

# MDIA 312: Media, Money & Power

**Trimester 2 2016**

11 July to 13 November 2016

**20 Points**

## IMPORTANT DATES

Teaching dates: 11 July to 16 October 2016

Mid-trimester break: 22 August to 4 September 2016

Last assessment item due: 10 October 2016

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 in the last three weeks of teaching, or an examination, it may instead be possible to apply for an aegrotat (refer to [www.victoria.ac.nz/students/study/exams/aegrotats](http://www.victoria.ac.nz/students/study/exams/aegrotats)).

## CLASS TIMES AND LOCATIONS

### Lectures

Monday 2.00pm-4.00pm Fairlie Terrace FT77/306

**Tutorials-** **TBC**

Tutorials begin in WEEK 2. Please register for tutorials via myAllocator. Instructions can be found on the MDIA 312 site on Blackboard under "Tutorial instructions". Remember to record your tutorial time, day and room for future reference. Tutorial rooms will be listed on myAllocator, Blackboard and on the noticeboard outside the administration office at 83 Fairlie Terrace.

## NAMES AND CONTACT DETAILS

Course Coordinator: Peter Thompson

Email: [peter.thompson@vuw.ac.nz](mailto:peter.thompson@vuw.ac.nz)

Phone: 04 463 6827

Room: 305, 83 Fairlie Terrace

Office Hours: Wednesdays 1-2 pm or by appointment

## COMMUNICATION OF ADDITIONAL INFORMATION

All course related information, and any additional information that students may find useful, will be available on the MDIA 312 Blackboard site. Lecture PowerPoints will be uploaded to Blackboard, usually after the lecture. These are an outline only and must **not** be considered an adequate substitute for lecture attendance.

NB: Blackboard messages will default to your VUW student email address. 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 examines the interplay between the media, government, and markets from different political economic perspectives. Topics here include government and advertiser influence, tensions between public service and commercial goals, and the impact of digital platforms on media business models. The course also examines the role of media in politics and markets, including questions about the public sphere, democratic participation, political image management and also communication/information processes in the global economy and financial markets. The course encourages students to develop topics of personal interest within the assignment frameworks and includes input from expert practitioners in industry and/or politics.

## COURSE CONTENT

The course examines the relations between the media, politics and economics from a dual perspective: The influence of political and economic arrangements on the way different media operate is considered alongside the role of media in the functioning of government and markets. This encompasses a range of issues including; institutional arrangements and practices of contemporary media; the media's role in facilitating or eroding democratic process/participation; media representations of politics and economics; the extent to which the media serve an elite propaganda function or influence government policy; the tensions between commercial and public service media functions; the implications of digital platforms for media economics; the role of the media in the development of the informational economy and financial markets; the global media and imperialism debates. In exploring these themes, the course highlights the different perspectives within political-economy, particularly liberal-pluralism, neo-Marxism, and the Institutionalist approach.

## COURSE LEARNING OBJECTIVES (CLOS)

Students who pass this course should be able to:

1. Differentiate the various political-economic paradigms and identify their characteristics in academic literature and media discourses.
2. Critically analyse how regulatory and market conditions influence the practices of media institutions.
3. Explain how mediation/communication processes play a role in the exercising of power and political activity.
4. Explain how mediation/communication processes play a role in economic/financial transactions and market activity.
5. Using case study and/or documentary/archival methods, analyse a media, political or economic institution or practice.

## TEACHING FORMAT

There will be 12 two-hour lectures and 10 one-hour tutorials.

Lectures are an essential component of the course and will include guest talks from expert practitioners from industry/government. Tutorials are essential to completing the course successfully as they are an opportunity to develop your understanding, ask questions, and receive information about assignments. All students are expected to read the core reading material prior to attending each tutorial, and undertake other reasonable preparations for effective participation. It is the student's responsibility to ensure they attend lectures and tutorials.

## MANDATORY COURSE REQUIREMENTS

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

- Complete and submit all written assignments.
- Students must attend all the guest seminars (to be confirmed) in order to learn about practical applications of relevant theories in the areas of media, politics and economics not generally available in from academic resources (essential to CLOs 3 and 4).

Any student who is concerned that they have been (or might be) unable to meet any of these mandatory course requirements because of exceptional personal circumstances, should contact the course coordinator as soon as possible to discuss options.

## WORKLOAD

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

## ASSESSMENT

| Assessment items and workload per item   | %   | CLO(s) | Due date                              |
|--|-----|--------|---------------------------------------|
| 1 Reading Synopsis: 500-750 words  | 15% | 1 -3   | Monday 8 <sup>th</sup> August, 1pm.   |
| 2 Essay- Political Economy of Media/<br>Mediation of Politics and Economics:<br>1500-2000 words  | 35% | 1 -3   | Friday 9 <sup>th</sup> September, 1pm |
| 3 Researched Essay- Case<br>Study/Documentary analysis of either a<br>media, political or economic institution or<br>practice: 2,500-3,000 words | 50% | 1-5    | Monday 10 <sup>th</sup> October, 1pm  |

1)

**Reading Synopsis: 500-750 Words (15%):** This relates to Learning Objectives 1-3. Select 4 articles from the set readings list. The 4 readings should be from different lecture weeks (including those later in the course if you prefer) with at least two from weeks 1-6.

Identify two key theoretical or conceptual points or arguments from each reading and briefly comment on what you think makes them significant, whether you agree with them, and why (or not). You should also identify at least one point of tension or disagreement between two (or more) of the key points you highlighted and identify the respective theoretical/ paradigmatic assumptions underpinning them.

**2)**

**Short Essay : 1,500- 2000 words (35%)** This relates to Learning Objectives 1-3. Briefly outline the distinguishing characteristics of two political economy paradigms (Liberal-Pluralism/ Classical Marxism/ Frankfurt School/ Institutionalism/Political Cultural Economy.

Then using these two theoretical perspectives, analyse two examples- one relating to media arrangements/practices, the other relating to the role of media/communication in political or economic/financial arrangements/practices. Highlight the main differences between the two perspectives in the conclusion.

**3)**

**Researched Essay: 2,500-3,000 words (50%).** This relates to Learning Objectives 1, 2, 3, 4 and 5.

EITHER a) Using the documentary/archival research method and secondary sources, analyse the political and economic arrangements underpinning the operation of a media (or media-related) institution or policy/regulatory arrangement; OR b) Using relevant documentary or secondary sources, conduct an analysis of a media-related political or economic case study.

If you choose to analyse a media institution, this should identify ownership, regulatory arrangements, value chain/revenue streams, and norms of practice on an institutional level, and consider how these influence the institution's functions/practices (e.g. the drive for TV advertiser ratings means some genres are rarely scheduled in prime time).

If you choose to analyse a policy arrangement, then you should consider how the policy/regulation affects the production, distribution or reception of media content, the priorities of the regulatory institution (if any) and the mode of intervention (e.g. NZ on Air funds local TV content production but cannot itself broadcast programmes; the BSA oversees the code of standards for broadcasters and responds to complaints after transmission).

The essay should also consider how broader political, economic and ideological factors shape the media institution's operations or the policy/regulatory functions in the context of the wider media ecology (e.g. how might a newspaper respond to the loss of sales and advertising revenue to new media forms, or are the broadcasting standards codes still relevant when so much content is accessed online?)

If you choose a political or economic case study, you should ensure that relevant documentation exists to inform your analysis. This might include government policy papers, political party news releases, company reports, and secondary sources such as news reports. This may include some political and/or economic discussion but a central theme must relate to mediation and communication processes. e.g. You might assess a political party's electoral campaign effectiveness, or you might examine how media coverage shaped a political scandal (such as 'dirty politics' or NZ's military presence in Afghanistan) or how the media play a role in an economic issue (such as the TPPI negotiations or the Auckland real estate bubble).

### Marking Criteria:

Assignments will take account of:

- Evidence of relevant reading, theoretical learning and application of concepts/methods.
- Overall rigour of analysis and coherence of argumentation.
- Evidence of original thinking/synthesis and effort in sourcing & analysing relevant material.
- Appropriate application of methods and valid, critical use of documentation/sources.
- Quality of writing including accurate expression and referencing.
- Overall effort and engagement (especially where marks are on a grade boundary).

### Marking Scale:

**A+** 90-100%, **A** 85-89%, **A-** 80-84%, **B+** 75-79%, **B** 70-74%, **B-** 65-69%, **C+** 60-64%, **C** 55-59%,  
**C-** 50-54% (Grades of C- and above are passes, otherwise: **D** 40-49%, **E** 0-39%).

## 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: **83 Fairlie Terrace**. Attach your Turnitin receipt to your hard copy as well as an assignment cover sheet (found on Blackboard or outside the administration office). Remember to fill in your tutor's name. Please do not use plastic folders. Assignments submitted without a Turnitin receipt will not be graded.

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. To apply for an extension, email your Course Coordinator before the assignment is due. If granted, your Course Coordinator will inform you of the new due date. Tutors cannot grant extensions. **No assignment with or without an extension will be accepted after Friday 11 November 2016**

### 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 are made available electronically via Blackboard.

NB: Please see relevant lecture week folders.

## RECOMMENDED READING

*This is a selected list for indicative purposes:*

The Political Economy of Communication journal: <http://www.polecom.org/index.php/polecom/index>

Winseck, D. & Jin, D-Y. (Eds.) (2011). *The political economies of media*. London: Bloomsbury.

Wasko, J, . Murdock, G. & Sousa, H. (Eds.) (2011). *The handbook of political economy of communications*. Malden, MA: Wiley-Blackwell.

Hirst, M., Phelan, S, & Rupar, V. (Eds.) (2012). *Scooped- the politics and power of journalism in Aotearoa New Zealand*. Auckland: AUT Media.

Fitzgerald, S.W. (2012). *Corporations and Cultural Industries- Time Warner, Bertelsmann and News Corporation*. Lanham, MY: Lexington Books.

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

Murdock, G. & Golding, P. (2010). (Eds.) *Digital dynamics- engagements and disconnections*. Creskill NJ: Hampton press.

Mosco, V. (2009) *The political economy of media* (2<sup>nd</sup> ed). London: Sage.

McChesney, R. (2008). *The political economy of media- enduring issues, emerging dilemmas*. NY: Monthly Review Press.

Thussu, D.K. (2006). *International Communication- continuity and change* (2<sup>nd</sup> ed). London Hodder/Arnold.

Calabrese, A. & Sparks, C. (2004) (Eds.) *Toward a Political Economy of Culture: capitalism and communication in the twenty-first century*. Oxford: Rowman & Littlefield.

Golding, P. & Murdock, G. (Eds.) (1997) *The Political Economy of the Media*, Vols. 1 -2. Cheltenham: Edward Elgar.

## 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

The course has recently been redeveloped with a new course title, revised course learning outcomes, updated reading, and adjusted assignment requirements. After compulsory attendance requirements failed to ensure consistent attendance at lectures and tutorials, these have been discontinued (with the exception of guest seminars).

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)*
- *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)*
- *Special passes: refer to the Assessment Handbook, at [www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf](http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf)*
- *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)*
- *Subject Librarians: <http://library.victoria.ac.nz/library-v2/find-your-subject-librarian>*
- *Terms and conditions: [www.victoria.ac.nz/study/apply-enrol/terms-conditions/student-contract](http://www.victoria.ac.nz/study/apply-enrol/terms-conditions/student-contract)*
- *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)*

Week 1      11 Jul      **Introduction: Media, Money and Power Overview**

Wasko, J. (2008). The political economy of communications. In A. Hansen (Ed.) Mass communication research methods Vol.2. London: Sage. pp. 4-25.

Babe, R. (1995). On political economy. In R. Babe. Communication and the transformation of economics- essays in information, public policy and political economy. Boulder, Co: Westview Press. pp. 69-85.

Winseck, D. (2011). The political economies of media and the transformation of the global media industries. In D. Winseck & D.Y. Jin (Eds.) The political economies of media-the transformation of the global media industries. London: Bloomsbury. pp. 3-81.

Week 2      18 Jul      **Liberal Pluralism: Media markets, public goods, value chains**

Meehan, E., & Torre, P.J. (2011). Markets in theory and markets in television. In J. Wasko, G. Murdock & H. Sousa (Eds.) *The Handbook of Political Economy of Communications*. Malden, MA: Wiley Blackwell. pp. 62-81.

Doyle, G. (2013) Introduction + Convergence and Multi-Platform. In G. Doyle. *Understanding Media Economics* (2<sup>nd</sup> ed). London: Sage.

Cunningham, C. & Flew, T. (2015) Reconsidering Media Economics: From orthodoxies to heterodoxies. *Media Industries Journal* 2(1):1-18.

Week 3      25 Jul      **Marxist Theory: Ownership, accumulation & imperialism**

Berger, A.A. (1995). Marxism and cultural criticism. In A.A. Berger. *Cultural criticism- a primer of key concepts*. London: Sage. pp. 41-70.

Murdock, G. & Golding, P. (2005). Culture, communications and political economy. In J. Curran & M. Gurevitch (Eds.) *Mass Media and Society* (4th ed). London: Hodder Arnold.

Fuchs, C & Mosco, V. (2012) Marx is Back- the importance of Marxist theory and research for critical communication studies today. *TripleC: Cognition Communication Cooperation* 10(2): 127-140.

Week 4      1 Aug      **Frankfurt School: Commodification, colonisation, public sphere**

Scannell, P. (2007). Mass culture- Horkheimer, Adorno, Brecht, Benjamin, Germany/USA, 1930s and 1940s. In P. Scannell. *Media and Communication*. London: Sage. pp. 30-62.

Hope, W. (2012). New Thoughts on the Public Sphere in Aotearoa New Zealand. In M. Hirst, S. Phelan & V. Rupa (Eds). *Scooped- the politics and power of journalism in Aotearoa New Zealand*. Auckland: AUT. pp 27-47.

Fuchs, C. (2012). Dallas Smythe Today - The Audience Commodity, the Digital Labour Debate, Marxist Political Economy and Critical Theory. *Prolegomena to a Digital Labour Theory of Value*. *TripleC Cognition, Communication, Co-operation* 10(2):692-740.



Week 5 8 Aug **Institutionalist perspective: Media policy and media politics**

Thompson, P.A. (2011). Neoliberalism and the political economies of public television in New Zealand. *Australian Journal of Communication* (themed issue on the political economy of communication) 38(3).

Fitzgerald, S. (2012). Corporate Strategy and Structure in an Age of Paranational Hypercapitalism. In S. Fitzgerald. *Corporations and Cultural Industries- Time Warner, Bertelsmann and News Corporation*. Lanham, MY: Lexington Books.

Chang, H-J. (2002). Breaking the Mould- An Institutionalist Political Economy Alternative to the Neoliberal Theory of the Market and the State. *Cambridge Journal of Economics* 26(5): 539-559

Week 6 15 Aug **Media, Politics and Democracy**

Louw, E. (2005). Politics: image versus substance. In E. Louw. *The media and political process*. London: Sage. pp. 13-35.

Davis, A. (2010). The production of policy and news- liquid politics and the working cultures of the new capitalism. In A. Davis. *Political communication and social theory*. London: Routledge. pp.51-66

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.) *Scooped- journalism, politics and power in New Zealand*. Auckland: AUT/JMAD.

**Mid-Trimester Break: 22 August to 4 September**

Week 7 5 Sep **Dirty Politics**

Hager A. (2014). Straight from the Beehive. In N. Hager, *Dirty Politics- How attack politics is poisoning New Zealand's political environment*. Nelson: Craig Potton.

Hager A. (2006). Repackaging the Leader/The Big Splash at Orewa. In N. Hager. *Hollow Men- a study in the politics of deception*. Nelson: Craig Potton. pp. 71-96.

Deacon, D., Pickering, M., Golding, P., & Murdock, G. (2008). Dealing with documentation. In A. Hansen (Ed.) *Mass communication research methods Vol.4*. London: Sage. pp.281-311.

Week 8 12 Sep **Media, Markets and Globalisation**

Flew, T. (2005). Political economy, new media and the network society. In T. Flew. *New media- an introduction*. Melbourne: Oxford University Press. pp.40-60.

Appadurai, A. (1990) Disjuncture and Difference in the Global Cultural Economy. *Theory Culture & Society* (7): 295-310.

Babe, R. (1995). Communication- Blindspot of Western Economics. In R. Babe. *Communication and the Transformation of Economics- essays in information, public policy and political economy*. Boulder Co: Westview Press. pp 51-65

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|---------|--------|--|
| Week 9  | 19 Sep | <b>The Political Cultural Economy of Money</b><br><br>Thompson, P.A. (2015). Funny in a Rich Man's World: The Contradictory Conceptions of Money in Forex Trading. In G. Murdock & Jostein Gripsrud (Eds) Money Talks- Media, Markets, Crisis. Bristol: Intellect Books. pp.45-64.<br><br>Zelizer, V. (1997) The Marking of Money. In V. Zelizer. The Social Meaning of Money- Pin Money, Paychecks, Poor relief and Other Currencies. Princeton NJ: Princeton University Press.<br><br>Pryke, M. & Du Gay, P. (2007). Take an issue- cultural economy and finance. <i>Economy and Society</i> 36(3): 339-354. |
| Week 10 | 26 Sep | <b>Media, Finance and Crisis</b><br><br>Thompson, P.A. (2014). The Mediation of Financial Information Flows: Traders, Analysts, Journalists. In S. Schifferes & R. Roberts (Eds) The Media and Financial Crises- Historical and Comparative Perspectives. London: Routledge. pp 169-186<br><br>Thompson, P.A. (2013). Invested Interests? Reflexivity, Representation and Reporting in Financial Markets. <i>Journalism</i> .14(2): 208-227.<br><br>Hope, W. (2010). Time, Communication and financial collapse. <i>International Journal of Communication</i> 4: 649-669.                                     |
| Week 11 | 3 Oct  | <b>Political economy of international media</b><br><br>Boyd Barrett, O. (2015). Media Imperialism- Chapter 1: Redefining the Field. London: Sage.<br><br>Thussu, D.K. (2006). Approaches to theorising international communication. In D.K. Thussu. <i>International communication- continuity and change</i> (2nd ed). London: Hodder Arnold. pp. 40-63.<br><br>Hope, W. (2011). Global capitalism, temporality and the political economy of communication. In J. Wasko, G. Murdock & H. Sousa (Eds.) <i>The handbook of political economy of communications</i> . Malden, MA: Wiley Blackwell. pp.523-540.   |
| Week 12 | 11 Oct | <i>TBC- Note guest lectures depend on availability and timing may require variation in the schedule</i>  |