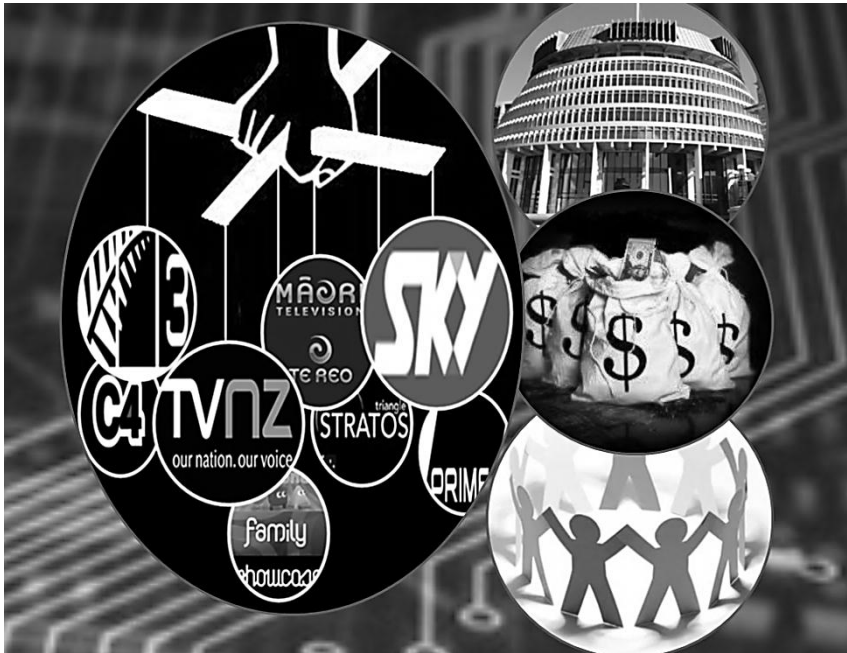


MDIA 408 Media Policy

Trimester 1 2013

4 March to 3 July 2013

30 Points



TRIMESTER DATES

Teaching dates:	4 March to 7 June 2013
Easter break:	28 March to 3 April 2013
Mid-trimester break:	22 to 28 April 2013

WITHDRAWAL DATES

Information on withdrawals and refunds may be found at
<http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds>

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

Tuesday 1.10 - 4.00pm 81FT103

*Note that on days where there is a guest seminar (TBC), sessions may be extended to 4pm.

TEACHING LEARNING SUMMARY

There will be 12 two hour seminars. The class will be conducted partly through lectures (including guest lectures) and group discussion. Note that extra class time has been allocated to accommodate discussion after guest lectures.

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 student email address, we strongly encourage you to have these forwarded to the email address you routinely 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.

COURSE CONTENT

The course provides theoretical and methodological frameworks designed to enable students to critically engage with a range of media policy issues. Although lectures and core readings are provided, themes will be adapted to emerging policy debates and where possible guest speakers involved in media policy/regulation will be invited. Students are expected to be proactive in exploring their own topics of interest, particularly in regard to the researched essay.

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

The expected workload for a 30 point course is 300 hours over the trimester or 20 hours per teaching week.

The approximate break-down is as follows:

1.	Class/seminar attendance (12 sessions):	36 hours
2.	Reading (assigned and recommended readings):	96 hours
3.	Independent reading and library work:	36 hours
4.	Assignment 1 essay:	36 hours
5.	Assignment 2 essay:	36 hours
6.	Assignment 3: Research essay including research and writing:	60 hours

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 set Student Notes. A selection of material pertaining to all the major course topics will be provided through Blackboard and Library Course Reserves.

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).

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).

All postgraduate textbooks and student notes will be available from vicbooks’ new store, Ground Floor Easterfield Building, Kelburn Parade from 11 February to 15 March 2013.

You 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. You 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.

ASSESSMENT REQUIREMENTS

Assignment 1: Short Essay	30%	(Learning Objectives 1, 2, 4)	Due: 1pm, 4 April 2013
Assignment 2: Short Essay	30%	(Learning Objectives 1, 2, 4)	Due: 1pm, 7 May 2013
Assignment 3: Research project	40%	(Learning Objectives 1 to 5)	Due: 1pm, 7 June 2013

Assignment 1: Short essay on media policy

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. (2000 words)

Assignment 2: Short essay on policy implications of media convergence

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. (2000 words)

Assignment 3: Researched essay

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)

Please 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 Administration office: 83 Fairlie Terrace. Remember to fill in your Course Coordinator's name.

COLLECTING MARKED ASSIGNMENTS

Your marked assignment will be handed back by your Course Coordinator in seminars or during his office hours. Any uncollected assignments can be picked up from the Programme Administrator after the last day of teaching. Assignments will be held in the Administration office until the end of the following trimester. You need to show your student identification to collect marked assignment from the Administration office.

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.

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>

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

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 (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.

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 MTW	26 March	Broadcasting policy
Easter Break: Thursday 28 March to Wednesday 3 April 2013		
Week 5	9 April	Telecommunications Policy and Convergence
Week 6	16 April	Press regulation
Mid Trimester Break: Monday 22 to Sunday 28 April 2013		
Week 7	30 April	Methods in media policy research - institutional and documentary analysis
Week 8	7 May	Informational goods and digital piracy
Week 9	14 May	Regulating competition in media markets
Week 10	21 May	Censorship issues
Week 11	28 May	Global media policy issues
Week 12	4 June	Case Studies/TBC