



# ICOM304

## International Media Policy

MQC2 Evening 2014

*Dept of Media, Music & Cultural Studies*

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## General Information

Unit convenor and teaching staff

Lecturer in Charge

Ming Ming Diao

[mingming.diao@mq.edu.au](mailto:mingming.diao@mq.edu.au)

Unit Moderator

Maya Ranganathan

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

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>Class test in Week 7 tutorial</u>	30%	8pm-9pm, 26 Aug, 2014
<u>Research essay</u>	40%	5pm, 7 Oct, 2014
<u>Class participation</u>	10%	Week 2 onwards

### Presentation

Due: **Beginning week 3**

Weighting: **20%**

Students will explore the concepts dealt with in the week's readings in the context of the two countries that they choose to explore the media policies of. (The choice of countries will have to be made based on the tables posted on ilearn). For example, if a student has decided to explore the media/communication environments in say, India and Tuvalu in the Pacific Islands throughout the semester and chooses to present on week 3, she/he will have to deal with the effects of the end of Cold War on and shifts in policy in these two countries.

Marking rubrics will be available on ilearn. Grading The following marking criteria will be used:

1. Content, both relating to the issue dealt with in the week and the countries of choice
2. Original research: contemporary media content analysed
3. Manner of presentation: creative delivery, clear expression, performance in allotted time
4. Methods to involve class participation, grammar, spelling and citation in slides.

Failure to present on an agreed date will result in a '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.

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.

## Class test in Week 7 tutorial

**Due: 8pm-9pm, 26 Aug, 2014**

**Weighting: 30%**

This is to ensure that the concepts dealt with in the readings and the lectures have been understood and students are able to apply it in the context of the countries they choose to analyse the media policies of. Students will be expected to define, explain and critique theories and concepts, including the ones in Week 7 readings and lectures. Emphasis is on testing understanding and not memory. More details will be posted on ilearn on the format of the test. The test will be held in the tutorial time. No presentations will be scheduled in Week 7.

Missing the test would mean failure to complete an assessment and result in 'F' grade. In case of unavoidable circumstances, students will have to apply for special consideration according to university guidelines. As a rule, repeat tests will not be allowed and students are not encouraged to switch times and tutorials in this week.

Comprehensive answers that cover all aspects, appropriate examples, clear understanding of concepts, good grammar and spelling will be required.

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

## Research essay

**Due: 5pm, 7 Oct, 2014**

**Weighting: 40%**

In not more than 2500 words, students will explore the media/communication policy in the two countries that they choose to study at the beginning of the semester. The essay will contain an exploration of the concepts learnt in the unit in the context of the two countries and consequences thereof. The research essay must be constructed and presented in an academic format (arguments within a theoretical framework and references). More details on ilearn.

Research essay is to reflect critical understanding and reading and incorporate concepts beyond those used in the presentation. A marking rubrics 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
2. Coherence and organisation: precision and interconnectedness of theory, concept and analysis
3. Style and grammar: Clarity in expression 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 with supporting documentation and according to University requirements.

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.
- 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 to the presentations but also participate in discussions. They may compare the scenario in the respective countries that they have chosen to study. Marks for participation will be decided based on meaningful contributions to class discussions that reflects 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. 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.

Class participation will be graded based on consistent critical engagement with fellow students relating to the content.

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.

## Delivery and Resources

This unit has one hour lectures also available on echo.

One hour tutorial. The lecture and tutorial schedule are in Timetables and also on ilearn.

Essential reading

1. ICOM 304 reader
2. Freedman, Des, 2008, The politics of media policy, London: Polity.
3. Making media policy : looking forward, looking back

St. Lucia, Qld. : School of English, Media Studies and Art History in association with the Centre for Critical and Cultural Studies, University of Queensland, c2008

## Unit Schedule

All readings contained in the Reader.

Weekly readings be specified in ilearn.

Week	Date (Week Beginning)	Lecture	Tutorial	Assessment
1	15 July	Introduction	Tutor and student introductions, course guide, assessment and orientation  Group allocation and iLearn training	Students to be ready with their choice of region/countries that they intend exploring in the unit and start checking with tutors on their choices.
2	22 July	News flows	News Flows	Ostgaard, Elinar, 1965, 'Factors influencing the flow of news,' <i>Journal of Peace Research</i> , 2 (9): pp.39-63.  Archetti, Cristina, 2010, 'Comparing international coverage of 9/11: towards an interdisciplinary explanation in the construction of news,' <i>Journalism</i> , 11 (5): pp.567-588.  Presentation topics and dates to be decided

3	29 July	Shifts in policy	Shifts in policy	<p>Cuilenburg, Jan van and Denis Mc Quail, 2003, 'Media policy paradigm shifts' Towards a new communication paradigm, <i>European Journal of Communication</i>, 18 (2): pp.181-207.</p> <p>Sparks, Colin, 1997, 'Post communist media in transition,' in Corner J Philip Schelsinger and Roger Silverstone (ed.s) <i>International Media Research: a critical survey</i>, London, NY: Routledge: pp.96-121.</p> <p>Herbert, Altschull, J, 1995, <i>Agents of power: the media and public policy</i>, US: Longman.</p> <p>Presentation</p>
4	5 Aug	Nation-state and media	Nation-state and media	<p>Price, Monroe, 2002, 'New role of the state,' in <i>Media and Sovereignty: the global information revolution and its challenge to state power</i>, Massachusetts: MIT Press, pp.5-29.</p> <p>Schelsinger, Philip, 1991, 'Media, the political order and national identity,' <i>Media, Culture and Society</i>, 13, pp.297-308.</p> <p>Presentation</p>
5	12 Aug	International relations and media	International relations and media	<p>Stone Gerald, C and hiwen Xia, 2007, 'Anointing a new enemy: the rise of anti-China coverage after the USSR's demise, <i>International Communication Gazette</i>, 69, pp. 91-108.</p> <p>Gilboa, Eyton, 2005, 'The CNN effect: the search for a communication theory of international relations,' <i>Political Communication</i>, 22, pp.27-44.</p> <p>Presentation</p>
6	19 Aug	Conflict and media	Conflict and media	<p>Allen, Tim and Nicole Stremlau, 2005, 'Media policy, peace and state reconstruction discussion paper no 8, London: Development Studies Institute.</p> <p>Wilkinson, Paul, 1997, 'The media and terrorism: a reassessment,' <i>Terrorism and political violence</i>, 9 (2), pp. 51-64.</p> <p>Presentation</p>
7	26 Aug	Culture and media	Culture and media	<p>Carey, James, W, 1989, 'Reconceiring 'mass' and 'media' in <i>Communication as culture: essays on media and society</i>, London, Boston: Unwin Hyman, pp.69-86.</p> <p>Appadurai, Arjun, 1996, 'Disjuncture and difference,' in <i>Modernity at Large: Cultural dimensions of globalisation</i>, Minneapolis: University of Minnesota Press, pp.27-46.</p> <p>Class test. No presentations this week.</p>
8	2 Sep	Media imperialism	Media imperialism	<p>Fejes, Fred, 1981, 'Media imperialism: an assessment' <i>Media Culture and Society</i>, 3, pp.281-289.</p> <p>Chadha, Kalyani and Anandam Kavoori, 2000, 'Media imperialism revisited: some findings from the Asian case,' <i>Media, Culture and Society</i>, 22, pp.415-432.</p> <p>Presentation</p>

9	9 Sep	Media ownership	Media ownership	<p>McChesney, Robert, 2008, 'The political economy of international communications: foundations for the emerging global debate about media ownership and regulation,' in <i>The political economy of media: enduring issues, emerging dilemmas</i>, NY, Monthly Review Press, pp. 305-337.</p> <p>Chakravartty, Paula and Katherine Sarikakis, 2006, 'Revisiting the history of global communication and media policy,' in <i>Media Policy and Globalisation</i>, Edinburgh: Edinburgh University Press, pp.24-49.</p> <p>Presentation</p>
10	16 Sep	Minorities in media	Minorities in media	<p>Ferguson, Robert, 1998, 'Otherness, Eurocentrism and the representation of 'race' in <i>Representing 'Race'</i>, London: Arnold, pp.65-82.</p> <p>Jakubowic, Andrew, Heather Goodall, Jeannie Martin, Tony Mitchell, Lois Randall and Kalinga Seneviratne, 1994, 'Australian media studies and issues of race and ethnicity,' in <i>Racism, ethnicity and the media</i>, Sydney: Allen and Unwin, pp. 11-14.</p> <p>Presentation</p>
11	23 Sep	Cultural censorship	Cultural censorship	<p>Cloonan, Martin, 2003, 'Call that censorship? Problems of definition,' in Cloonan, Martin and Rebee Garofalo (ed.s) <i>Policing Pop</i>, Philadelphia: Temple University Press, pp. 13-28.</p> <p>Loury, Glenn.C, 1994 'Self-censorship in public discourse: a theory of 'political correctness' and related phenomena,' <i>Rationality and Society</i>, ' 6, pp.428-461.</p> <p>Presentation</p>
12	30 Sep	New media and policy constraints	New media and policy constraints	<p>Castells, Manuel, 2007, "Communication, power and counter-power in the network society,' <i>International Journal of Communication</i>, 1, pp.238-266.</p> <p>Bennett, Lance, W, 2003, 'New media power: the Internet and global activism,' in Couldry, Nick and James Curran (ed.s) <i>Contesting media power</i>, Lanham, Md: Rowman and Littlefield.</p> <p>Presentation</p>
13	7 Oct	Review and reading	No tutorial	Essay due 5pm, 7 Oct 2014

## 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/)

## 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**

- 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 task**

- 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.
- 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 test in Week 7 tutorial
- 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
- Class test in Week 7 tutorial
- 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.

## Assessment tasks

- Presentation
- Class test in Week 7 tutorial
- 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.

## Assessment tasks

- Class test in Week 7 tutorial
- 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.

### **Assessment tasks**

- Presentation
- 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.

## Assessment tasks

- Presentation
- Class participation