



# ICOM304

## International Media Policy

S2 Day 2014

*Dept of Media, Music & Cultural Studies*

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## General Information

Unit convenor and teaching staff

Convenor and tutor

Maya Ranganathan

[maya.ranganathan@mq.edu.au](mailto:maya.ranganathan@mq.edu.au)

Contact via email, Phone number: 98502251

Room no 156, Hub no 147, Y3A

Thursdays 4-5 p.m

Credit points

3

Prerequisites

39cp

Corequisites

Co-badged status

Unit description

This unit explores the issues that impact on media policy in different regions/countries of the world. It aims to impart an understanding of how modes of governance, cultural contexts and media flows particularly dictate policy, shaping communication flows. Students are expected to bring their previous knowledge in media, international communication and cultural studies units to the exploration of policy issues in a context of their choice. The assessment includes a portfolio and an analytical study drawing from their learning throughout the three years of undergraduate study.

## Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

## Learning Outcomes

On successful completion of this unit, you will be able to:

Synthesize knowledge of media, communication and cultural studies in order to critically reflect on communication flows in the globalised world.

Analyse and debate issues relating to media policies in the context of emerging world order, besides 'international relations', 'hegemony', 'imperialism' and the socio-cultural aspects that are relevant to specific countries and regions.

Evaluate the issues that impact on media policy and their influences on communication work environments in different regions.

Evaluate and appraise media policy issues in historical/sociological and political contexts and identify causal relationships by applying discipline knowledge and analytical skills

## Assessment Tasks

Name	Weighting	Due
<u>Presentation</u>	20%	Beginning week 3
<u>Surprise tests</u>	30%	Week 3-Week 12
<u>Research essay</u>	40%	5pm, 21 November 2014
<u>Class participation</u>	10%	Week 2 onwards

### Presentation

Due: **Beginning week 3**

Weighting: **20%**

Students in groups of 2 or 3 (based on the numbers in tutorial classes) will take the lead in conducting the tutorial class. This would mean explaining and exploring the concepts dealt with in the week's Readings, critically examining issues raised in the lecture and in the context of the countries specified as case studies for the week. (The countries whose policies have to be explored every week will be available on ilearn at the start of semester).

ALL STUDENTS ARE REQUESTED TO CHECK ILEARN REGULARLY.

Group members will divide amongst themselves the tasks that cover explanation of the concepts and the extension of the concepts to the countries. For example, in Week 3 the group that chooses to 'lead the class' is required to explore the effects of end of Cold War on media and communications policies in the countries specified.

The total time allotted is 30-35 minutes including 10 minutes allotted for questions and answers/class activity designed by the group to enhance understanding of the concepts. Marking rubrics will be available in ilearn. Failure to present on an agreed date will result in an 'F' grade unless special consideration has been applied for prior to date of presentation with supporting documentation and according to University guidelines and granted by the tutor/convenor. It is the student's responsibility to be in contact with other members of the group and arrange to work together. Tutors will not be able to provide contact details.

The following criteria will be used for grading:

1. **Content**, both relating to the issue dealt with in the week and the way in which it is been extended to the countries specified. Clarity is an important component. Credibility of the source on which arguments are based and citation in slides will be taken into account. Online references

from Wikipedia and Youtube clips will not be considered highly. The suggested referencing format is Harvard. Consistency in referencing is required.

2. **Original research:** critical evaluation of contemporary media content. The analysis must be based on more than easily available youtube clips and online sources and reveal critical thought.

3. **Manner of presentation:** creative delivery, clear expression, performance in allotted time. A very short presentation will be marked down as also one that exceeds time.

4. Methods to involve **class participation**. This may take the form of discussion questions, debates, quizzes or any other activity that stimulates thought. Emphasis is on contribution to learning.

The 20 per cent will be divided thus: 10 per cent common to members of the group and 10 per cent that depends on individual performance. Of the above, members will be graded individually on points 3 and 4.

On successful completion you will be able to:

- Synthesize knowledge of media, communication and cultural studies in order to critically reflect on communication flows in the globalised world.
- Analyse and debate issues relating to media policies in the context of emerging world order, besides 'international relations', 'hegemony', 'imperialism' and the socio-cultural aspects that are relevant to specific countries and regions.
- Evaluate the issues that impact on media policy and their influences on communication work environments in different regions.
- Evaluate and appraise media policy issues in historical/sociological and political contexts and identify causal relationships by applying discipline knowledge and analytical skills

## Surprise tests

Due: **Week 3-Week 12**

Weighting: **30%**

The aim of the tests is to ensure that the concepts dealt with in the readings and the lectures have been understood adequately to facilitate application in the final essay. Students will be expected to define, explain theories and concepts drawn from both the week's 'Readings' and the lectures. Tests may contain multiple questions or questions requiring short answers in 100-150 words or both. Four or 5 such tests will be held at the discretion of the tutor in the tutorial time after the presentations. Each test will be for a total of 10 marks. The best 3 performances will be added up to make up the 30 marks. The total marks for this assessment is 30 per cent which means that if a student attends less than three tests, the marks for the missed tests will be taken as zero. Owing to the nature of the assessment, requests for alternate arrangements or extra tests are not possible.

THIS IS A PEER ASSESSMENT EXERCISE aimed at developing students' autonomy, maturity and critical abilities. The answer sheets (that will contain student numbers and not names) will be marked by fellow students in the tutorial class based on a marking scheme made available in class. Each paper will be marked by at least 3 other students who give their feedback on the performance.

On successful completion you will be able to:

- Synthesize knowledge of media, communication and cultural studies in order to critically reflect on communication flows in the globalised world.
- Evaluate the issues that impact on media policy and their influences on communication work environments in different regions.

## Research essay

Due: **5pm, 21 November 2014**

Weighting: **40%**

Select any ONE of the following questions to answer in 2500 words:

1. Identify an important international event or issue (since January 2014) which has been covered in detail by a range of media outlets in different countries. Select two different versions of the same event/issue (from two different countries) and explore content in the context of the media policies in the countries. This will require you to have an understanding of the political and social issues of the countries in the historical and contemporary contexts and the ways in which they have impacted upon media functioning and policies. The analysis must take into account at least three concepts dealt with in the Readings as also scholarly work on the media environments and policies in the countries.
2. In light of academic debates surrounding global media and new technologies and recent events relating to employment of new technologies on a global level (e.g., Assange, Snowden) evaluate the concept of 'free media'. Does access to information equate to freedom of expression? This requires exploration of new technologies in the context of at least three concepts from the Readings. The question deals with global media, and not national or regional/local media. However, national or regional policies in particular countries that affect global information flow may be explored.
3. The CNN theory states that television has usurped the function of governments in setting the agenda as also taking a lead in dictating international relations. Explore the role played by global television in representations of conflicts and evaluate the consequences in the context of at least three concepts from the Readings (for e.g., media's role in hegemonisation, international relations, cultural representations). The conflicts must be

international (in other words must have repercussions for a large region) in which television has played an important role.

4. You can develop your own research, but you must have devised a question, and this question must be appraised by the convenor (Dr Maya Ranganathan) prior to Week 8. The answers must reflect unit content and also wider scholarly reading.

The research essay must be constructed and presented in an academic format (arguments within a theoretical framework, background and with references). Research essay is to reflect critical understanding and reading and incorporate concepts beyond those used in 'lead the class' exercise. It must meet the requirements of a 300-level unit and a capstone. Marking rubric will be uploaded to ilearn.

The essay will be graded using the following criteria:

1. Argument and substantiation: clear understanding of the concepts, original research, appropriate citation and examples. Clarity is an important component. This refers to more than grammatically correct language.
2. Coherence and organisation: precision and interconnectedness of theory, concept and analysis. The concepts must be extended to the argument and exploration of issues.
3. Style and grammar: Clear language without spelling mistakes and grammatical errors.

Late submission will involve a penalty of 2 per cent per day, including weekend and holidays, unless prior approval is sought through special consideration applied for online with supporting documentation and according to University requirements.

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- Evaluate the issues that impact on media policy and their influences on communication work environments in different regions.
- Evaluate and appraise media policy issues in historical/sociological and political contexts and identify causal relationships by applying discipline knowledge and analytical skills

## Class participation

Due: **Week 2 onwards**

Weighting: **10%**

Students in the class are expected to not only listen attentively (texting and social networking activity will be noted by tutors) to 'lead the class' but also participate in discussions. Marks for

participation will be decided based on meaningful contributions to class discussions that reflect reading and research. **Marks cannot be claimed for mere attendance.** To be able to effectively participate in class discussions students are expected to attend 80 per cent of the tutorials and be familiar with the lectures before attending the tutorials. Absence from more than 3 classes has to be supported by documentation handed over to the Tutor not later than a week from date of absence.

On successful completion you will be able to:

- Synthesize knowledge of media, communication and cultural studies in order to critically reflect on communication flows in the globalised world.
- Evaluate the issues that impact on media policy and their influences on communication work environments in different regions.

## Delivery and Resources

The lectures for this unit are pre-recorded and will be available online before the tutorials. The Readings are available online in E-Readings. Relevant books are available in the Library Reserve as mentioned in the Readings list.

## Unit Schedule

No tutorials in Week 1. Students may please make use of the time to familiarise themselves with library resources.

Week 2 Tutorials begin  Introduction to unit and assessments.  Students to finalise 'lead the class' presentations with the Tutor. Two students per week to present together; a third may join if total numbers exceed 20.	
Week 3  Lead the class topic:  Relate the concepts of 'public interest' 'public sphere' and 'public opinion' to communications policy-making with particular focus on global media.  Tutorial activity/ test	
Week 4  Lead the class topic;  Discuss changes in media and communications policy following the end of Cold War in the USSR and Vietnam.  Tutorial activity/test	

<p>Week 5</p> <p>Lead the class topic:</p> <p>The week's topic is 'media as a tool of hegemonisation'. Discuss in the context of the US and Pakistan and the impact of policy on media's role.</p> <p>Tutorial activity/ test</p>	
<p>Week 6</p> <p>Lead the class topic:</p> <p>Elaborate the ways in which international relations and bilateral relations impact upon media coverage and also media policies in China, and the UK</p> <p>Tutorial activity/test</p>	
<p>Week 7</p> <p>Lead the class topic:</p> <p>Evaluate media's role in conflict reportage and the policies that govern media reportage in Egypt and Iraq.</p> <p>Tutorial activity/test</p>	
MID SEMESTER BREAK	
<p>Week 8</p> <p>Lead the class topic:</p> <p>Media representations of the disempowered groups in Israel-Palestine and Libya and how they reflect/impact upon media policies.</p> <p>Tutorial activity/test</p>	
<p>Week 9</p> <p>Lead the class topic:</p> <p>Is 'media imperialism' a valid theory in the age of globalization? Discuss in the context of India and France.</p> <p>Tutorial activity/test</p>	
<p>Week 10</p> <p>Lead the class topic:</p> <p>Impact of media policies on 'self-censorship' and 'political correctness' in Japan and Singapore.</p> <p>Tutorial activity/test</p>	
<p>Week 11</p> <p>Lead the class topic:</p> <p>Media policies relating to ownership and how they impact upon media coverage of issues in Australia and UAE.</p> <p>Tutorial activity/test</p>	



Week 12

Lead the class topic:

Challenges posed by new technologies in North Korea and Myanmar.

Tutorial activity/test

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy [http://mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://mq.edu.au/policy/docs/academic_honesty/policy.html)

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy [http://mq.edu.au/policy/docs/grievance\\_management/policy.html](http://mq.edu.au/policy/docs/grievance_management/policy.html)

Disruption to Studies Policy [http://www.mq.edu.au/policy/docs/disruption\\_studies/policy.html](http://www.mq.edu.au/policy/docs/disruption_studies/policy.html) *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

## Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: [https://students.mq.edu.au/support/student\\_conduct/](https://students.mq.edu.au/support/student_conduct/)

## Additional information

MMCCS website [https://www.mq.edu.au/about\\_us/faculties\\_and\\_departments/faculty\\_of\\_arts/departments/media\\_music\\_communication\\_and\\_cultural\\_studies/](https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/departments/media_music_communication_and_cultural_studies/)

MMCCS Session Re-mark Application <http://www.mq.edu.au/pubstatic/public/download/?id=167914>

Information is correct at the time of publication

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

## Learning Skills

Learning Skills ([mq.edu.au/learningskills](http://mq.edu.au/learningskills)) provides academic writing resources and study

strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

## Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

## Student Enquiries

For all student enquiries, visit Student Connect at [ask.mq.edu.au](http://ask.mq.edu.au)

## IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

## Graduate Capabilities

### Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

### Learning outcomes

- Synthesize knowledge of media, communication and cultural studies in order to critically reflect on communication flows in the globalised world.
- Evaluate the issues that impact on media policy and their influences on communication work environments in different regions.
- Evaluate and appraise media policy issues in historical/sociological and political contexts and identify causal relationships by applying discipline knowledge and analytical skills

### Assessment tasks

- Surprise tests
- Research essay

## Commitment to Continuous Learning

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

### Learning outcomes

- Synthesize knowledge of media, communication and cultural studies in order to critically reflect on communication flows in the globalised world.
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- Evaluate the issues that impact on media policy and their influences on communication work environments in different regions.
- Evaluate and appraise media policy issues in historical/sociological and political contexts and identify causal relationships by applying discipline knowledge and analytical skills

### Assessment tasks

- Presentation
- Surprise tests
- Research essay
- Class participation

## Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

### Learning outcomes

- Synthesize knowledge of media, communication and cultural studies in order to critically reflect on communication flows in the globalised world.
- Analyse and debate issues relating to media policies in the context of emerging world

order, besides 'international relations', 'hegemony', 'imperialism' and the socio-cultural aspects that are relevant to specific countries and regions.

## **Assessment tasks**

- Presentation
- Surprise tests
- Research essay
- Class participation

## **Critical, Analytical and Integrative Thinking**

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

## **Learning outcomes**

- Synthesize knowledge of media, communication and cultural studies in order to critically reflect on communication flows in the globalised world.
- Analyse and debate issues relating to media policies in the context of emerging world order, besides 'international relations', 'hegemony', 'imperialism' and the socio-cultural aspects that are relevant to specific countries and regions.
- Evaluate the issues that impact on media policy and their influences on communication work environments in different regions.
- Evaluate and appraise media policy issues in historical/sociological and political contexts and identify causal relationships by applying discipline knowledge and analytical skills

## **Assessment tasks**

- Surprise tests
- Research essay
- Class participation

## **Problem Solving and Research Capability**

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

## **Learning outcomes**

- Synthesize knowledge of media, communication and cultural studies in order to critically reflect on communication flows in the globalised world.
- Analyse and debate issues relating to media policies in the context of emerging world order, besides 'international relations', 'hegemony', 'imperialism' and the socio-cultural aspects that are relevant to specific countries and regions.
- Evaluate the issues that impact on media policy and their influences on communication work environments in different regions.
- Evaluate and appraise media policy issues in historical/sociological and political contexts and identify causal relationships by applying discipline knowledge and analytical skills

## **Assessment tasks**

- Surprise tests
- Research essay

## **Creative and Innovative**

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

## **Learning outcomes**

- Analyse and debate issues relating to media policies in the context of emerging world order, besides 'international relations', 'hegemony', 'imperialism' and the socio-cultural aspects that are relevant to specific countries and regions.
- Evaluate the issues that impact on media policy and their influences on communication work environments in different regions.

## **Assessment task**

- Presentation

## **Effective Communication**

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

## **Learning outcomes**

- Synthesize knowledge of media, communication and cultural studies in order to critically reflect on communication flows in the globalised world.
- Analyse and debate issues relating to media policies in the context of emerging world order, besides 'international relations', 'hegemony', 'imperialism' and the socio-cultural aspects that are relevant to specific countries and regions.
- Evaluate and appraise media policy issues in historical/sociological and political contexts and identify causal relationships by applying discipline knowledge and analytical skills

## **Assessment tasks**

- Presentation
- Surprise tests
- Research essay
- Class participation

## **Engaged and Ethical Local and Global citizens**

As local citizens our graduates will be aware of indigenous perspectives and of the nation's historical context. They will be engaged with the challenges of contemporary society and with knowledge and ideas. We want our graduates to have respect for diversity, to be open-minded, sensitive to others and inclusive, and to be open to other cultures and perspectives: they should have a level of cultural literacy. Our graduates should be aware of disadvantage and social justice, and be willing to participate to help create a wiser and better society.

This graduate capability is supported by:

## **Learning outcomes**

- Synthesize knowledge of media, communication and cultural studies in order to critically reflect on communication flows in the globalised world.
- Evaluate the issues that impact on media policy and their influences on communication work environments in different regions.

## **Assessment tasks**

- Presentation
- Research essay
- Class participation

## **Socially and Environmentally Active and Responsible**

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and

country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.

This graduate capability is supported by:

## **Learning outcomes**

- Analyse and debate issues relating to media policies in the context of emerging world order, besides 'international relations', 'hegemony', 'imperialism' and the socio-cultural aspects that are relevant to specific countries and regions.
- Evaluate the issues that impact on media policy and their influences on communication work environments in different regions.
- Evaluate and appraise media policy issues in historical/sociological and political contexts and identify causal relationships by applying discipline knowledge and analytical skills

## **Assessment tasks**

- Presentation
- Class participation

## **Changes from Previous Offering**

The ICOM Reading list has been updated and printed Readers from the earlier years are no longer relevant to the Unit. All assessment tasks have been revised.