



ICOM304

International Media Policy

S2 Day 2015

Dept of Media, Music & Cultural Studies

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General Information

Unit convenor and teaching staff

Convenor and tutor

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TBA on ilearn page

Diane Hughes

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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 impact upon policy, thus directing communication flows. Students are expected to bring previous knowledge of media, international communication and cultural studies units to the exploration of communication environment and policy issues in contexts of their choice. The assessments require extensive reading, analysis and interpretation of data in different political and social environments.

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 environments in the globalised world.

Analyse and debate issues relating to media policies in the context of emerging world

order and in the socio-cultural framework specific to different countries in the 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

Communication of professional discourse in oral and written contexts

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, 20 November 2015
<u>Class participation</u>	10%	Week 2 onwards

Presentation

Due: **Beginning week 3**

Weighting: **20%**

Students in groups of 2 will take the lead in conducting the tutorial class. A 3rd member may be added to the team by the tutor if total numbers in class warrant it. The activity will begin 5 minutes past the tutorial hour and end at half past the hour with the rest of the tutorial time allotted to other activities. The exercise involves explaining and exploring the concepts dealt with in the week's Readings, critically examining issues raised in the lecture IN THE CONTEXT OF THE COUNTRIES SPECIFIED in the question for the week. (The questions are listed in the 'Unit schedule' and repeated in ilearn). It is worth noting that the readings prescribed for the week do not deal with the countries mentioned in the question. Unit readings deal with concepts. Students are to apply the concepts to the countries.

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 two countries specified. This requires extensive research of media environments and policies in the context of the paradigm shifts in policy post end of Cold war.

The total time allotted is 30 minutes, including 10 minutes for questions and answers/class activity designed by the group to enhance understanding of the concepts. Marking rubrics will be available in ilearn at the start of semester. Failure to present on an agreed date will result in an 'F' grade unless application for disruption to study has been made prior to date of presentation

with supporting documentation and has been 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 has been applied 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 show evidence of critical thought.
3. **Manner of presentation**: creative delivery, clear expression and professional discourse, and judicious use of available 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 and discussion. 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 for 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 environments in the globalised world.
- Analyse and debate issues relating to media policies in the context of emerging world order and in the socio-cultural framework specific to different countries in the 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
- Communication of professional discourse in oral and written contexts

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 the week's 'Readings' and the lectures. Tests may contain multiple choice questions or questions requiring short answers of 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. Applying for disruption of study may allow for attendance consideration only and not for re-scheduling of a 'surprise' test.

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 also give their feedback on the performance. All papers will be returned in a fortnight after the test, in class.

The following assessment criteria will apply:

Correct understanding of the concepts: A summary of the concepts as in the readings and as explained in the lectures. Appropriate examples that explain the concept further.

Knowledge of theorists: Reference to key theorists mentioned in the readings and lectures.

Clarity: Clear use of language that aids effective communication.

On successful completion you will be able to:

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- Evaluate the issues that impact on media policy and their influences on communication work environments in different regions.
- Communication of professional discourse in oral and written contexts

Research essay

Due: **5pm, 20 November 2015**

Weighting: **40%**

Select any ONE of the following questions to answer in 2000 words:

1. Identify an important international event or issue (since January 2015) 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 unit as also draw on scholarly work on the media environments and policies in the countries.

2. In the 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' and its impact on media policy. 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 unit. The question deals with global media, and not national or regional/local media. However, national or regional policies in particular countries may be explored to establish their impact on global information flow .
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. Critiques have questioned its validity in all cases. 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 unit. 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. Answers to questions that have not been approved by the Convenor will be graded 'F'.

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 onto ilearn at the start of semester.

The essay will be graded using the following criteria:

1. **Argument, substantiation and discourse:** clear understanding of the concepts, original research, appropriate citation, critical thought and examples. Clarity is an important requirement. This refers to effective use of discipline-specific and appropriate 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 use of language without spelling mistakes and grammatical errors.

Assessment tasks are aligned to the unit Learning Outcomes. Timely submission of assessment tasks is a unit requirement or penalties apply. 10% per day (including weekends) will be deducted for all late submissions unless Disruptions to Studies (including a request for an extension) is approved prior.

All essays are to be uploaded online to Turnitin. It is the student's responsibility to ensure that all relevant portions of the essay (list of references, appendix etc.) have been uploaded and collect the acknowledgment as proof of upload. No claims of technical issues, wrong/mistaken upload will be entertained.

On successful completion you will be able to:

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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
- Communication of professional discourse in oral and written contexts

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 presentations, 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. A rubric will be posted on ilearn.**

You are required to attend all tutorials. As participation in the process of learning is linked to and underpins the unit Learning Outcomes, you will need to either apply for Disruptions to Studies to cover any missed tutorial (if the disruption is greater than three consecutive tutorials) or supply appropriate documentation to your unit convenor for any missed tutorial (if less than three consecutive tutorials).

On successful completion you will be able to:

- Synthesize knowledge of media, communication and cultural studies in order to critically reflect on communication environments in the globalised world.
- Analyse and debate issues relating to media policies in the context of emerging world order and in the socio-cultural framework specific to different countries in the regions.

- 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.

ALL STUDENTS ARE REQUESTED TO CHECK ILEARN REGULARLY. All communication will be through ilearn only.

Unit Schedule

No tutorials in Week 1. Students may please make use of the time to familiarise themselves with library resources. This unit requires extensive research and ability to access library resources will be required for all assessments, including presentation and participation.

<p>Week 2 Tutorials begin</p> <p>Introduction to unit and assessments.</p> <p>Students to finalise presentations with the Tutor. Two students per week to present together; a third may be allotted to the team by the tutor if total numbers exceed 20 in class.</p>
<p>Week 3</p> <p>Topic for presentation:</p> <p>Relate the concepts of 'public interest' 'public sphere' and 'public opinion' to communications policy-making with particular focus on global media.</p> <p>Tutorial activity/ test</p>
<p>Week 4</p> <p>Topic for presentation:</p> <p>Two countries to be explored this week are Russia and Vietnam. Discuss changes in media and communications policy following the end of Cold War in these two countries.</p> <p>Tutorial activity/test</p>
<p>Week 5</p> <p>Lead the class topic:</p> <p>The two countries focussed on this week are US and Pakistan. The week's readings deal with 'the role of state in media policy-making'. How does the state impact upon media representations of other countries in the US and Pakistan?</p> <p>Tutorial activity/ test</p>

<p>Week 6</p> <p>Presentation topic:</p> <p>Elaborate the ways in which international relations and bilateral relations impact upon media coverage and also direct media policies in China, and the UK. (Please note that the reference is to media in these two countries and not how other countries represent the two countries)</p> <p>Tutorial activity/test</p>
<p>Week 7</p> <p>Presentation topic:</p> <p>Evaluate media's role in conflict reportage in the two countries of Egypt and Iraq. How do media policies, present and past, impact upon conflict reportage?</p> <p>Tutorial activity/test</p>
<p>MID SEMESTER BREAK</p>
<p>Week 8</p> <p>Presentation:</p> <p>Consider media representations in global televisions of the issues relating to Israel-Palestine and Libya (including conflict) in the context of globalisation. What are the issues that have been impacted by media policies?</p> <p>Tutorial activity/test</p>
<p>Week 9</p> <p>Presentation 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>Presentation topic:</p> <p>Impact of media policies on 'censorship', self-censorship' and 'political correctness' in Japan and Singapore.</p> <p>Tutorial activity/test</p>
<p>Week 11</p> <p>Presentation:</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>
<p>Week 12</p> <p>Presentation:</p> <p>Challenges posed by new technologies in North Korea and Myanmar.</p> <p>Tutorial activity/test</p>

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

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

Disruption to Studies Policy 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/

Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit ask.mq.edu.au.

Additional information

MMCCS website https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/departments_of_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) 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

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

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 and in the socio-cultural framework specific to different countries in the regions.
- Evaluate the issues that impact on media policy and their influences on communication work environments in different regions.

Assessment task

- Presentation

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 environments 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
- Communication of professional discourse in oral and written contexts

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 environments in the globalised world.
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- Evaluate and appraise media policy issues in historical/sociological and political contexts and identify causal relationships by applying discipline knowledge and analytical skills
- Communication of professional discourse in oral and written contexts

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 environments in the globalised world.
- Analyse and debate issues relating to media policies in the context of emerging world order and in the socio-cultural framework specific to different countries in the regions.
- Communication of professional discourse in oral and written contexts

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 environments in the globalised world.
- Analyse and debate issues relating to media policies in the context of emerging world order and in the socio-cultural framework specific to different countries in the regions.
- Evaluate the issues that impact on media policy and their influences on communication work environments in different regions.
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- Communication of professional discourse in oral and written contexts

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 environments in the globalised world.
- Analyse and debate issues relating to media policies in the context of emerging world order and in the socio-cultural framework specific to different countries in the 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
- Communication of professional discourse in oral and written contexts

Assessment tasks

- Surprise tests
- Research essay

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 environments in the globalised world.

- Analyse and debate issues relating to media policies in the context of emerging world order and in the socio-cultural framework specific to different countries in the regions.
- Evaluate and appraise media policy issues in historical/sociological and political contexts and identify causal relationships by applying discipline knowledge and analytical skills
- Communication of professional discourse in oral and written contexts

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 environments in the globalised world.
- Evaluate the issues that impact on media policy and their influences on communication work environments in different regions.
- Communication of professional discourse in oral and written contexts

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 and in the socio-cultural framework specific to different countries in the 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 e-reading list has been updated.

Changes since First Published

Date	Description
23/07/2015	Updated ELP Learning Outcome