appointment.

Class times and locations

Can be found on the Victoria website at:

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

It is advisable to check the above for any changes to the timetable programme.

Lecture Time: Monday, Thursday 11.00 – 11.50 am
Lecture Venue: Hugh Mackenzie (HM) LT001

Tutorial

Tutorial times and venue: See the website below:

<http://www.victoria.ac.nz/timetables/2012%20Academic%20Timetable%20at%2020120606.html>

Tutorials commence in the *second* week of the course.

Using S-Cubed:

Use your internet browser to go to: <https://signups.vuw.ac.nz>.

Use your normal *student login* and *password* to sign into S-Cubed.

Click on “POLLS 218” You will see info about your course and about the different tutorial sessions. Sign up to your preferred session by clicking on the “*sign up*” button.

Please note: If you do not sign up during the first week of trimester, you may be extremely limited in your choice of tutorial time. The sign-up programme is only available until 17 August 2012. If you have problems please see the School Administrator, Murphy Building, 5th Floor, MY518

Teaching learning summary

The course is taught by two weekly fifty-minute sessions and one fifty-minute tutorial.

Communication of additional information

This course uses Blackboard and presumes that all enrolled students have valid myvuw.ac.nz addresses. Please check that this account is active and you have organised email forwarding. Additional information and any changes to the timetable or lecture and tutorial/seminar programme will be advised by email, announced in lectures, and posted on the POLS 218 Blackboard site.

Course prescription

This course focuses on the political roles, functions and effects of the media in New Zealand. Topics studied will include: media and elections (including voting behaviour); news management and production; the role of public relations in political lobbying and electioneering; the political uses of opinion polls and experts; the regulatory environment within which the media operates; ownership and control of the media, public service broadcasting; Maori politics and the media; and the media and political leadership.

Course content

The course will examine a range of theories about the ideal role of the news media in a democracy and different policy prescriptions for facilitating fulfilment of that role. We examine the news media's influence on public opinion; the relationship between news media ownership and content; and how the New Zealand news media responds to cultural and gender differences in society. 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. We also examine the political relationship between media workers, politicians and interest groups.

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.

Students who pass this course 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.

Graduate attributes

As with all Political Science and International Relations courses, learning objectives of this course contribute to the attainment of specific attributes in the areas of logical and critical thinking, conceptual analysis and rational and ethical decision-making. For more details please consult our website <http://www.victoria.ac.nz/hppi/about/overview-of-the-school/psir-overview#grad-attributes>

Expected workload

In accordance with Faculty Guidelines, this course has been constructed on the assumption that students will devote 200 hours to POLS 218 throughout the trimester. This includes weekly attendance at lectures, and tutorial/seminars, completion of all set weekly readings and research and writing for set assessment tasks.

Group work

There is no assessed group work for this course.

Readings

Set texts:

POLS 218 Book of Readings available from VicBooks, Student Union Building.

All undergraduate textbooks and student notes will be sold from the Memorial Theatre foyer from 9–27 July 2012, 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 4 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.

Recommended reading: See pages at the end of this syllabus for a week-by-week list of lecture topics and readings.

Assessment requirements

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:

- Two essays (2000 words **each**) – 30% **each**
- One 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 dates for assessed work

Essay One: 5.00pm Friday 24 August 2012

Essay Two: 5.00pm Friday 5 October 2012

Essay questions will be posted on Blackboard.

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 26 October to 17 November 2012.

Submission of Work

All written work must be typewritten and submitted in both **hardcopy** with the Programme's Declaration Form signed and attached **AND** an **electronic copy**, submitted to Turnitin (see following paragraph). The Declaration Form (PSIR Assignment Coversheet) is available from the department's main office. **Essays will not be marked unless both a hardcopy and electronic copy are submitted.**

Hardcopies should be deposited into Dr McMillan's box on the 5th floor of Murphy, positioned to the right of the PSIR administration office as you come out of the 5th floor lifts.

The course expects students to submit their assignments on time. Requests for **extensions** should be made with the lecturer in person with proper documentation *before* the due date. Extensions are normally given only to those with a medical certificate, or other evidence of forces beyond your control.

Use of Turnitin

Students are required to submit all essays to 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.

Instructions for using Turnitin.

If you have never used turnitin before you will need to create an account at <http://turnitin.com/>. Once you have an account, log in and find the POLS 218 essay box using the following ID and password:

The POLS 218 turnitin Class ID is 5251992

The password is Media.

Please note: the essay drop box in turnitin is set to close after the 5.00pm on the due date. At that time a new essay box entitled 'late essay 1' will be opened to allow you to deposit late essays.

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 (for example, illness [presentation of a medical certificate will be necessary] or similar other contingencies). In all such cases, prior information will be necessary.

Mandatory course requirements

To gain a pass in this course each student must:

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

Return of marked course work

Essays and tests are normally returned in tutorials at times to be advised. If students fail to attend these times, they may collect their essay from the School Office in level 5, Murphy Building **between the hours of 2.00 and 3.00 pm** from Monday to Friday and must show their Student ID card before collection.

Class representative

A class representative will be elected in the first week, 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

Students are expected to write clearly. Where work is deemed 'illegible', the options are:

- the student will be given a photocopy of the work and asked to transcribe it to an acceptable standard (preferably typed) within a specified time frame after which penalties will apply;
- the student will be given a photocopy of the work and asked to transcribe it to an acceptable standard (preferably typed) and lateness penalties apply;
- if the student does not transcribe it to an acceptable standard, the work will be accepted as 'received' (so any associated mandatory course requirements are met) but not marked.

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.

Find out how academic progress is monitored and how enrolment can be restricted at <http://www.victoria.ac.nz/home/study/academic-progress.aspx>. 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 Academic Office website, at www.victoria.ac.nz/home/about_victoria/avcacademic.

2012 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. All others are online. Students are encouraged to explore other literature on each topic.

Week One: Mon 16 July & Thurs 19 July

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 **

Week Two: Mon 23 July & Thurs 26 July

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 Chomsky'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**

Week Three: Mon 30 July & Thurs 2 August

Political economy of the media; Media bias

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 **

Week Four: Mon 6 August & Thursday 9 August
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Race, Gender and the NZ media

Required reading (Monday's lecture)

- 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. **

Required reading (Thursday's lecture)

- 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/>

Week Five: Mon 13 August & Thursday 16 August**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**

Week Six: Mon 20 August & Thurs 23 August**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.stateofthedia.org/2010/newspapers_summary_essay.php

MID-TRIMESTER BREAK: 24 AUGUST-9 SEPTEMBER**Week Seven: Mon 10 September & Thurs 13 Sept****Broadcasting I: Public vs Private?****Required reading**

- 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.), *Political 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. **

Week Eight: Mon 17 September & Thurs 20 September

Broadcasting II: Television and Politics 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

Week Nine: Mon 24 September & Thurs 27 September

New media, New politics, New Zealand?

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;

Week Ten: Mon 1 October & Thursday 4 October

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/>

Week Eleven: Mon 8 October & Thursday 11 October

Politicians and the media

- Atkinson, Joe, 'Metaspin: Demonisation of media manipulation', *Political Science* 57:2, pp. 17-28, available online through university database.
- 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 **

Week Twelve: Mon 15 October & Thursday 18 October:

Media effects & Conclusion to course

Required readings

- Temple, M, 'Dumbing down is Good for You', *British Politics* 1 (2) pp. 257-273. Access via VUW library website.
- McNair, Brian, *An Introduction to Political Communications*, Chapter 3, [access via Blackboard](#)