

# MDIA 201 Media in Aotearoa New Zealand

**Trimester 2 2013**

15 July to 17 November 2013

**20 Points**

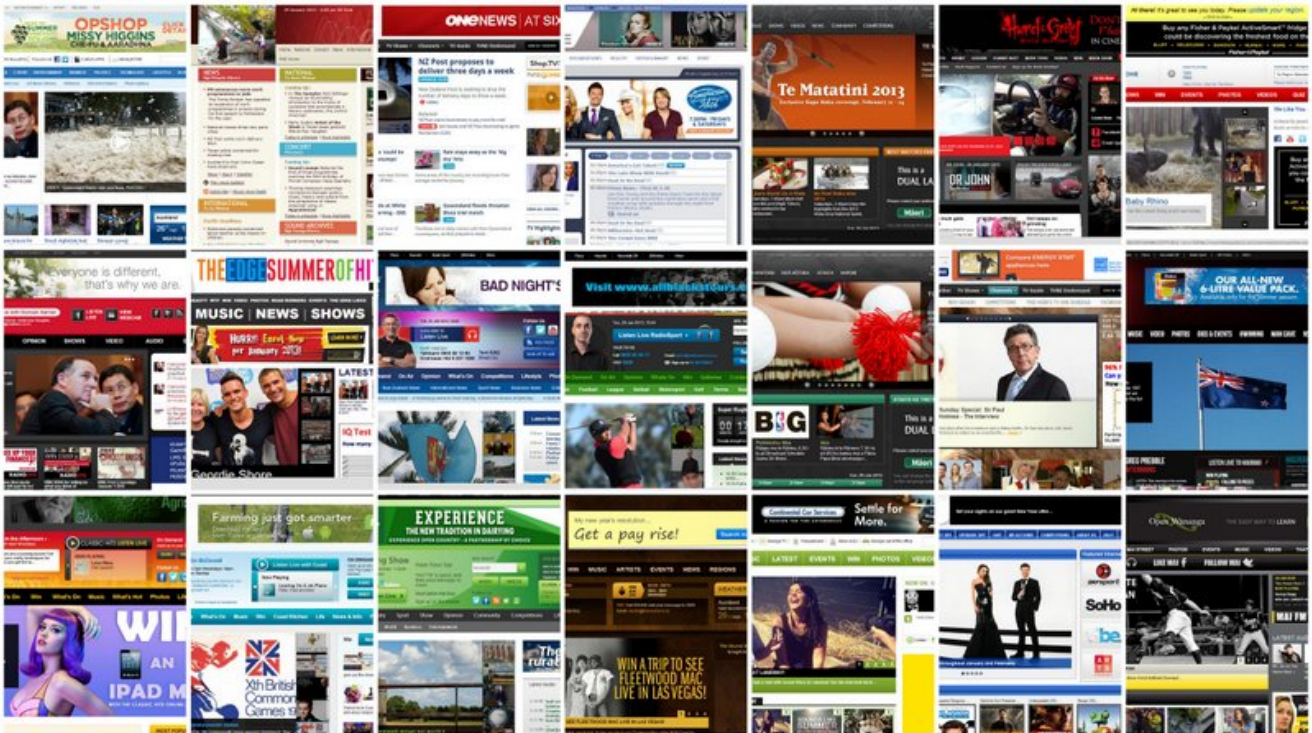


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## TRIMESTER DATES

Teaching dates: 15 July to 18 October 2013  
Mid-trimester break: 26 August to 8 September 2013  
Last piece of assessment due: 31 October 2013

## WITHDRAWAL DATES

Refer to [www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds](http://www.victoria.ac.nz/home/admisenrol/payments/withdrawalsrefunds)

If you cannot complete an assignment or sit a test or examination (aegrotats), refer to [www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat](http://www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat)

## CLASS TIMES AND LOCATIONS

### Lectures

Monday                                      10.00 – 11.50am                                      Maclaurin LT102

### Tutorials

Tutorials begin in WEEK 2. Please register for tutorials via the MDIA 201 site on Blackboard: go to “Tutorials” and then follow the instructions under the “SCubed - Tutorial Enrolment Instructions” link. Please read the instructions carefully. Tutorial rooms will be listed on S-Cubed, Blackboard and on the bulletin board outside the administration office, 83 Fairlie Terrace.

## NAMES AND CONTACT DETAILS

### Course Coordinator

Dr Anita Brady

anita.brady@vuw.ac.nz    04 463 6853    Room 205, 81 Fairlie Terrace

Office Hours: TBC

### Tutor

Sarah Hudson

[sarah.hudson@vuw.ac.nz](mailto:sarah.hudson@vuw.ac.nz)                                      Room 301, 83 Fairlie Terrace

Office Hours: TBC

## COMMUNICATION OF ADDITIONAL INFORMATION

Course-related information will be communicated to students using the MDIA 201 Blackboard site. Occasionally emails are sent to the MDIA 201 class via Blackboard. Blackboard uses your VUW email address. Therefore, 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.

## PRESCRIPTION

MDIA 201 explores the relationship between notions of 'national identity' and New Zealand's media institutions, policy-making and production. The course focuses primarily on case studies of New Zealand advertising, film, television and popular music, applying relevant critical approaches in each case. Other media forms will also be discussed in various lectures.

## COURSE CONTENT

MDIA 201 is designed to introduce you to critical ways of thinking about and engaging with media in Aotearoa/New Zealand. It examines the media that is produced in New Zealand, and the New Zealand that is produced in the media. The course is particularly concerned with how ongoing change in media industries, policy, patterns of use, and representational practices impacts upon “media in Aotearoa New Zealand” as an object of study.

## COURSE LEARNING OBJECTIVES (CLOS)

Students who pass this course should be able to:

- 1) Demonstrate a sound knowledge of the particular industrial, regulatory, policy and technological factors that inform New Zealand media production.
- 2) Demonstrate historical knowledge of the wider social processes that inform the production and consumption of New Zealand media.
- 3) Discuss the relationship between mediated notions of “New Zealand identity” and the representation and production of social groups.
- 4) Discuss discourses of biculturalism and multiculturalism as they relate to the mediated public sphere.
- 5) Demonstrate competencies in the written analysis and discussion of media texts, industries and cultural contexts.
- 6) Utilise media texts and empirical data to critically engage with theories in Media Studies.

## TEACHING FORMAT

Students enrolled in this course are required to attend one weekly two-hour lecture, and one weekly 50 minute tutorial starting in Week 2. **Both lecture and tutorial attendance is compulsory for MDIA 201.** Lectures and tutorials are designed as interactive spaces. Students should come to class having read that week’s assigned readings, and prepared to engage in class discussion.

## MANDATORY COURSE REQUIREMENTS

In addition to achieving an overall pass mark of 50%, students must:

- Submit the written work specified for assignments 2, 3 and 4 on or by the specified dates (subject to such provisions as are stated for late submission of work)
- Submit a copy of written work for assignments 2, 3 and 4 to Turnitin
- Attend **at least** 7 lectures
- Attend **at least** 8 tutorials.

**WORKLOAD**

The expected workload for a 20 point course is 200 hours over the trimester or 13 hours per teaching week.

Teaching Week:

1 x 2 hour lecture 2.0

1 x 1 hour tutorial 1.0

2 x 2 hours readings 4.0

1 x 6.5 hours revision/assessment 6.5

Total 13.5

Other Periods:

Research, study, assessment work: 38.0

**ASSESSMENT**

Assessment items and workload per item		%	CLO(s)	Due date
1	Assignment 1: Media Use Tutorial Exercise (Media use survey and tutorial discussion)	5%	2, 6	Tutorial 5 (Week 7)
2	Assignment 2: Essay 1: 1500 -1800 words (in MDIA Drop slot, 83 Fairlie Terrace and Turnitin).	35%	1-6	Last essays due: Fri 30 Aug at 2pm
3	Assignment 3: Essay 2: 1500 -1800 words (in MDIA Drop slot, 83 Fairlie Terrace and Turnitin).	35%	1-6	Last essays due: Fri 18 Oct at 2pm
4	Survey Results Assignment 1000-1200 words (in MDIA Drop slot, 83 Fairlie Terrace and and Turnitin).	25%	1, 2, 5,6	Thurs 31 Oct at 2pm

**Assignment 1: Media Use Tutorial Exercise 5% (Week 7, Tutorial 5)**

This assignment will require you to reflect on your media usage over one week. As tutorial preparation for Week 3 you will be invited to fill out an anonymous online Media Use Survey. Participating in this survey is voluntary, however students not wanting to participate in the research will be required to complete a print version as tutorial preparation. Full details of the expectations for this assignment will be discussed in class and made available on Blackboard by Week 2. Your grade is participation based. This means that if you complete the exercise you will receive 5%. You will be required to bring either a receipt of online participation or your completed print version to the tutorial. This evidence of participation will be marked off by your tutor, and you will receive 5 marks.

**Assignment 2: Essay 1: worth 35% of final grade (1500-1800 words)**

**Assignment 3: Essay 2: worth 35% of final grade (1500-1800 words)**

A list of essay questions will be posted on Blackboard in week 1 in the assessment section for assignment 2, and in the mid-trimester break for assignment 3. The questions for assignment 2 relate to the topics covered in weeks 2-6, and the questions for assignment 3 relate to topics covered in weeks 7-11.

Choose **ONE** essay question for each assignment and submit it by the relevant due date. The due date of the essay is 2pm on the Friday 12 days after the lecture related to that topic. No essays related to that topic will be accepted after the relevant due date. You must submit one essay in the first half of the trimester (Assignment 2) and one essay in the second half (Assignment 3).

The deadlines are:

**Assignment 2**

Week 3 topic: due Friday August 9

Week 4 topic: due Friday August 16

Week 5 topic: due Friday August 23

Week 6 topic: due Friday August 30

**Assignment 3**

Week 7 topic: due Friday September 20

Week 8 topic: due Friday September 27

Week 9 topic: due Friday October 4

Week 10 topic: due Friday October 11

Week 11 topic: due Friday October 18

**2<sup>nd</sup> chance assignment:** You may submit **one** extra assignment to be marked (i.e. no more than 3 in total). Your two highest grades will count towards your final grade.

This assignment will be assessed on the following criteria:

- your ability to respond to the question asked
- your ability to produce a clearly thought out introduction and conclusion
- your ability to structure and develop an academic argument, and utilise good supporting evidence
- the quality of your written expression
- your ability to integrate theory and textual analysis

- your ability to accurately follow an academic bibliographic style

### **Guidelines**

- The rolling deadlines for these assignments are to enable you to plan your assessment around topics that interest you, and your other commitments. No extensions will be granted on the basis of workload or other commitments.
- We are interested in your analysis, so avoid simply replicating lecture notes and readings.
- Each essay should include some discussion of at least one media example. We are interested in your consideration of examples that you see as relevant so (unless otherwise specified), you should not base your response on an analysis discussed extensively in lectures or tutorials (you will be given guidance as to what texts you cannot use. Feel free to check it out with your tutor).
- You must utilise at least 2 reputable **academic** sources in your response. At least one of these must be a required reading and at least one must not be (it can be a recommended reading).
- The recommended readings related to your chosen topic are likely to be helpful in formulating your response, and you are strongly encouraged to utilise them.
- Topics in the course overlap considerably. You may use readings and course material from weeks other than the week related to your topic (and you're encouraged to do so).
- This is a second-year course, which means the level of analysis expected is greater than that expected at first year. Therefore you should avoid using media texts used as examples in first-year courses. You cannot write on an example you have used in first year (this will be checked).
- All essays must be accompanied by a bibliography formatted in MLA-style. This style is set out in the SEFTMS handbook (available on Blackboard).
- All essays must be in 12-point font and double-spaced.
- You must submit an electronic copy of this assignment to Turnitin before handing in your hard copy to the MDIA Drop Slot. **You must attach a Turnitin receipt to the hard copy.** Any assignments not submitted to Turnitin will not be marked
- The extensive guidelines in the SEFTMS Handbook (available on Blackboard) are designed to help you in your essay writing. It is strongly recommended that you consult them.
- There will be tutorial time set aside to discuss this assignment.

**Assignment 4: Media Use Survey Results Assignment: worth 30% of final grade (1200-1500 words. Due 2pm Thursday 30 October).**

For the final assignment you will be asked to use the results from the Media Use Survey conducted earlier in the course to critically engage with theories covered in the course. Those survey results will be utilised throughout the course, and discussed in detail in class, along with expectations for this assignment.

### **SUBMISSION AND RETURN OF WORK**

Work provided for assignments 2, 3 and 4 in this course will be checked for academic integrity by Turnitin. Work not submitted to Turnitin will not be marked. Follow the instructions provided in the "Assignments and Turnitin" section of Blackboard.

Hard-copy assignments are submitted in the drop slot outside the administration office: 83 Fairlie Terrace. Attach an assignment cover sheet or extension form, found on Blackboard or outside the administration office. Remember to fill in your tutor's name.

Your marked assignment will be handed back by your tutor in tutorials or during their 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.

### **PENALTIES**

Work submitted after the deadline will be penalised by a 2.5 percent deduction from your total mark per work day. Late work may also receive only minimal comments from your marker, and may be returned later than other students' marked work.

In exceptional and unforeseen circumstances an extension may be granted. 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.

### **SET TEXTS**

You can order student notes online at [www.vicbooks.co.nz](http://www.vicbooks.co.nz) or you can email an order or enquiry to [enquiries@vicbooks.co.nz](mailto:enquiries@vicbooks.co.nz).

MDIA 201 Student Notes.

This contains the required readings for the course. **You must read the required reading(s) for each week.** Tutorials and lectures are delivered on the assumption that you have done that week's reading. The readings vary in mode from theoretical analysis to close readings of media texts. It is imperative that you grapple with the harder readings to develop your academic skills and your critical engagement with New Zealand media.

## RECOMMENDED READING

In the course programme (pages 10-13 of this Outline) are recommended further readings for weeks 2-11. These expand on and further develop the ideas covered in that week's lecture and readings, and will at times be utilised in lectures. All of these readings are available in the folder of the relevant week on Blackboard.

### **Additional Recommended Reading:**

Below are a number of books that discuss the media in Aotearoa New Zealand. Along with the weekly required and recommended readings, they are likely to be of significant help in your assignments. All are available on Closed Reserve in the Library.

Dennis, Jonathan, and Jan Bieringa, eds. *Film in Aotearoa New Zealand*. Wellington: Victoria University Press, 1996. Print.

Dunleavy, Trisha and Hester Joyce. *New Zealand Film & Television: Institution, Industry and Cultural Change*. Bristol: Intellect, 2011.

Farnsworth, John, and Ian Hutchison, eds. *New Zealand Television: A Reader*. Palmerston North, NZ: Dunmore Press, 2001. Print.

Goode, Luke, and Nabeel Zuberi, eds. *Media Studies in Aotearoa New Zealand*. Auckland: Pearson, 2004. Print.

Goode, Luke, and Nabeel Zuberi, eds. *Media Studies in Aotearoa New Zealand 2*. Auckland, NZ: Pearson, 2010. Print.

Hirst, Martin, Sean Phelan, and Verica Rupa, eds. *Scooped: The Politics and Power of Journalism in Aotearoa New Zealand*. Auckland: AUT Media, 2012. Print.

Horrocks, Roger, and Nick Perry, eds. *Television in New Zealand: Programming the Nation*. Melbourne: Oxford University Press, 2004. Print.

Law, Robin, Hugh Campbell, and John Dolan. *Masculinities in Aotearoa/New Zealand*. Palmerston North, NZ: Dunmore Press, 1999. Print.

McGregor, Judy, and Margie Comrie, eds. *What's News? : Reclaiming Journalism in New Zealand*. Palmerston North, NZ: Dunmore Press, 2002. Print.



## 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.

You may like to write the Class Rep's name and details in this box:

**Class Rep name and email address for this course:**

## STUDENT FEEDBACK

Student feedback on University courses may be found at

[www.cad.vuw.ac.nz/feedback/feedback\\_display.php](http://www.cad.vuw.ac.nz/feedback/feedback_display.php).

In week six or seven of the trimester your class representative will be invited to a meeting with the Programme staff. In week five your class representative will ask the class for any feedback on this course to discuss at this meeting.

## OTHER IMPORTANT INFORMATION

The information above is specific to this course. There is other important information that students must familiarise themselves with, including:

- Academic Integrity and Plagiarism: [www.victoria.ac.nz/home/study/plagiarism](http://www.victoria.ac.nz/home/study/plagiarism)
- Aegrotats: [www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat](http://www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat)
- Academic Progress: [www.victoria.ac.nz/home/study/academic-progress](http://www.victoria.ac.nz/home/study/academic-progress) (including restrictions and non-engagement)
- Dates and deadlines: [www.victoria.ac.nz/home/study/dates](http://www.victoria.ac.nz/home/study/dates)
- FHSS Student and Academic Services Office: [www.victoria.ac.nz/fhss/student-admin](http://www.victoria.ac.nz/fhss/student-admin)
- Grades: [www.victoria.ac.nz/home/study/exams-and-assessments/grades](http://www.victoria.ac.nz/home/study/exams-and-assessments/grades)
- Resolving academic issues:  
[www.victoria.ac.nz/home/about/avcacademic/publications2#grievances](http://www.victoria.ac.nz/home/about/avcacademic/publications2#grievances)
- Special passes: [www.victoria.ac.nz/home/about/avcacademic/publications2#specialpass](http://www.victoria.ac.nz/home/about/avcacademic/publications2#specialpass)
- Statutes and policies including the Student Conduct Statute:  
[www.victoria.ac.nz/home/about/policy](http://www.victoria.ac.nz/home/about/policy)
- Student support: [www.victoria.ac.nz/home/viclife/student-service](http://www.victoria.ac.nz/home/viclife/student-service)
- Students with disabilities: [www.victoria.ac.nz/st\\_services/disability](http://www.victoria.ac.nz/st_services/disability)
- Student Charter: [www.victoria.ac.nz/home/viclife/student-charter](http://www.victoria.ac.nz/home/viclife/student-charter)
- Student Contract: [www.victoria.ac.nz/home/admisenrol/enrol/studentcontract](http://www.victoria.ac.nz/home/admisenrol/enrol/studentcontract)
- Turnitin: [www.cad.vuw.ac.nz/wiki/index.php/Turnitin](http://www.cad.vuw.ac.nz/wiki/index.php/Turnitin)

- University structure: [www.victoria.ac.nz/home/about](http://www.victoria.ac.nz/home/about)
- VUWSA: [www.vuwsa.org.nz](http://www.vuwsa.org.nz)
- School website: [www.victoria.ac.nz/seftms](http://www.victoria.ac.nz/seftms)

Week 1	15 July	<p><b>L1: WHAT IS “MEDIA IN AOTEAROA NEW ZEALAND”?</b></p> <p><b>Required Reading:</b> Anderson, Benedict. Excerpts from <i>Imagined Communities</i>.</p> <p>Goode, Luke and Nabeel Zuberi. Excerpt from “Media Studies: Switching On.”</p>
Week 2	22 July	<p>CANCELLED LECTURE</p>
Week 3	29 July	<p><b>L2: THE NATION AS DISCURSIVE CONSTRUCTION</b></p> <p><b>Required Reading:</b> Bell, Claudia. “Where Am I? Invention and Mythmaking.” (p16 in reader) Billig, Michael. “Introduction” and “Concluding Remarks.” (p30)</p> <p><b>Recommended Further Reading:</b> Bell, Avril and Gregor McLennan. “National Identities: From the General to the Pacific.” <i>Sites</i> 30 (1995): 1-8.</p> <p>Higson, Andrew. “Nationality: National Identity and the Media.” <i>The Media: An Introduction</i>. Eds. Adam Briggs and Paul Cobley. Essex: Longman, 1998. 354-363. Print.</p> <p>Mohanram, Radhika. “(In)visible Bodies? Immigrant Bodies and Constructions of Nationhood in Aotearoa/New Zealand.” <i>Feminist Thought in Aotearoa/New Zealand: Differences and Connections</i>, Auckland: OUP, 1998. 21-28. Print.</p>
Week 4	5 August	<p><b>L3: MAORI TELEVISION</b> <b>Guest lecturer: Dr Jo Smith (VUW)</b></p> <p><b>Required Reading:</b> Smith, Jo and Sue Abel. “<i>Ka Whawhai Tonu Mātou</i>: Indigenous Television in Aotearoa/New Zealand.” (p37)</p> <p><b>Recommended Further Reading:</b> Smith, Jo. “Parallel Quotidian Flows: MTS On Air.” <i>New Zealand Journal of Media Studies</i> 9.2 (2006): 27-35. Print.</p> <p>Stephens, Tainui. “Māori Television.” <i>Television in New Zealand: Programming the Nation</i>. Eds. Roger Horrocks and Nick Perry. Melbourne: Oxford, 2004. 107-115. Print.</p>
Week 5	12 August	<p><b>L4: JOURNALISM IN NEW ZEALAND</b> <b>Guest Speaker: Chris Bramwell (Senior Journalist, Parliamentary Press Gallery)</b></p> <p><b>Required Reading:</b> Comrie, Margie. “Politics, Power and Political Journalists.” (p73)</p> <p>Beatty, Bronwyn. “The Media Event: The Future of Television in New Zealand.” (p80)</p> <p><b>Recommended Further Reading:</b> Matheson, Donald. “News: Producing Reality.” <i>Media Studies in Aotearoa New</i></p>

MEDIA STUDIES PROGRAMME COURSE OUTLINE MDIA 201

*Zealand 2*. Eds. Luke Goode and Nabeel Zuberi. Auckland, NZ: Pearson, 2010. 134-43. Print.

Abel Sue, Tim McCreanor and Angela Moewaka Barnes. "Reporting te Tiriti: Producing and Performing Colonial Society." *Scooped: The Politics and Power of Journalism in Aotearoa New Zealand*. Eds. Martin Hirst, Sean Phelan and Verica Rupar. Auckland: AUT Media, 2012. 65-79. Print.

Maharey, Steve. "Journalism in the Digital Era." *Scooped: The Politics and Power of Journalism in Aotearoa New Zealand*. Eds. Martin Hirst, Sean Phelan and Verica Rupar. Auckland: AUT Media, 2012. n. pag. Print.

Week 6      19 August      **L5: GENDER AND "KIWI" IDENTITY**

**Required Reading:**

Campbell, Hugh, Robin Law, and James Honeyfield. "What it Means To Be a Man': Hegemonic Masculinity and the Reinvention of Beer." (p51)

Brady, Anita. "Camp Mothers of the Nation? Reading *Untouchable Girls*". (p62)

**Recommended Further Reading:**

Law, Robin, Hugh Campbell and John Dolan. "Introduction." *Masculinities in Aotearoa/New Zealand*. Eds. Robin. Law, Hugh Campbell, and John Dolan. Palmerston North, NZ: Dunmore Press, 1999. 13-35. Print.

Hill, Linda. "What It Means to Be a *Lion Red* Man: Alcohol Advertising and Kiwi Masculinity." *New Zealand Television: A Reader*. Eds. John Farnsworth and Ian Hutchison. Palmerston North, NZ: Dunmore Press, 2002. 145-55. Print.

**Mid Trimester Break:**      Monday 26 August to Sunday 8 September 2013

Week 7      9 Sept      **L6: GLOBALISATION**

**Required Reading:**

Appadurai, Arjun. "Disjuncture and Difference in the Global Cultural Economy". (p93)

Scherer, Jay and Steve Jackson. Excerpt from "Introduction." (p109)

Conor, Bridget, "Problems in 'Wellywood': Rethinking the Politics of Transnational Cultural Labor." (p117)

**Recommended Further Reading:**

Croteau, David, William Hoynes and Stefania Milan. "Media in a Changing Global Culture." *Media/Society: Industries, Images and Audiences*. Thousand Oaks, CA: Sage, 2012. Print

Lawn, Jenny and Bronwyn Beatty. "Getting to Wellywood: National Branding and the Globalisation of the New Zealand Film Industry." *Postscript*. 24.2-3 (2005): 122-139. Print.

Week 8      16 Sept      **L7: BRAND NEW ZEALAND IN THE GLOBAL SPORTING MARKETPLACE**

**Required Reading:**

Scherer, Jay and Steve Jackson. "Corporate Nationalism and the Re-imaging

of National Sporting Mythologies” (p123)

Sturm, Damion and Geoff Lealand. “Evoking ‘New Zealandness’: Representations of Nationalism During the (New Zealand) 2011 Rugby World Cup.” (p133)

**Recommended Further Reading:**

Turner, Stephen. “Representing the Country: Adidas Aotearoa.” *Television in New Zealand: Programming the Nation*. Eds. Roger Horrocks and Nick Perry. Melbourne: Oxford University Press, 2004. 94-102. Print.

Rahman, Momin and Sean Lockwood. “How to ‘Use Your Olympian’: The Paradox of Athletic Authenticity and Commercialization in the Contemporary Olympic Games.” *Sociology* 45.5 (2011): 815-29. Print.

Week 9 23 Sept

**L8: NEGOTIATING THE LOCAL IN NZ MUSIC AND NZ MUSIC TELEVISION (Original week 11 topics now incorporated into this week)**

**Required Reading:**

**Either:**

Zemke-White, Kirsten. “Keeping It real (indigenous): Hip Hop in Aotearoa as Community, Culture and Consciousness.” (p153)

**or**

Henderson, April. “Māori Boys, Michael Jackson Dance Moves, and that 1984 Structure of Feeling.” (p166)

**And**

de Bruin, Joost. “*NZ Idol*: Nation Building Through Format Adaptation.” (p.238, originally under Week 11)

**Recommended Reading:**

Shuker, Roy. “New Zealand Popular Music, Government Policy and Cultural Identity” (in Reader, originally under Week 11)

Zemke-White, Kirsten and Su-eina Sharon Televave. “Selling Beats and Pacifications: Pacific Music Labels in Aotearoa/New Zealand/Niu Sila.” *New Zealand Journal of Media Studies* 10.2 (2007): 107-29. Print.

Week 10 30 Sept

**L9: REGULATION**

**Guest Speaker: Mary Major (NZ Press Council)**

**Required Reading:**

Clark, Linda. “NZ Watchdogs Must Keep Up With Media’s Changing Face” (p210)

Brown Russell and Steven Price. Preface and Executive Summary from “The Future of Media Regulation in New Zealand: Is There One?” (p215)

**Recommended Further Reading:**

Brown Russell and Steven Price. “The Future of Media Regulation in New Zealand: Is There One?” “The Future of Media Regulation in New Zealand: Is There One?” Broadcasting Standards Authority. May 2006. Print.

NZ Law Commission. “The News Media Meets ‘New Media.’” Report 128. March 2013. Print.

Week 11 7 Oct

**L10: POLICY**

**Guest lecturer: Dr Peter Thompson (VUW)**

**Required Reading:**

Thompson, Peter. "Neoliberalism and the Political Economies of Public Television Policy in New Zealand." (p186)

Thompson, Peter. "Last Chance to See? Public Broadcasting Policy and the Public Sphere." (p202)

**Recommended Further Reading:**

Hope, Wayne. "New Thoughts on the Public Sphere in Aotearoa New Zealand." *Scooped: The Politics and Power of Journalism in Aotearoa New Zealand*. Eds. Martin Hirst, Sean Phelan and Verica Rupar. Auckland, NZ: AUT, 2012. 27-47. Print.

Myllyhati, Merja. "JMAD New Zealand Media Ownership Report 2012." . Centre for Journalism, Media and Democracy, Auckland University of Technology. 23 Nov 2012. Print.

Week 12	14 Oct	<b>L11: CONCLUSIONS</b>
		<b>Required Reading:</b> Goode, Luke and James Littlewood. "Digitising the Land of the Long White Cloud: The Future of Television in Aotearoa New Zealand." (p248)