

MDIA 312 Media, Polity and Economy

Trimester 1 2014

3 March to 2 July 2014

20 Points

Teaching dates: 3 March to 6 June 2014

Easter/Mid-Trimester break: 18 April to 4 May 2014

Withdrawal Dates: Refer to 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.

CLASS TIMES AND LOCATIONS

Lectures

Tuesday 11.00am-12.50pm 77 Fairlie Terrace Room 306

Tutorials TBC

Tutorials begin in WEEK 2. Please register for tutorials via the MDIA 312 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 bulletin board 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

Office Hours: Wednesdays 1.00-2.30pm or by appointment.

Tutor: Tba

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 relations between media, politics and economics from a dual perspective: The influence of political and economic arrangements on media operations is considered alongside the role of media in the functioning of government and markets. In exploring these themes, the course highlights different perspectives within the political-economy paradigm, particularly liberal-pluralism, neo-Marxism, and the institutionalist approach.

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 Institutional approach.

COURSE LEARNING OBJECTIVES (CLOS)

Students who pass this course should be able to:

1. Identify the assumptions underpinning different political-economic paradigms and recognise their presence in academic literature and media discourses
2. Demonstrate critical awareness of how evolving political and economic conditions shape the operations of media institutions
3. Demonstrate critical awareness of how developments in media systems influence the functioning of the polity and economy
4. Analyse contemporary political and economic issues related to the media in New Zealand or other countries using relevant theories and concepts and
5. Critically analyse a media institution using political-economic theory and evidence derived from documentary/archival methods.

TEACHING FORMAT

There will be 12 two hour lectures and 11 one hour tutorials.

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 relevant article from the course reader and at least one other suggested reading prior to attending each tutorial, and undertake other reasonable preparations for effective participation. Consistent lecture and tutorial attendance is required. Note that students who miss more than two tutorials and two lectures without providing adequate justification to their tutors will fail to meet mandatory course requirements.

MANDATORY COURSE REQUIREMENTS

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

- Submit hard copies of all assignments to the MDIA drop slot on/before the relevant deadline (excepting cases where an extension is granted) and
- Attend a minimum of 8 tutorials AND 8 lectures.

WORKLOAD

The expected workload for a 20 point course is 200 hours over the trimester or 13 hours per teaching week. This includes attendance at lectures and tutorials, reading and preparation for tutorials, and preparation for and completion of assignments. The approximate break-down is suggested below, although this is a guideline only.

1.	Class attendance (12 sessions):	24 hours
2.	Tutorial attendance (10 tutorials):	11 hours
3.	Tutorial preparation	22 hours
4.	Reading (assigned and recommended readings):	55 hours
5.	Article Review/Critique (assignment 1):	24 hours
6.	Theoretical Discussion paper (assignment 2):	24 hours
7.	Research essay including research and writing (assignment 3):	40 hours

ASSESSMENT

	Assessment items and workload per item	%	CLO(s)	Due date
1	Short Essay A (Political Economy of Media) 1,000-1,250 words	25%	1 and 2	Tuesday 1 April, 10.00 am
2	Short Essay B (Media in Polity & Economy) 1,000-1,250 words	25%	1 and 3	Tuesday 6 May, 10.00 am
3	Researched Essay 2,500-3,000 words	50%	1, 2, 3, 4 and 5	Friday 6 June, 10.00 am

Short essay A: 1,000-1,200 words (25%) This relates to Learning Objectives 1 and 2. Select **two** political-economic perspectives (from liberal-pluralist, Marxist, Frankfurt School, or Institutional). Write a short essay summarising their characteristic features and identify the key points of difference between them. Then illustrate these features and points of difference by applying the theories to explain an example of media production and/or content form (for example, the prevalence of populist content in prime time television, the ubiquity of advertising, or the exclusive acquisition of rights to sports events by subscription operators).

2. Short essay B: 1,000-1,200 words (25%) This relates to Learning Objectives 1 and 3. EITHER: Choose *one* political-economic perspective on the media and use it to analyse the significance of the media for *two* political or economic phenomena/ institutional arrangements. OR: Analyse the significance of the

media in *one* political or economic phenomenon/institutional arrangement using *two* political-economic perspectives on the media and highlighting the differences between them. (For example, parliamentary practices or democratic representation/elections, or the conduct of international relations. **Or**, the globalisation of the economy, international business competition, the increasing significance of informational goods/intellectual property or the credit crunch/financial crises).

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

If you choose to analyse a media institution, this should identify ownership, regulatory arrangements, funding/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 (which in election year could include a political party's media manifesto), 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?)

Marking Criteria:

Assignments will take account of:

- Evidence of relevant theoretical learning and application of concepts/methods.
- Overall rigour of analysis, appropriate use of sources/data and coherence of argumentation.
- Evidence of original thinking/synthesis and effort in sourcing material.
- Quality of writing including accurate expression and referencing.

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 may be checked for academic integrity by Turnitin, the online plagiarism prevention tool.

Hardcopy 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.

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 without an extension will be accepted after Wednesday 25 June 2014. The Course Coordinator will not give an extension beyond Wednesday 2 July 2014.**

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

MDIA 312 Student Notes.

You can order student notes online at www.vicbooks.co.nz or can email an order or enquiry to enquiries@vicbooks.co.nz.

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, & Rupa, 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* (2nd 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* (2nd 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

Overall student feedback for MDIA 312 has been positive, especially in respect to guest lectures from industry people. Especially in election year, I am willing to be flexible about the focus of lecture and assignment topics if class interest develops in a particular direction.

Student feedback on University courses may be found at 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
- Aegrotats: www.victoria.ac.nz/students/study/exams/aegrotats
- Academic Progress: www.victoria.ac.nz/students/study/progress/academic-progress (including restrictions and non-engagement)
- Dates and deadlines: www.victoria.ac.nz/students/study/dates
- FHSS Student and Academic Services Office: www.victoria.ac.nz/fhss/student-admin
- Grades: www.victoria.ac.nz/students/study/progress/grades
- Resolving academic issues: www.victoria.ac.nz/about/governance/dvc-academic/publications
- Special passes: www.victoria.ac.nz/about/governance/dvc-academic/publications
- Statutes and policies including the Student Conduct Statute: www.victoria.ac.nz/about/governance/strategy
- Student support: www.victoria.ac.nz/students/support
- Students with disabilities: www.victoria.ac.nz/st_services/disability
- Student Charter: www.victoria.ac.nz/learning-teaching/learning-partnerships/student-charter

- Student Contract: www.victoria.ac.nz/study/apply-enrol/terms-conditions/student-contract
- Subject Librarians: <http://library.victoria.ac.nz/library/resources/subjectcontacts.html>
- Turnitin: www.cad.vuw.ac.nz/wiki/index.php/Turnitin
- University structure: www.victoria.ac.nz/about/governance/structure
- VUWSA: www.vuwsa.org.nz
- School website: www.victoria.ac.nz/seftms

COURSE PROGRAMME

Week 1	4 March	<p>Introduction: Media, Polity & Economy Overview</p> <ul style="list-style-type: none"> • 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. (199m,5). On political economy. In R. Babe. Communication and the transformation of economics- essays in information, public policy and political economy. Boulder, Col: 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	11 March	<p>Liberal Pluralism: Media markets, public goods, value chains</p> <ul style="list-style-type: none"> • 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. • Wildman, S.S. (2006). Paradigms and analytical frameworks in modern economics and media economics. In A.B. Albaran, S.M. Chan-Olmsted & M.O. Wirth (Eds.) Handbook of Media Management and Economics. Mahwah, NJ: Lawrence Erlbaum. pp. 66-90. • 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 3	18 March	<p>Marxism: Ownership, accumulation & imperialism</p> <ul style="list-style-type: none"> • 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. • 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 4	25 March	<p>Frankfurt School: Commodification, colonisation, public sphere</p> <ul style="list-style-type: none"> • 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. • Berger, A.A. (1995). Marxism and cultural criticism. In A.A. Berger. Cultural criticism- a primer of key concepts. London: Sage. pp. 41-70. • 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	1 April	Institutionalist perspective: Media policy and media politics <ul style="list-style-type: none">• 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- journalism, politics and power in New Zealand</i>. Auckland: AUT/JMAD.• Flew, T. (2007). Theories of global media. In T. Flew. <i>Understanding Global Media</i>. Basingstoke: Palgrave Macmillan. pp.30-64.• Thompson, P.A. (2011). Neoliberalism and the political economies of public television in New Zealand. <i>Australian Journal of Communication</i> (themed issue on the political economy of communication) 38(3). (in press).
Week 6	8 April	Media, Politics and Democracy <ul style="list-style-type: none">• Louw, E. (2005). Politics: image versus substance. In E. Louw. <i>The media and political process</i>. 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. <i>Political communication and social theory</i>. London: Routledge. pp.51-66• Boyd-Barrett, O. (2004). Judith Miller, The New York Times, and the propaganda model. <i>Journalism Studies</i> 5(4): 435-449.
Week 7	15 April	Media, Markets and Globalisation <ul style="list-style-type: none">• Flew, T. (2005). Political economy, new media and the network society. In T. Flew. <i>New media-an introduction</i>. Melbourne: Oxford University Press. pp.40-60.• Thompson, P.A. (2009). Market Manipulation? Applying the propaganda model to financial media reporting. <i>Westminster Papers in Communication and Culture</i> 6(2):73-96.• Hope, W. (2010). Time, Communication and financial collapse. <i>International Journal of Communication</i> 4: 649-669.
Mid Trimester Break: Friday 18 April to Sunday 4 May 2014		
Week 8	6 May	Analysing Media Institutions: Documentary/Archival Methods <ul style="list-style-type: none">• Deacon, D., Pickering, M., Golding, P., & Murdock, G. (2008). Dealing with documentation. In A. Hansen (Ed.) <i>Mass communication research methods Vol.4</i>. London: Sage. pp.281-311.
Week 9	13 May	Political economy of media in New Zealand/Aotearoa <ul style="list-style-type: none">• Thompson, P.A. (2011). Running on empty? The uncertain financial futures of public service media in the contemporary media policy environment. In D. Winseck & D.Y. Jin (Eds.) <i>The political economies of media-the transformation of the global media industries</i>. London: Bloomsbury. pp. 223-240.• Smith, J. & Abel, S. (2008). <i>Ka Whawhai Tonu Matou: indigenous television in Aotearoa/New</i>

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Zealand. NZ Journal of Media Studies, 11(1).

- 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). (in press).

Week 10	20 May	Political economy of international media <ul style="list-style-type: none">• Thussu, D.K. (2006). Approaches to theorising international communication. In D.K. Thussu. International communication- continuity and change (2nd ed). London: Hodder Arnold. pp. 40-63.• Hope, W. (2011). Global capitalism, temporality and the political economy of communication. In J. Wasko, G. Murdock & H. Sousa (Eds.) The handbook of political economy of communications. Malden, MA: Wiley Blackwell. pp.523-540.• Winseck, D. (2002). The WTO, emerging policy regimes and the political economy of transnational communications. In M. Raboy (Ed.) Global media policy in the new millennium. Luton: University of Luton Press. pp. 19-37.
Week 11	27 May	Political economy case study/guest lecture - TBC
Week 12	3 June	Political economy case study/guest lecture - TBC