

MDIA 408 Media Policy

Trimester 1 2014

3 March to 2 July 2014

30 Points



Image by P. Thompson

IMPORTANT DATES

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/Seminars

Monday 2.10-5.00pm 81 Fairlie Terrace Room 103

NAMES AND CONTACT DETAILS

Course Coordinator

Peter Thompson, Room 305, 83 Fairlie Terrace. Phone (04) 436 6827. Email peter.thompson@vuw.ac.nz

Office Hours: Wednesdays 1.00-2.30pm 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 408 Blackboard site (which should be checked regularly). Where relevant, lecture powerpoints will be uploaded to Blackboard, usually after the lecture.

NB: 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 critically examines the political, economic and normative aspects of media policy, including legal/regulatory and funding arrangements. The focus will be primarily on contemporary New Zealand but will include consideration of the historical and global context of media policy and comparative cases where relevant. The course will emphasise broadcasting, but will include consideration of digitalisation, convergence, censorship and intellectual property in relation to various media forms.

COURSE CONTENT

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

COURSE LEARNING OBJECTIVES (CLOS)

Students who pass this course should be able to:

1. Identify and critically discuss the nature and influence of selected theoretical paradigms, in relation to debates surrounding the development and implementation of media policy
2. Demonstrate the relative importance of 'history', economics, technology, geographic, and social/cultural factors in the discourse around the selected aspects media policy

Primarily through the project, students will demonstrate the ability to:

3. Articulate a research question and an understanding of relevant methodological/theoretical approaches to it
4. Critically evaluate existing research from an informed perspective and
5. Collect, analyse, and organise information and ideas and to convey those ideas clearly and fluently (in written and spoken forms).

TEACHING FORMAT

There will be 11 two or three hour seminars. The class will be conducted partly through lectures (including guest lectures) and group discussion. Note that the extra class time has been allocated to accommodate discussion after guest lectures.

MANDATORY COURSE REQUIREMENTS

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

- Complete all three assignments on or by the specified dates (subject to such provisions as are stated for late submission of work).

WORKLOAD

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

The approximate break-down is as follows:

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

ASSESSMENT

| Assessment items and workload per item | % | CLO(s) | Due date |
|--|-----|---------------------|--------------------------|
| 1 Assignment 1: Short Essay (2,000 words) | 30% | 1, 2, 4 | 2.00 pm, Monday 31 March |
| 2 Assignment 2: Short Essay (2,000 words) | 30% | 1, 2, 4 | 2.00 pm, Monday 5 May |
| 3 Assignment 3: Research project (4,000-5,000 words) | 40% | 1, 2, 3, 4 and 5 | 1.00 pm, Friday 6 June |

Assignment 1: Short essay on media policy

With reference to a specific example/issue relating to print media, film, broadcasting or telecommunications, write an essay analysing the normative, political-economic and/or technical issues facing media policy makers. The essay should identify relevant points of regulatory intervention, demonstrate awareness of how the theories/concepts assumed might influence the way media policy is understood. (2,000 words)

Assignment 2: Short essay on policy implications of media convergence

With reference to a contemporary example of media convergence, write an essay analysing the implications of digital media technologies and convergence for contemporary media policy. The essay should identify any shifts in the points of regulatory intervention and demonstrate awareness of how the theories/concepts assumed might influence the way media policy is understood. (2,000 words)

Assignment 3: Research project

Using the documentary/archival method, research and critically analyse a contemporary media policy issue, and/or regulatory institution and its functions and/or a political party's manifesto in relation to media policy. This should include discussion of theory and methodology, analysis of at least one media policy-related document, and commentary on the contextual political and economic factors salient to these issues/functions. (4,000-5,000 words)

Marking Criteria:

Assignments will take account of:

- Evidence of relevant theoretical and methodological learning, particularly critical reflection on theories and concepts.
- 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%)

Please note: Marks for Honours level assignments and final course grades are not finalised until feedback from the external examiner has been considered. Honours grades gained in individual courses remain provisional until the overall final classification made by the Honours programme examination committee.

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 MDIA 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 Course Coordinator's name.

Your marked assignment will be handed back by your Course Coordinator in class 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

Readings will be made electronically and on closed reserve.

The scope of the course is broad, and the material encompasses both academic research and policy documentation. Readings will be concentrated in the topic areas relevant to individual interest, so there are no set Student Notes. A selection of material pertaining to all the major course topics will be provided through Blackboard and Library Course Reserves.

RECOMMENDED READING

Mansell, R., & Raboy, M. (Eds.) (2011). *The handbook of global media and communication policy* [electronic resource]. Malden, MA: Wiley-Blackwell. <http://onlinelibrary.wiley.com/book/10.1002/9781444395433> (esp. Chapters 1, 2, 5, 13, 24).

McQuail, D. (2010). *McQuail's mass communication theory* (6th ed). London: Sage. (esp. Chapter 7).

Freedman, D. (2008). *The politics of media policy*. Cambridge: Polity Press. (esp. Chapters 2, 3).

Davis, A. (2010). *Political communication and social theory*. London: Routledge. (esp. Chapters 1, 4).

Hansen, A. (Ed.) *Mass Communication research methods*, Vol. 2. London: Sage. (esp. Chapter 23).

Fitzgerald, S. W. (2012). *Corporations and cultural industries - Time Warner, Bertelsmann and News Corporation*. Lanham, MY: Lexington Books (esp. Chapter 3).

Flew, T. (2008). *New media- an introduction* (3rd ed). Melbourne: Oxford University Press (esp. chapter 11).

S. Braman (Ed.) (2002). *The emergent global information policy regime*. Basingstoke: Palgrave Macmillan (esp. chapter 2).

Chakravartty, P. & Sarikakis, K. (Eds.) (2006). *Media policy and globalisation*. Edinburgh: Edinburgh University Press. (esp. chapters 2, 3)

Nightingale, V & Dwyer, T. (Eds.) (2007). *New media worlds - challenges for convergence*. Melbourne: Oxford University Press. (esp. Chapter 3)

- Lievrouw, L. A. & Livingstone, S. (Eds.) (2006). *Handbook of new media - social shaping and social consequences of ICTs* (updated student edition). London: Sage (esp. Chapter 16)
- Wasko, J. Murdock, G. & Sousa, H. (Eds.) (2011). *The handbook of political economy of communication*. Malden, MA: Wiley-Blackwell. (esp. Chapter 13)
- Siochru, S., Girard, B. , & Mahan, A. (2002). *Global media governance—a beginner’s guide*. Lanham, MY: Rowman & Littlefield/United Nations. (Introduction)
- Humphreys, P. & Simpson, S. (2005). *Globalisation, convergence and European telecommunications regulation*. Cheltenham: Edward Elgar. (Introduction).
- Fuchs, C., Boersma, K., Albrechtslund, A., & Sandoval, M. (Eds.) (2012). *Internet and surveillance - the challenges of Web 2.0 and social media*. New York: Routledge. (esp. Chapters 1, 2).
- Caso, F. (2008). *Censorship*. New York: Infobase publishing. (esp. Chapters 1, 6).
- Watson, C. & Shuker, R. (1998). *In the public good? Censorship in New Zealand*. Palmerston North: Dunmore Press. (esp. Chapter 1).

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

General feedback about the course has been positive with evident appreciation of expert guest lecturers and the trip to the Broadcasting Standards Authority New Zealand (BSA). The practice of engaging policy makers/regulators will continue although this is inevitably dependent on availability.

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/students/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

***NB The schedule may be subject to change depending on guest lecturer availability**

(Most of the indicated readings will be made available on Blackboard but they are by no means exhaustive. Additional reading around specific topics for assignments is expected, and you should be proactive in locating relevant supplementary material such as policy documents.)

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| Week 1 | 3 Mar | <p>Introduction to media policy- theory and the relation to policy</p> <p>Thompson, P.A. (2012). Last chance to see? Public broadcasting policy and the public sphere in New Zealand. In M. Hirst, S. Phelan & V.Rupar (Eds.) <i>Scooped: The politics and power of journalism in Aotearoa New Zealand</i>. Auckland: AUT Media.</p> <p>Van Cuilenburg, J. & McQuail, D. (2008) Media policy paradigms: towards a new communications policy paradigm. In A. Hansen (Ed.). <i>Mass Communication Research Methods</i>. London: Sage.</p> <p>R. Mansell & M. Raboy (2011). Foundations of the theory and practice of global media and communication policy. In Mansell, R. & Raboy, M. (Eds.) <i>The Handbook of Global Media and Communication Policy</i>. Wiley Blackwell (Online Resource). http://onlinelibrary.wiley.com/doi/10.1002/9781444395433.ch1/pdf</p> |
| Week 2 | 10 Mar | <p>The political economy of media policy- institutional actors and agendas</p> <p>Fitzgerald, S.W. (2012). Global media, regulation and the state. In S.W. Fitzgerald. <i>Corporations and Cultural Industries- Time Warner, Bertelsmann and News Corporation</i>. Lanham, MY: Lexington Books.</p> <p>Winseck, D. (2011). The political economies of media and the transformation of the global media industries. In D. Winseck & D.Y. Jin (Eds.) <i>The political economies of media-the transformation of the global media industries</i>. London: Bloomsbury pp. 3-81.</p> <p>Freedman, D. (2006). <i>Dynamics of power in contemporary media policy making</i>. <i>Media, Culture & Society</i> 28(6) pp. 907-923.</p> |
| Week 3 | 17 Mar | <p>Broadcasting policy</p> <p>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.</p> <p>Kearley, E. (2011). <i>Staying Relevant- new rules for broadcasting in the digital era</i>. Wellington: Wicked Little Books.</p> <p>Thompson, P.A. (2009). Move along folks-nothing to see here: How National's broadcasting policy cover-up favours Sky. <i>Foreign Control Watchdog</i> 121 pp. 18-28.</p> |
| Week 4 | 24 Mar | <p>Media markets and public goods</p> <p>Murdock, G. (2005). Building the digital commons- broadcasting in the age of the internet. In G. Ferrell-Lowe & P. Jauert (Eds.) <i>Cultural Dilemmas in Public Service Broadcasting</i>. Gothenburg: Nordicom.</p> |

MEDIA STUDIES PROGRAMME COURSE OUTLINE MDIA 408

Cherry, B.A. (2006). Regulatory and political influences on media management and economics. In A.B. Albarran, S.M. Chan-Olmsted & M.O. Wirth (Eds.) *Handbook of Media Management and Economics*. Mahwah, NJ: Lawrence Erlbaum Associates.

Thompson, P.A. (2010). Public Goods. In W. Donsbach (Ed.). *The International Encyclopedia of Communication* Vol.IX. Malden, MA: Blackwell.

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| Week 5 | 31 Mar | <p>Telecommunications and Internet Policy</p> <p>Mosby, S. & Purre, J. (2010). Toward universal broadband access in New Zealand. <i>ITU Case Study</i>. Mikan Consulting Ltd.</p> <p>Winseck, D. (2012). New Zealand’s ultrafast broadband plan: digital public works project for a network free press in the 21st Century or playfield of incumbent interests? Paper presented to the New Zealand Commerce Commission Conference, <i>The Future with High-Speed Broadband</i>, February 20-21. Auckland.</p> <p>Chakravartty, P. & Sarikakis, K. (2006). Governing the central nervous system of the global economy: telecommunications policy. In P. Charavartty & K. Sarikakis. <i>Media Policy and Globalization</i>. Edinburgh: Edinburgh University Press.</p> |
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| Week 6 | 7 April | External Visit to BSA (TBC) |
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| Week 7 | 14 April | <p>Press/ news media regulation</p> <p>Sousa, H. & Fidalgo, J. (2011). Journalism regulation- state power and professional autonomy. In J. Wasko, G. Murdock & H. Sousa (Eds.) <i>The Handbook of Political Economy of Communications</i>. Malden, MA: Wiley-Blackwell.</p> <p>Price, S., Rees, J., Shera, R., Slater, C. & Thompson, A. (2012). The news media meets ‘new media’ rights, responsibilities and regulation in the digital age. <i>Issues Paper 27. NZ Law Commission (Te Ake Matua O Te Ture)</i>. Wellington.</p> <p>Bloy, D. (2012). Who guards the guardians? <i>Pacific Journalism Review</i> 18(2) 14-27.</p> |
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Mid Trimester Break: Friday 18 April to Sunday 4 May 2014

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| Week 8 | 5 May | <p>Methods in media policy research - institutional and documentary analysis</p> <p>Deacon, D., Pickering, M., Golding, P. & Murdock, G. (2008). Dealing with documentation. In A. Hansen (Ed.) <i>Mass Communication Research Methods</i>. Vol. IV. London: Sage.</p> <p>Shaw, S.E. (2010). Reaching the parts that other theories and methods can’t reach. How and why policy-as-discourse approach can inform health-related policy. <i>Health</i> 14(2): 196-212.</p> <p>Seale, C. (2008). Using data archives for secondary analysis. In A. Hansen (Ed.) <i>Mass Communication Research Methods</i>. Vol. IV. London: Sage.</p> |
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| Week 9 | 12 May | Censorship issues Watson, S. & Shuker, R. (1998). Thinking about censorship. In S. Watson & R. Shuker. In the public good? <i>Censorship in New Zealand</i> . Palmerston North: Dunmore Press. Perrottet, A. & Robie, D. (2011). Pacific Media Freedom 2011- a status report. <i>Pacific Journalism Review</i> 17(2) pp. 148-186. Niedenfuhr, M. (2012) The Tug-of-War between Regulatory Interventions and Market Demands in the Chinese Television Industry. <i>Political Economy of Communication</i> 1(1) pp. 90-110. |
| Week 10 | 19 May | Media, Surveillance and Privacy – Session & Readings TBC |
| Week 11 | 26 May | Global media policy issues Thussu, D.K. (2006). Creating a global communication infrastructure. In D.K. Thussu. <i>International Communication- Continuity and Change</i> . London: Hodder Arnold. R. Mansell & M. Raboy (2011). Foundations of the theory and practice of global media and communication policy. In Mansell, R. & Raboy, M. (Eds.) <i>The Handbook of Global Media and Communication Policy</i> . Wiley Blackwell (Online Resource). http://onlinelibrary.wiley.com/doi/10.1002/9781444395433.ch1/pdf Padovani, C. & Nordenstreng, K. (2005). From NWICO to WSIS: another world information and communication order? <i>Global Media and Communication</i> 1(3) pp. 264-272. |
| Week 12 | 2 June | No lecture- Public Holiday |