# ICOM304

## International Media Policy

S2 Day 2016

*Department of Media, Music, Communication and Cultural Studies*

## Contents

# General Information

Unit convenor and teaching staff
Convenor and tutor
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TBA on ilearn page

Credit points
3

Prerequisites
36cp

Corequisites
3cp in ICOM or MAS units at 300 level

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 |
| --- | --- | --- |
| Presentation | 25% | Beginning week 3 |
| Surprise tests | 30% | Week 13 |
| Research essay | 35% | Week 10, 5 p.m Monday |
| Class participation | 10% | Week 2 onwards |

## Presentation

Due: **Beginning week 3**
Weighting: **25%**

Students in groups of 3-5 (depending on the total numbers in the tutorial class) will conduct the tutorial class by addressing the question for the week mentioned in ilearn in the week's block. The activity will begin 5 minutes past the tutorial hour and last for 40 minutes in total. This means that the group will stop 10 minutes prior to the next hour. The exercise includes explaining and exploring the concepts dealt with in the week's Readings while critically examining the issues related to the question (listed in ilearn page under the week's block). It is worth noting that the readings do not contain answers the question. The unit readings deal with concepts that are to be applied to the question, which will deal with media and policy environments in particular countries. This means that the presentation is more than a summary of readings. It is an application on the concepts to specific situations and is designed to simulate roles that graduate students are likely to play in their chosen career paths in communication.

Group members will divide amongst themselves the tasks that cover explanation of the concepts and their application. The content will be marked on 10. The remaining 10 marks will cover manner of presentation, including visual aids used.

The group will submit to the tutor a summary of the presentation of 500 words only with a list of references, prior to the presentation. This will carry 5 marks. Apart from a summary of the presentation, the tasks undertaken by each member of the group must be specified clearly and signed by the members to indicate agreement. (The significance of the tasks undertaken will be evaluated on 2.5 marks of the 5) This summary will also be used by the tutor for the evaluation of the presentation.

The total time allotted is 40 minutes, including the time for questions and answers/class activity

and interaction. Class interaction must be facilitated. It can take the form of questions to the class, group discussions, debates, game shows etc. The focus must be on involving the class in an exercise that would facilitate greater understanding of the content. Marking rubrics will be available in ilearn at the start of semester. 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:

The team will be graded on

1. **Content**, both relating to the concepts for the week and the ways in which they are applied to address the question. This is also applicable to the 500-word summary. Clarity is an important component. Credibiltiy 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.

Individuals will be graded on

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.

5. The tasks undertaken by each member as listed in the summary and agreed upon by other members of the group.

In summary, 12.5 of the marks is for individual performance and the rest for group activity.


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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

## Surprise tests

Due: **Week 13**
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 work environments. 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. This is an online test that will open in Week 13. It is time-bound. Thus although it will be available in Week 13, students will have to finish it at one sitting in the time specified prior to the test. Owing to the nature of the assessment, requests for alternate arrangements or for repeating the tests are not possible.

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.

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## Research essay

Due: **Week 10, 5 p.m Monday**
Weighting: **35%**

Select any ONE of the following questions to answer in 1500 words:

1. Identify an important international event or issue (since January 2016) which has been covered in detail by a range of media outlets. 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. Much of the discussion around new media technologies revolve around the democratic potential of new media. In the light of academic debates surrounding global media and new technologies and recent international events (not earlier than January 2016) relating to employment of new technologies on a global level evaluate the concept of 'free media'. The expression 'free media' implies both easy accessibility and freedom of expression implicit in the technologies.

*Some of the issues that you may want to think about are: Is new media really 'free'? How absolute or restricted is the 'freedom of expression' that the new technologies facilitate? 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. Please note that 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. As you are aware, several critiques have also questioned its validity. Explore the role played by global television in representations of ongoing conflicts. Evaluate the consequences of conflict reportage in global television 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.

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 available 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.

Late submissions

Tasks 10% or less. No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for Disruption to Studies is made and approved.

Tasks above 10%. Students who submit late work without an extension will receive a penalty of

10% per day. This penalty does not apply for cases in which an application for Disruption to Studies is made and approved.

All written assessments are to be uploaded in Turnitin at least 5 minutes ahead of the time due on due date. Kindly wait for acknowledgement of upload. Submissions by email will unfortunately not be entertained. Nor will excuses of technical errors.

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).

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# 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.

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| Week 2<br><br>**Media policy in the era of globalisation**<br><br>Tutorials begin this week: Introduction to unit and assessments.<br><br>Students to finalise presentations with the Tutor. |
| Week 3<br><br>**Regulation of media and communication for 'public interest'**<br>Tutorial presentations begin from this week and continue till Week 12. Please check ilearn for questions. |
| Week 4<br><br>**The impact of Cold War on communication policies around the world** |
| Week 5<br><br>**The role of the nation-state in defining role of media/communications** |
| Week 6<br><br>**The CNN effect: televisions' influence on international affairs** |
| Week 7<br><br>**Evolution of new media technologies and their impact on global politics** |
| MID SEMESTER BREAK |
| Week 8<br><br>**Impact of 'transnationalisation' on (national) media policies** |
| Week 9<br><br>**Globalisation, media imperialism and (national) media policies** |

| | |
|---|---|
| Week 10 | |
| **Regulating new media technologies** | |
| Online test this week | |
| Week 11 | |
| **Political economy of global media and policy** | |
| Week 12 | |
| **New technologies as 'power' and 'counter power'** | |

# 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

**New Assessment Policy in effect from Session 2 2016** http://mq.edu.au/policy/docs/assessment/policy_2016.html. For more information visit http://students.mq.edu.au/events/2016/07/19/new_assessment_policy_in_place_from_session_2/

Assessment Policy prior to Session 2 2016 http://mq.edu.au/policy/docs/assessment/policy.html

Grading Policy prior to Session 2 2016 http://mq.edu.au/policy/docs/grading/policy.html

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

Complaint Management Procedure for Students and Members of the Public http://www.mq.edu.au/policy/docs/complaint_management/procedure.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/de

partment_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://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the Acceptable Use of IT Resources 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.
- 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.
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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

- 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.
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## 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.
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## 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
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## 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

Prescribed readings have been revised and assessments changed.

# Changes since First Published

| Date | Description |
| --- | --- |
| 26/07/2016 | Assessment due dates revised. |