ICOM304
International Media Policy
S2 Day 2013

Media, Music, Communication and Cultural Studies

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General Information

Unit convenor and teaching staff
Unit Convenor
Maya Ranganathan
maya.ranganathan@mq.edu.au
Contact via maya.ranganathan@mq.edu.au
Y3A 156
Wednesday noon-1 p.m (email prior for appointment please)

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://students.mq.edu.au/important-dates

Learning Outcomes

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

2. 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.

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

4. 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**

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presentation</td>
<td>20%</td>
<td>Beginning week 3</td>
</tr>
<tr>
<td>Class test in Week 7 tutorial</td>
<td>30%</td>
<td>September 9 and 10, 2013</td>
</tr>
<tr>
<td>Research essay</td>
<td>40%</td>
<td>November 7, 2013</td>
</tr>
<tr>
<td>Class participation</td>
<td>10%</td>
<td>Week 2 onwards</td>
</tr>
</tbody>
</table>

**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.

This Assessment Task relates to the following 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.

Class test in Week 7 tutorial

Due: **September 9 and 10, 2013**
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.

This Assessment Task relates to the following Learning Outcomes:

- 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: **November 7, 2013**
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.

This Assessment Task relates to the following Learning Outcomes:

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

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.

This Assessment Task relates to the following Learning Outcomes:

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- 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
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.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date (Week Beginning)</th>
<th>Lecture</th>
<th>Tutorial</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>July 29</td>
<td>Introduction</td>
<td>No tutorial.</td>
<td>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.</td>
</tr>
</tbody>
</table>
Presentation topics and dates to be decided |
<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Aug 12</td>
<td>Shifts in policy</td>
<td>Shifts in policy</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Presentation</td>
</tr>
<tr>
<td>4</td>
<td>Aug 19</td>
<td>Nation-state and media</td>
<td>Nation-state and media</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Schelsinger, Philip, 1991, 'Media, the political order and national identity,' <em>Media, Culture and Society</em>, 13, pp.297-308.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Presentation</td>
</tr>
<tr>
<td>5</td>
<td>Aug 26</td>
<td>International relations and media</td>
<td>International relations and media</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Presentation</td>
</tr>
<tr>
<td>6</td>
<td>Sept 2</td>
<td>Conflict and media</td>
<td>Conflict and media</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Presentation</td>
</tr>
<tr>
<td>7</td>
<td>Sept 9</td>
<td>Culture and media</td>
<td>Culture and media</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Class test. No presentations this week.</td>
</tr>
<tr>
<td></td>
<td>MID-SEMESTER</td>
<td>BREAK</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Sept 30</td>
<td>Media imperialism</td>
<td>Media imperialism</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Presentation</td>
</tr>
</tbody>
</table>
### Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](http://www.mq.edu.au/policy/docs/). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- **Special Consideration Policy** [http://www.mq.edu.au/policy/docs/special_consideration/policy.html](http://www.mq.edu.au/policy/docs/special_consideration/policy.html)
In addition, a number of other policies can be found in the Learning and Teaching Category of Policy Central.

Student Support
Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at: http://students.mq.edu.au/support/

UniWISE provides:
- Online learning resources and academic skills workshops http://www.students.mq.edu.au/support/learning_skills/
- Personal assistance with your learning & study related questions.
- The Learning Help Desk is located in the Library foyer (level 2).
- Online and on-campus orientation events run by Mentors@Macquarie.

Student Enquiry Service
Details of these services can be accessed at http://www.student.mq.edu.au/ses/.

Equity 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.

IT Help
If you wish to receive IT help, we would be glad to assist you at 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 and it outlines what can be done.

Graduate Capabilities

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

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.

Assessment tasks
• Presentation
• Class test in Week 7 tutorial
• Research essay
• Class participation

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

**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 outcome

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

Assessment task

- Research essay