

# MDIA 201 Media in Aotearoa New Zealand

**Trimester 1 2015**

2 March to 1 July 2015

**20 Points**



Source: Peter Thompson

## IMPORTANT DATES

Teaching dates: 2 March to 5 June 2015

Easter/Mid-Trimester break: 3 to 19 April 2015

Withdrawal dates:

Refer to [www.victoria.ac.nz/students/study/withdrawals-refunds](http://www.victoria.ac.nz/students/study/withdrawals-refunds). If you cannot complete an assignment or sit a test or examination, refer to [www.victoria.ac.nz/students/study/exams/aegrotats](http://www.victoria.ac.nz/students/study/exams/aegrotats).

## CLASS TIMES AND LOCATIONS

Monday                      10.00-11.50am                      77 Fairlie Terrace FT77 306

### Tutorials

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

## NAMES AND CONTACT DETAILS

### Course Coordinator and Lecturer

Peter Thompson, Room 305, 83 Fairlie Terrace. Phone 04 463 6827. Email [peter.thompson@vuw.ac.nz](mailto:peter.thompson@vuw.ac.nz)

Office Hours: Mondays 2.00-3.30pm or by appointment.

**Tutor:** TBA.

## 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 Victoria 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

The course explores the media industries in Aotearoa New Zealand through a series of case studies, including television, radio, newspapers, telecommunications, and film. These are discussed in terms of how ownership, regulation, funding/revenue, cultural norms and technological convergence affect media practices. The course will include consideration of how the NZ media sector is influenced by global media markets, how media value chains are changing in response to new media and evolving audience demands, and the public policy issues these raise (e.g. cultural identity, democratic engagement and Māori representation). The course will include input from industry experts where relevant.

## COURSE CONTENT

MDIA 201 is designed to provide an overview of the media ecology in Aotearoa/New Zealand and to provide a framework for analysing various political, economic, cultural and technological issues related to these media. Students are encouraged to be proactive in finding out about the particular media sectors or institutions that interest them, and assignments are designed to allow topics of personal interest to be pursued. The course is theoretical and critical in its approach but it will also provide some real world examples of how the media in Aotearoa/New Zealand really operate in practice.

## 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 media production in Aotearoa New Zealand
- 2) demonstrate historical knowledge of the wider social processes that inform the production and consumption of New Zealand media
- 3) source and evaluate relevant documentation/data on selected media institutions
- 4) discuss the cultural and democratic significance of locally-produced content and the role of Maori and/or Pacific Island media
- 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 are compulsory for MDIA 201. Lectures and tutorials are interactive. 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 essays and assignments by the specified date (subject to such provisions as are stated for late submission of work) including hard copy to the MDIA drop slot at 83FT and Turnitin (via Blackboard) and
- attend a minimum of 7 lectures *and* 7 tutorials.

## WORKLOAD

The expected workload for a 20-point course is 200 hours over the trimester or 13 hours (including reading, and assignments) per teaching week.

**ASSESSMENT**

Assessment items and workload per item		%	CLO(s)	Due date
1	Assignment 1: Media article response paper. (In MDIA Drop slot, 83 Fairlie Terrace *see special instructions) 600-750 words.	20%	1, 2, 4, 5	Thursday, 26 March 9.30 am
2	Assignment 2: Media Institution Research Essay (in MDIA Drop slot, 83 Fairlie Terrace and Turnitin). 1,700-2,200 words	40%	1, 2, 3, 4, 5	Monday, 20 April 9.30 am
3	Assignment 3: Essay on NZ Media Issue (in MDIA Drop slot, 83 Fairlie Terrace and Turnitin). 1,700-2,200 words	40%	1, 2, 3, 4, 5	Thursday, 28 May 9.30 am

**Assignment 1: Media article response paper.** 600-750 words. 20%. There are 2 options here:

- a) Identify an article in the public media concerning some aspect of the media in Aotearoa/New Zealand. This could be a newspaper editorial, a feature article in a magazine, or a blog commentary. Then write a critical appraisal of the article, identifying at least three ideas or assumptions and saying whether (and why) you agree or disagree with them. OR-
- b) If you're interested in participating in a wider public discussion about NZ media, Scoop Independent News is hosting an online programme of commentaries and discussions about the State of NZ News Media: [http://info.scoop.co.nz/The\\_State\\_of\\_NZ\\_News\\_Media](http://info.scoop.co.nz/The_State_of_NZ_News_Media) You can sign up as a participant via Loomio <https://www.loomio.org/g/YGNerFj/scoop-co-nz> . Either post one commentary of your own (note this would require submission to & approval by the Scoop Editors: [editor@scoop.co.nz](mailto:editor@scoop.co.nz) ) or post two shorter responses to two of the existing commentaries. Print out the relevant web-page(s) and submit this as your assignment. (NB - expressing your own opinions is fine and polite disputation with other commentators is welcome- but trolling or abusive comments are not!)

**Assignment 2: Media Institution Research Essay:** 1,700-2,200 words. 40%

Select a contemporary Aotearoa/NZ-based media institution, source relevant documentation (such as company reports), and write an essay analysing the institution. This should include discussion of its position in the wider media ecology/market, the significance of ownership arrangements, relevant regulations, revenue streams, and normative orientation/function, and its response to new platforms/digital convergence. You may use a report format with numbered sections for this assignment if you prefer. It is recommended you choose an institution based in one of the main media sectors covered in the course, but this is not compulsory.

**Assignment 3: Essay on Aotearoa/NZ Media Issue:** 1,700-2,200 words. 40%

This assignment is an invitation to explore an issue of personal interest concerning the media in Aotearoa/NZ. Themes might include, for example, the challenges of sustaining local content, the question of whether the news media provide a public sphere, the impact of corporate ownership on the media's democratic or cultural functions, the role played by indigenous/minority media such as Maori TV, the challenges faced by the newspaper industry given the loss of sales and advertising revenue to online media, the benefits or problems associated with hosting major movie productions like *The Hobbit*, or the future of the screen sector given the rise of online/wireless subscription services like Qucikflix, Lightbox, or Neon.

**Assessment criteria:**

All assessments will take account of the following criteria:

- Evidence of theoretical/conceptual understanding and rigour in its application to examples.
- Evidence of familiarity with core readings and sourcing of relevant reference material, and attention paid to available empirical evidence/data.
- Accurate and articulate expression of ideas and appropriate formats (introduction, discussion, conclusion, bibliography for essays).
- Evidence of original and critical thinking (including awareness of one's own theoretical or value-assumptions) and/or special efforts made in the completion of the assignment.
- Note that Assignment 1 allows more leeway for personal opinion and does not need a full bibliography, just key references.

**Other points:**

- Assignments should be double spaced in at least 12-point font with sufficient margin space for comments.
- You must submit an electronic copy of this assignment to Turnitin before handing in your hard copy to the MDIA Drop Slot in 83FT. You must attach a Turnitin receipt to the hard copy. Any assignments not submitted to Turnitin will not be marked. Please read the rules on academic plagiarism if you are not already familiar with them:  
[www.victoria.ac.nz/students/study/exams/integrity-plagiarism](http://www.victoria.ac.nz/students/study/exams/integrity-plagiarism)
- The extensive guidelines in the SEFTMS Student Handbook (available on Blackboard) are designed to help you in your essay writing. It is strongly recommended that you consult them.
- More information about assignment requirements will be provided in tutorials, and there will be opportunities to discuss further in class.

## SUBMISSION AND RETURN OF WORK

Work provided for assessment in this course will be checked for academic integrity by Turnitin. Follow the instructions provided in the “Assignments and Turnitin” section of Blackboard.

Hardcopy assignments are submitted in the drop slot outside the administration office in 83 Fairlie Terrace. Attach an assignment cover sheet 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.

## EXTENSIONS AND PENALTIES

### Extensions

In exceptional and unforeseen circumstances an extension may be granted. 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. **No assignment with or without an extension will be accepted after Wednesday 1 July 2015.**

### Penalties

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.

## SET TEXTS

Readings will be made available electronically via Blackboard and on closed reserve.

## RECOMMENDED READING

All the core readings listed below (see lecture schedule) will be available on Blackboard and you should prioritise these. Additional readings will be provided in the folders for each week’s lectures on Blackboard, although you should be proactive in sourcing additional relevant material for assignments.

## CLASS REPRESENTATIVE

The class representative provides a useful way to communicate feedback to the teaching staff during the course. A class representative will be selected at the first lecture of the course. Students may like to write the Class Rep's name and details in this box:

Class Rep name and contact details:

## 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/students/study/exams/integrity-plagiarism](http://www.victoria.ac.nz/students/study/exams/integrity-plagiarism)
- Aegrotats: [www.victoria.ac.nz/students/study/exams/aegrotats](http://www.victoria.ac.nz/students/study/exams/aegrotats)
- Academic Progress: [www.victoria.ac.nz/students/study/progress/academic-progress](http://www.victoria.ac.nz/students/study/progress/academic-progress) (including restrictions and non-engagement)
- Dates and deadlines: [www.victoria.ac.nz/students/study/dates](http://www.victoria.ac.nz/students/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/students/study/progress/grades](http://www.victoria.ac.nz/students/study/progress/grades)
- Resolving academic issues: [www.victoria.ac.nz/about/governance/dvc-academic/publications](http://www.victoria.ac.nz/about/governance/dvc-academic/publications)
- Special passes: [www.victoria.ac.nz/about/governance/dvc-academic/publications](http://www.victoria.ac.nz/about/governance/dvc-academic/publications)
- Statutes and policies including the Student Conduct Statute: [www.victoria.ac.nz/about/governance/strategy](http://www.victoria.ac.nz/about/governance/strategy)
- Student support: [www.victoria.ac.nz/students/support](http://www.victoria.ac.nz/students/support)
- Students with disabilities: [www.victoria.ac.nz/st\\_services/disability](http://www.victoria.ac.nz/st_services/disability)
- Student Charter: [www.victoria.ac.nz/learning-teaching/learning-partnerships/student-charter](http://www.victoria.ac.nz/learning-teaching/learning-partnerships/student-charter)
- Student Contract: [www.victoria.ac.nz/study/apply-enrol/terms-conditions/student-contract](http://www.victoria.ac.nz/study/apply-enrol/terms-conditions/student-contract)
- Subject Librarians: <http://library.victoria.ac.nz/library-v2/find-your-subject-librarian>
- 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/about/governance/structure](http://www.victoria.ac.nz/about/governance/structure)
- Victoria graduate profile: [www.victoria.ac.nz/learning-teaching/learning-partnerships/graduate-profile](http://www.victoria.ac.nz/learning-teaching/learning-partnerships/graduate-profile)
- VUWSA: [www.vuwsa.org.nz](http://www.vuwsa.org.nz)
- School website: [www.victoria.ac.nz/seftms](http://www.victoria.ac.nz/seftms)

## COURSE PROGRAMME

Week 1	2 March	<b>Introduction- The Media Ecology in Aotearoa /NZ</b>  Hope, W. (2012) New Thoughts on the Public Sphere in Aotearoa New Zealand. In M. Hirst, S. Phelan & V. Rupa (Eds) <i>Scooped: The Politics and Power of Journalism in Aotearoa New Zealand</i> . pp 27-47.  Thompson, P.A. (2012) Last Chance To See? Public Broadcasting Policy and the Public Sphere in New Zealand. In M. Hirst, S. Phelan & V. Rupa (Eds) <i>Scooped: The Politics and Power of Journalism in Aotearoa New Zealand</i> . pp 96-113.
Week 2	9 March	<b>Approaches to Analysing Media Institutions in Aotearoa/NZ</b>  Thompson, P.A. (2011) Neoliberalism and the Political Economies of Public television Policy in New Zealand. <i>Australian Journal of Communication</i> 38(3): 1-16.  Hope.W, & Myllylahti. M. (2013). Financialisation of Media Ownership in New Zealand. <i>New Zealand Sociology</i> 28(3): 192-207.
Week 3	16 March	<b>Television 1: Public Service v Commercialism</b>  Lealand, G. (2012) What Anniversary? New Zealand 'Celebrates' Fifty Years of Television. In K. Darian-Smith & S. Turnbull (eds) <i>Remembering Television: Histories, Technologies, Memories</i> . Newcastle-upon-Tyne: Cambridge Scholars Publishing. pp. 228-248.  Dunleavy, T. & Joyce. H. (2011) Television after 2000: Digital 'Plenty' in a Small Market. In Dunleavy & Joyce. <i>New Zealand Film &amp; Television – Institution, Industry &amp; Cultural Change</i> . Bristol: Intellect Books pp. 173-207
Week 4	23 March	<b>Television 2: Local Content and Indigenous Representation</b>  Smith, J. & Abel, S. (2008) Ka Whawhai Tonu Matou: Indigenous Television in Aotearoa/New Zealand. <i>NZ Journal of Media Studies</i> 11(1): 1-14.  Horrocks, R. (2004). Construction Site: Local Content on Television. In R. Horrocks & N. Perry (eds) <i>Television in New Zealand: Programming the Nation</i> . Melbourne: Oxford University Press. pp. 272-285.
Week 5	30 March	<b>Radio: Public Service to Piracy</b>  Zanker, R. & Pauling, B. (2005) Upstairs-Downstairs- the Story of Public Service Radio since 1994. In K. Neill & M. Shanahan (eds) <i>The Great New Zealand Radio Experiment</i> . Southbank, Victoria: Thomson/Dunmore Press. pp. 105-129.  Mollgaard, M. (2012). Pirate Stories. In M. Mollgaard (ed) <i>Radio and Society: New Thinking for an Old Medium</i> . Newcastle-uopn-Tyne: Cambridge Scholars Publishing. pp 51-64.

**Easter/Mid Trimester Break: Friday 3 to Sunday 19 April 2015**



Week 6	20 April	<p><b>Music: Cultural Policy and Cultural Identity</b></p> <p>Scott, M. (2013) The State and Popular Music Markets. In M. Scott. <i>Making New Zealand's Pop Renaissance-state, market, musicians</i>. Farnham: Ashgate Publishing. pp. 59-92.</p> <p>Zemke-White, K. &amp; Televave, S.S. (2007) Sellings Beats and Pacifications: Pacific music labels in Aotearoa/New Zealand/ Niu Sila. <i>Pacific Journalism Review</i> 10(2): 107- 129.</p>
<b>Week 7</b>	<b>27 April</b>	<b>Anzac Day observed – Public holiday</b>
Week 8	4 May	<p><b>Newspapers- Surviving the Digital Environment</b></p> <p>Gibbons, M. (2014) Newspaper Quality, Content and Competition in New Zealand. <i>Pacific Journalism Review</i> 20(1): 181-199.</p> <p>Ovens, J &amp; Tucker, J. (2004) A History of Newspapers in New Zealand. In J. Tucker (ed) <i>Intro: A Beginner's Guide to Professional News Journalism</i>. NZ: NZJTO. pp.21-37</p>
Week 9	11 May	<p><b>Newspapers – the digital future?</b></p> <p>Merja Myllylahti (2014) Newspaper Paywalls—the Hype and the Reality, <i>Digital Journalism</i> 2(2): 179-194.</p> <p>Griffin, P. (2014) Big News in a Small Country- Developing independent public interest journalism in NZ. <i>Pacific Journalism Review</i> 20(1): 11-24.</p>
Week 10	18 May	<p><b>Film &amp; Cinema- from small budget movies to The Hobbit</b></p> <p>Horrocks, R. (2011). A Small Room with Dark Windows: Film Making in New Zealand. In D Pivac (ed) with F. Stark &amp; L. McDonald. <i>New Zealand Film: An Illustrated History</i>. Wellington: Te Papa. pp. 1-27.</p> <p>Dunleavy, T. &amp; Joyce, H. (2011) New Zealand Cinema and Internationalism (1998-2010. In Dunleavy &amp; Joyce. <i>New Zealand Film &amp; Television – Institution, Industry &amp; Cultural Change</i>. Bristol: Intellect Books pp. 211-245.</p>
Week 11	25 May	<p><b>Ultrafast Broadband and Convergence- A whole new ball game?</b></p> <p>Thompson, P.A. (2014) Wired Up or Wind-Up? The Political Economy of Broadband Policy in New Zealand. In <i>Media International Australia</i> (special edition on Broadband Futures: Content, Connectivity and Control) No.151: 146-156.</p> <p>Winseck, D. (2014) New Zealand's Ultra-Fast Broadband Plan: Digital Public Works Project for the Twenty-Frist Century or Playfield of Incumbent Interests? In <i>Media International Australia</i> (special edition on Broadband Futures: Content, Connectivity and Control) No.151: 157-170.</p>
<b>Week 12</b>	<b>1 June</b>	<b>Queen's Birthday – Public holiday</b>