

## MDIA 408 Media Policy

**Trimester 1 2012**

5 March to 4 July 2012

30 Points



### TRIMESTER DATES

Teaching dates:	5 March to 8 June 2012
Mid-trimester break:	6 to 22 April 2012
Study week:	11 to 15 June 2012
Last piece of assessment due:	25 June 2012

### 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

Peter Thompson, Room 305, 83 Fairlie Terrace. Phone (04) 436 6827. Email peter.thompson@vuw.ac.nz

Office Hours: Wednesday 10.30am - 12.00pm or by appointment

Contributing Lecturer: TBC

## **CLASS TIMES AND LOCATIONS**

### **Lectures**

Monday                      2.10pm – 4.00pm\*                      81 Fairlie Terrace, Room 103

\*Note that on days where there is a guest seminar (TBC), sessions may be extended to 5pm.

## **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. Where relevant, lecture powerpoints will be uploaded to Blackboard, usually after the lecture. NB: If you are not going to use the Victoria email address set up for you, we strongly encourage you to set a forward from the Victoria email system to the email address you do use.

## **COURSE PRESCRIPTION**

The course critically examines the political, economic and normative aspects of media policy, including legal/regulatory and funding arrangements. The focus will be primarily on contemporary New Zealand but will include consideration of the historical and global context of media policy and comparative cases where relevant. The course will emphasise broadcasting, but will include consideration of digitalisation, convergence, censorship and intellectual property in relation to various 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 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 expected workload for a 30 point course is 300 hours over the trimester or 20 hours per teaching week. The expectation is that this equates to approximately 15+ hours of work per week, over a 12-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 texts:** The scope of the course is broad, and the material encompasses both academic research and policy documentation. Readings will be concentrated in the topic areas relevant to individual interest, so there are no Student Notes. A selection of material pertaining to all the major course topics will be provided through Blackboard.

**Recommended reading:**

Mansell, R., & Raboy, M. (Eds.) (2011). *The handbook of global media and communication policy* [electronic resource]. Malden, MA: Wiley-Blackwell.

<http://onlinelibrary.wiley.com/book/10.1002/9781444395433> (esp. Chapters 1, 2, 5, 13, 24).

McQuail, D. (2010). *McQuail's mass communication theory* (6th ed). London: Sage. (esp. Chapter 7).

Freedman, D. (2008). *The politics of media policy*. Cambridge: Polity Press. (esp. Chapters 2, 3 ).

Davis, A. (2010). *Political communication and social theory*. London: Routledge. (esp. Chapters 1, 4).

Hansen, A. (Ed.) *Mass Communication research methods*, Vol.2. London: Sage. (esp. Chapter 23).

Fitzgerald, S.W. (2012). *Corporations and cultural industries- Time Warner, Bertelsmann and News Corporation*. Lanham, MY: Lexington Books (esp. Chapter 3).

Flew, T. (2008). *New media- an introduction* (3rd ed). Melbourne: Oxford University Press (esp. chapter 11).

S. Braman (Ed.) (2002). *The emergent global information policy regime*. Basingstoke: Palgrave Macmillan (esp. chapter 2).

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- Chakravartty, P. & Sarikakis, K. (Eds.) (2006). Media policy and globalisation. Edinburgh: Edinburgh University Press.(esp. chapters 2, 3).
- Nightingale, V & Dwyer, T. (Eds.) (2007). New media worlds- challenges for convergence. Melbourne: Oxford University Press. (esp. Chapter 3).
- Lievrouw, L.A. & Livingstone, S. (Eds.) (2006). Handbook of new media- social shaping and social consequences of ICTs (updated student edition). London: Sage (esp.Chapter 16).
- Wasko, J. Murdock, G. & Sousa, H. (Eds.) (2011). The handbook of political economy of communication. Malden, MA: Wiley-Blackwell. (esp. Chapter 13).
- Siochru, S., Girard, B., & Mahan, A. (2002). Global media governance—a beginner’s guide. Lanham, MY: Rowman & Littlefield/United Nations. (Introduction).
- Humphreys, P. & Simpson, S. (2005). Globalisation, convergence and European telecommunications regulation. Cheltenham: Edward Elgar. (Introduction).
- Fuchs, C., Boersma, K., Albrechtslund, A., & Sandoval, M. (Eds.) (2012). Internet and surveillance- the challenges of Web 2.0 and social media. New York: Routledge. (esp. Chapters 1, 2).
- Caso, F. (2008). Censorship. New York: Infobase publishing. (esp. Chapters 1, 6).
- Watson, C. & Shuker, R. (1998). In the public good? Censorship in New Zealand. Palmerston North: Dunmore Press. (esp. Chapter 1).

Postgraduate textbooks and student notes will be available from the top floor of vicbooks in the Student Union Building, Kelburn Campus. You can order textbooks and student notes online at [www.vicbooks.co.nz](http://www.vicbooks.co.nz) or can email an order or enquiry to [enquiries@vicbooks.co.nz](mailto:enquiries@vicbooks.co.nz). Books can be couriered to you or they can be picked up from the shop. You will be contacted when they are available.

#### **ASSESSMENT REQUIREMENTS**

<b>Assignment 1: Short Essay</b>	<b>25%</b>	<b>(Learning Objectives 1, 2, 4)</b>	<b>Due: 1pm, 2 April 2012</b>
<b>Assignment 2: Short Essay</b>	<b>25%</b>	<b>(Learning Objectives 1, 2, 4)</b>	<b>Due: 1pm, 14 May 2012</b>
<b>Assignment 3: Research project</b>	<b>50%</b>	<b>(Learning Objectives 1 to 5)</b>	<b>Due: 1pm, 25 June 2012</b>

**Assignment 1: Short essay**

With reference to a specific example/issue relating to print media, film, broadcasting or telecommunications, write an essay analysing the normative, political-economic and/or technical issues facing media policy makers. The essay should identify relevant points of regulatory intervention, demonstrate awareness of how the theories/concepts assumed might influence the way media policy is understood. (1500 words)

**Assignment 2: Short essay**

With reference to a contemporary example of media convergence, write an essay analysing the implications of digital media technologies and convergence for contemporary media policy. The essay should identify any shifts in the points of regulatory intervention and demonstrate awareness of how the theories/concepts assumed might influence the way media policy is understood. (1500 Words)

**Assignment 3: Research project**

Using the documentary/archival method, research and critically analyse a contemporary media policy issue and/or regulatory institution and its functions. This should include discussion of theory and methodology, analysis of at least one media policy-related document, and commentary on the contextual political and economic factors salient to these issues/functions. (4000 words)

**Note:** Marks for Honours level assignments and final course grades are not finalised until feedback from the external examiner has been considered. Note also that honours grades gained in individual courses remain provisional until the overall final classification made by the Honours programme examination committee.

**ASSIGNMENT COVER SHEETS**

Assignment cover sheets and extension forms can be found on Blackboard or outside the Programme office, 83 Fairlie Terrace. Remember to fill in your tutor's name.

**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 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

To gain a pass in this course you must:

- Complete all three assignments on or by the specified dates (subject to such provisions as are stated for late submission of work)

## 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 handwritten work is required you are expected to write clearly. If this 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>

## TURNITIN

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. 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

The MDIA408 Blackboard site will provide information and resources about all aspects of the course.

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).

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**COURSE PROGRAMME**

NB: The course will include guest seminars from media/policy professionals and the schedule may be modified to accommodate this.

Week 1	5 March	Introduction to media policy- theory and the relation to policy
Week 2	12 March	The political economy of media policy- institutional actors and agendas
Week 3	19 March	Media markets and public goods
Week 4	26 March	Broadcasting policy (including seminar with the CEO of the Broadcasting Standards Authority).
Week 5	2 April	Telecommunications Policy and Convergence (including seminar with the Telecommunication Commissioner)
<b>Mid Trimester Break:</b> Friday 6 April to Sunday 22 April 2012		
Week 6	23 April	Informational goods and digital piracy
Week 7	30 April	Censorship issues
Week 8	7 May	Methods in media policy research - institutional and documentary analysis
Week 9	14 May	Global media policy issues
Week 10	21 May	Case studies/TBC
Week 11	28 May	Case Studies/TBC
Week 12	4 June	Public Holiday: Queen's Birthday