



POL 856

Politics of Communications Policy

S1 External 2016

Dept of Modern History, Politics & International Relations

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General Information

Unit convenor and teaching staff

Lecturer

Kathe Boehringer

kathe.boehringer@mq.edu.au

Contact via kathe.boehringer@mq.edu.au

Please email for an appointment

Credit points

4

Prerequisites

Admission to MPPP or PGDipPP or PGCertPP or MPASR or PGCertPASR or PGDipPASR or GradDipPASR or GradCertPP or GradDipPP or MIntLawGovPP

Corequisites

Co-badged status

Unit description

This unit examines rapidly changing communications developments and their impact on policy-making; on the other hand, the unit critically surveys the political, economic, social and cultural rationales that underpin the federal government's communications regulatory and industry policies. Consideration will be given to the historical and current role of communications in 'nation-building' and national competition strategies, and in the constitution of public opinion. The relationship of media content and institutions to the political process will be canvassed with a particular focus on the role of public broadcasting and 'new' media.

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:

Understand and apply the main conceptual, theoretical and analytical categories developed and used by communications and media policy scholars, domestically and internationally

Identify, explain and critically evaluate the ideological assumptions and historical and institutional contexts underlying various stakeholder positions in Australian

communications policy debates

Identify and explain the relationship between communications policymaking and economic, political, socio-cultural and technological transformations

Identify and assess arguments relating to: the relationship between regulation and free speech; and the media's role in democracy

Develop a body of knowledge concerning the 'politics' of forming communications policy and the administrative processes and instruments of regulation

Analyse and evaluate contemporary and projected communications policy reforms in Australia

General Assessment Information

Assignment Submission

All written assignments must be submitted using the "Turnitin Assignments" facility on the iLearn website. This facility includes software which scans the uploaded assignments for plagiarism. Follow the instructions on the screen carefully. Your assignment should be uploaded before midnight on the due date.

In all cases, you should ensure that you keep a copy of the assignment.

Return of marked work

Marked assignments will be returned via the same facility on iLearn. When marks are released, you will need to go back in to the assignment submission box, and open your uploaded assignment. When you click on the "GradeMark" button, you will be able to see the marker's comments on your work. You can save or print the essay with the comments.

Extensions

Extensions will only be granted in exceptional circumstances, and will require documentary evidence such as a medical certificate to support the request for an extension. You should contact the convenor as early as possible if you think you may need an extension. While we do understand that most students are engaged in paid employment, extensions cannot be granted on this basis alone.

Penalties for late submission

Assignments which are submitted after the due date, without having an extension granted by the convenor, will be penalised, at a rate of 3% of the mark for each week day after the due date. Any paper submitted more than 3 weeks after the due date will not be marked, and the student will be failed for the assignment.

Assessment Tasks

Name	Weighting	Due
<u>Documentary analysis</u>	30%	29 March 2016
<u>Research essay</u>	40%	30 May 2016
<u>Take-home examination</u>	30%	20 June 2016

Documentary analysis

Due: **29 March 2016**

Weighting: **30%**

This task requires you to analyse one of two current policy documents and present a critical analysis. Further details will be provided on iLearn.

On successful completion you will be able to:

- Understand and apply the main conceptual, theoretical and analytical categories developed and used by communications and media policy scholars, domestically and internationally
- Identify, explain and critically evaluate the ideological assumptions and historical and institutional contexts underlying various stakeholder positions in Australian communications policy debates
- Identify and explain the relationship between communications policymaking and economic, political, socio-cultural and technological transformations
- Develop a body of knowledge concerning the 'politics' of forming communications policy and the administrative processes and instruments of regulation
- Analyse and evaluate contemporary and projected communications policy reforms in Australia

Research essay

Due: **30 May 2016**

Weighting: **40%**

The research essay asks you to identify a current Australian communications content policy area and discuss regulatory possibilities. Further details will be provided on iLearn.

On successful completion you will be able to:

- Understand and apply the main conceptual, theoretical and analytical categories

developed and used by communications and media policy scholars, domestically and internationally

- Identify, explain and critically evaluate the ideological assumptions and historical and institutional contexts underlying various stakeholder positions in Australian communications policy debates
- Identify and assess arguments relating to: the relationship between regulation and free speech; and the media's role in democracy
- Develop a body of knowledge concerning the 'politics' of forming communications policy and the administrative processes and instruments of regulation
- Analyse and evaluate contemporary and projected communications policy reforms in Australia

Take-home examination

Due: **20 June 2016**

Weighting: **30%**

The exam will consist of one short essay and some short answer questions. Further details will be provided in week 13.

On successful completion you will be able to:

- Identify, explain and critically evaluate the ideological assumptions and historical and institutional contexts underlying various stakeholder positions in Australian communications policy debates
- Identify and assess arguments relating to: the relationship between regulation and free speech; and the media's role in democracy
- Analyse and evaluate contemporary and projected communications policy reforms in Australia

Delivery and Resources

Delivery:

Please note that there will be no weekly evening classes for this unit.

Lectures will be recorded each week and posted on the iLearn site using the Echo lecture facility.

All students, internal and external, are expected to attend two compulsory on-campus sessions of four hours each. The dates for these sessions are

Sunday 10 April 9.30am to 1.30pm in W6B 350

Sunday 5 June 9.30am to 1.30pm in W6B 350

Resources:

This unit has a unit webpage which is accessible only to currently enrolled students. Online units can be accessed at: <http://ilearn.mq.edu.au>

There is no text book for this unit.

All required readings will be accessible electronically via the Macquarie University Library iShare system. Links will be posted on the iLearn site.

You may also order a print-on-demand copy of the readings by contacting the Printery. Go to http://www.mq.edu.au/business_and_community/printery/macquarie_lighthouse_press/ and click on Student Material (on demand).

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>.

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

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Learning outcomes

- Identify and assess arguments relating to: the relationship between regulation and free speech; and the media's role in democracy
- Analyse and evaluate contemporary and projected communications policy reforms in Australia

Assessment tasks

- Documentary analysis
- Research essay
- Take-home examination

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Understand and apply the main conceptual, theoretical and analytical categories developed and used by communications and media policy scholars, domestically and internationally
- Identify, explain and critically evaluate the ideological assumptions and historical and institutional contexts underlying various stakeholder positions in Australian communications policy debates
- Identify and explain the relationship between communications policymaking and economic, political, socio-cultural and technological transformations
- Identify and assess arguments relating to: the relationship between regulation and free speech; and the media's role in democracy
- Develop a body of knowledge concerning the 'politics' of forming communications policy and the administrative processes and instruments of regulation
- Analyse and evaluate contemporary and projected communications policy reforms in Australia

Assessment tasks

- Documentary analysis
- Research essay
- Take-home examination

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Understand and apply the main conceptual, theoretical and analytical categories developed and used by communications and media policy scholars, domestically and internationally
- Identify, explain and critically evaluate the ideological assumptions and historical and institutional contexts underlying various stakeholder positions in Australian communications policy debates
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Assessment tasks

- Documentary analysis
- Research essay
- Take-home examination

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- Identify, explain and critically evaluate the ideological assumptions and historical and institutional contexts underlying various stakeholder positions in Australian communications policy debates
- Analyse and evaluate contemporary and projected communications policy reforms in Australia

Assessment tasks

- Documentary analysis

- Research essay
- Take-home examination

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcomes

- Identify and explain the relationship between communications policymaking and economic, political, socio-cultural and technological transformations
- Identify and assess arguments relating to: the relationship between regulation and free speech; and the media's role in democracy
- Analyse and evaluate contemporary and projected communications policy reforms in Australia

Assessment tasks

- Documentary analysis
- Research essay
- Take-home examination

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Learning outcomes

- Identify and explain the relationship between communications policymaking and economic, political, socio-cultural and technological transformations
- Identify and assess arguments relating to: the relationship between regulation and free speech; and the media's role in democracy
- Analyse and evaluate contemporary and projected communications policy reforms in Australia

Assessment tasks

- Documentary analysis
- Research essay
- Take-home examination