ICOM304

International Media Policy

S2 Day 2019

Department of Media, Music, Communication and Cultural Studies

Contents

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General Information

Unit convenor and teaching staff
Convenor and tutor
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Room no 156, Hub no 147, H10A
TBA on ilearn page

Credit points
3

Prerequisites
36cp at 100 level or above

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

General Assessment Information

Readings are available online in the library website (Choose 'unit readings' and type in ICOM304). Readings/activities are to be done ahead of the lectures/tutorials.

All written assessments are to be uploaded on Turnitin. In case of technical issues, Convenor may please be alerted with screenshot of the issue. The test is to be done online during the time it is open.

Assessment tasks are aligned to the unit Learning Outcomes. Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – two (2) marks out of 100 will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted more than seven (7) days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments –e.g. quizzes, online tests

Students are expected to attend all tutorials. Listening to the recorded lectures and attending tutorials are not optional activities: they deliver important content and are a central component of meeting the learning outcomes in this unit. The lectures must be listened to before attending the tutorials . As participation in the process of learning is linked to and underpins the unit Learning Outcomes, you will need to apply for special consideration to cover any missed tutorial (if classes have been missed for more than three consecutive days).

Weekly access of ilearn is mandatory. All announcements will be made in ilearn. Marks will be uploaded to ilearn grade book.

Feedback in this unit is available in multiple forms:informal feedback through the 'announcement' function in iLearn, if there are points of relevance to the whole class; in email communication with individual students by the convenor in response to questions related to unit activities; in personal consultations as requested by appointment; as general comment, rubric and in-text comments attached to assignments marked in Turnitin.

Tutors will evaluate and keep records of your attendance and content engagement in weekly tutorials.

Examples of relevant and related assessment tasks will be will be discussed in tutorials.

Assessment Tasks

Name	Weighting	Hurdle	Due
Presentation	25%	No	Weeks 3-12
Online tests	30%	No	Week 5, 9 amd 13
Research essay	35%	No	1 November 2019, 5 p.m Friday
Active participation	10%	No	Week 2-12

Presentation

Due: **Weeks 3-12**
Weighting: **25%**

Students in groups of 2 or 3 (depending on the total numbers in the tutorial class) will lead 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. The time includes Q and A and class interaction.

The exercise includes explaining (to be kept to the minimum) and exploring the concepts dealt with in the week's Readings/lecture and critically examining the issues related to the question. The week's Readings **do not contain** the answers to the question; the Readings detail the concepts. Group members will have together apply the concepts and come up with the answer to the question.

A 500-word summary of the presentation with a list of References is to be uploaded by any one member of the group on Turnitin, 24 hours prior to the presentation. This summary will be used by the tutor as a guide for the evaluation of the presentation. There are no separate marks for the summary. Failure to submit the summary prior to presentation may disadvantage the group as the tutor will have to rely on memory and their notes to check the structure and content and more importantly, References.

The content of the Presentation will be marked on 10; the remaining marks are for manner of presentation, including visual aids used, time management and co-ordination among members of the group.

The total time allotted to the team (regardless of the number of members) is 40 minutes, including the time for questions and answers/class activity and interaction. Speaking for the entire time will not be considered favourably. Class interaction must be facilitated. It can take the form of questions to the class, group discussions, debates, game shows etc. Marking rubrics will be available in ilearn at the start of semester. It is the student's responsibility to get in touch and remain in contact with other members of the group and arrange to work together. Tutors will **not be able to** provide contact details nor facilitate meetings.

The tutor may in their role as moderator, put questions to the team members during

Presentation, clarify and steer discussions. This is a form of providing feedback and is not to be taken as a disruption of the activity.

The following criteria will be used in 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 the question. Academic definitions of terms will be required. Clarity, credibiltiy of the sources used, citation in slides and appropriate examples will be taken into account. Online references from Wikipedia and popular Youtube clips and definitions from dictionaries (Oxford, Webster etc) is best avoided. Academic references are required. The suggested referencing format is Harvard or in-text referencing style. If slides are used, in-text references are 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. **Coherence**: The different sections are well-connected and easy to follow.

Individual members will be graded on the following criteria:

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. Visual aids: formatting in slides and other visual aids, grammar and spelling, referencing in slides or other material distributed in class.

5. 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.

In summary, 10 marks is for group activity and 15 for individual contribution.

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

Online tests

Due: **Week 5, 9 amd 13**
Weighting: **30%**

The aim of the test(s) is to ensure that the concepts dealt with in the Unit have been understood adequately to facilitate application in work environments. The Lectures will be based on Readings but may contain information that is not part of the Readings. The test questions will be drawn from both the Readings and Lectures. They are not memory tests.

Three tests each for 10 per cent (totalling 30 per cent) will be held at regular intervals through out the semester. The tests will contain multiple choice questions and will open after the tutorial classes in the week on Thursdays and stay open over the weekend and till Monday. The test is time-bound. Time has been fixed taking into account the interests of some students who may require additional time. So, please avoid making requests for extra time. Students will have to finish the tests in one sitting within the time specified. **Failure to complete a test requires application for special consideration. Alternate arrangements to take a missed test will have to be discussed with the tutor. Make up tests may not be offered till the end of the semester.**

The following assessment criteria will apply:

Correct understanding of the concepts: A summary of the concepts contained in the Readings and as explained in the Lectures.

Knowledge of theories and theorists: Reference to key theories and theorists mentioned in the Readings and Lectures.

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.
- Communication of professional discourse in oral and written contexts

Research essay

Due: **1 November 2019, 5 p.m Friday**
Weighting: **35%**

Summative assessment: 35 per cent

Answer one of the following questions in not more than 1500 words

1. Are fears of cultural imperialism justified in the age of media globalisation? Should media

policy-makers be concerned with the issue? Please explain by drawing from the unit content and contemporary media.

2. Democracy rests on the media playing the role of watchdog. However, the enmeshing of the political, corporate and media sectors in neo-liberal economies have impacted greatly upon this role. Does the solution lie in media policy? If your answer is 'no', explain how then can media be expected to function as 'the fourth-estate'. If your answer is 'yes,' detail what form the policy must take.

3. Discuss how an understanding of the histories of information and communication technologies policies can contribute to our understanding of the social shaping of technology. In the context of increase in 'fake news', 'alternative facts' and political campaigns on social media, is there a need for specific policy in liberal democracies to address the issue?

You may take a case study approach or make a general argument providing appropriate examples in your answers to the above questions. Whatever the approach, evidence of reading and **research and inclusion of the concepts (at least 3 concepts)** dealt with in the unit, are required. The essay must meet academic requirements appropriate to a 300-level unit (This means that it must rise above a common-sensical elaboration and show evidence of academic reading and insight).

The essay may be structured thus:

Introduction

Begin the essay with a brief **theoretical reflection** on the various perspectives and academic debates relevant to the issue. Draw at least three relevant concepts from the Unit content. Then select a specific aspect - a particularly contentious debate or a set of contradictions or tensions and place it in the context of media policy. Ensure that the concepts will help the exploration/ argument.

Analysis

Choose an appropriate case study or, if you are making a general argument, appropriate examples. Place it/them in the framework of the theories mentioned in the 'introduction' explore the various aspects, particularly the ways in which media policy addresses or fails to address contradictions or tensions. While you are not expected to conduct original research in the form of interviews or data collection, you are required to draw on **academic literature** (check the library database and not google) and discuss the issue analytically.

Conclusion

Assess whether and/or how policy provides (or, can provide) a solution to the challenges or fails to do so and end with your suggestions.

The essay will be graded using the following criteria:

1. **Argument, substantiation and discourse**: clear understanding of the concepts, references

to appropriate research, credible sources. 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 dealt with in the unit must be extended to the argument and exploration of issues.

3. **Style and grammar**: Clear use of language without spelling mistakes and grammatical errors.

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

Due: **Week 2-12**
Weighting: **10%**

Active participation is assessed by a student's engagement with the unit content and delivery. t will also be gauged from students posts online.

1. Every student is required to make two original blog entries of 500 words each - one between weeks 2-7 and another between weeks 8-12. The entry will be based on a point or issues raised in tutorial discussions and will draw from unit content and external research to either elucidate or repudiate the point. It is an academic exercise. Informal writing and casual comments are unacceptable.

2. In addition to the above, every student will respond to two blog entries posted by fellow students. The response in not less than 200 words must make a significant contribution to the post. It is a good idea to respond to posts on different topics.

This is a timed assessment. Blogposts should be written within a week of the presentation. This would mean that if for instance, you are discussing the presentation in Week 4 (tutorials are on Thursdays), you have time till the following Monday to submit the post. In the above instance, work submitted after Monday of Week 5 will not be marked. In short, you cannot write posts on issues dealt with in the earlier weeks. So, please plan your submission accordingly.

Please space out your entries and responses. In other words, do not wait till Week 12 to complete the tasks.

Since the blog entries are to be based on tutorial discussions, students will have to participate in discussions facilitated by the lecturer/tutor raise questions based on presentations, make interventions and actively involve themselves in activities organised by the presenters.

Feedback will be provided by tutors on ilearn.

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.
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Delivery and Resources

The lectures for this unit are pre-recorded and will be available in the Echo 360 block in ilearn ahead of the tutorials. Relevant books are available in the Library Reserve as mentioned in the Readings list.

All communication relating to the unit will be on ilearn. It is the student's responsibility to check ilearn regularly, at least once every week. Students are also advised to check their student emails regularly.

Unit Schedule

No tutorials in Week 1. This time is to be employed in familiarising oneself with library resources. This unit requires extensive research and it is almost impossible to tackle the assessment questions effectively without outside reading.

Week 2

Media policy in the era of globalisation

Tutorials begin this week: Introduction to unit and assessments. The unit content begins by introducing some basic concepts relating to media processes, media's role in society and the need for media policy.

Students to finalise presentation schedules with the Tutor.

Week 3

Regulation of media and communication for 'public interest'

This week is devoted to exploring the concept of 'public interest'. It begins with the ways in which the role of media has been envisaged in liberal democracies particularly in relation to ensuring 'public interest' and explores the challenges in regulating media and communication for the purpose.

Tutorial presentations begin this week and continue till Week 12. Weekly questions listed in ilearn.

Week 4

The impact of Cold War on communication policies around the world

The study of communication policy-making as a political process takes us to an evaluation of one of the momentous periods in world history: the end of cold war. The week's content traces the ways in which world politics has shaped the communication landscape of today.

Week 5

The role of the nation-state in defining role of media/communications

The readings and lecture deals with the central role played by the nation-state is shaping media and communication environments within the nation-states.

Week 6

The CNN effect: televisions' influence on international affairs

The evolution of media technologies has posed further challenges to policy. The rise of global television is dealt with this week.

Week 7

Evolution of new media technologies and their impact on global politics

The week is devoted to analysing the spread of new media technologies and the ways in which they challenge media policies.

MID SEMESTER BREAK

Week 8

Impact of 'transnationalisation' on (national) media policies

The evolution of media technologies has been accompanied by phenomenal changes in world politics. One of the questions that need attention is whether globalisation has diluted the powers of nation-states which have hitherto shaped communication environments within their boundaries.

Week 9

Globalisation, media imperialism and (national) media policies

This week, we take a look at what global television, new media technologies and globalisation mean to the developing world. Do they together work towards exerting a western hegemony? Are the fears of developing nations of media imperialism justified?

Week 10

Regulating new media technologies

Media policies have to a large extent been successful in regulating older media. The week's content questions their efficacy in regulating constantly evolving new media technologies. A fundamental question that is raised is whether new media technologies need to be regulated.

Week 11

Political economy of global media and policy

Much of the study of media has been within the framework of 'political economy'. This week is devoted to questions relating to media ownership and regulation of ownership to ensure diversity of opinion and universal accessibility.

Week 12

New technologies as 'power' and 'counter power'

The discussion this week focusses on the potential of new technologies for political communication and the implications. We end the unit by looking at the constraints of policy to address some of the significant issues in the present day and the way forward.

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- Academic Appeals Policy
- Academic Integrity Policy
- Academic Progression Policy
- Assessment Policy
- Fitness to Practice Procedure
- Grade Appeal Policy
- Complaint Management Procedure for Students and Members of the Public
- Special Consideration Policy *(**Note:** The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)*

Undergraduate students seeking more policy resources can visit the Student Policy Gateway (https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/student-conduct

Results

Results published on platform other than eStudent, (eg. iLearn, Coursera etc.) 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 or if you are a Global MBA student contact globalmba.support@mq.edu.au

Additional information

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

If you are a Global MBA student contact globalmba.support@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 tasks

- Presentation
- Research essay

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

- Presentation
- Research essay
- Active participation

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
- Online tests
- Research essay
- Active 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
- Online tests
- Research essay
- Active 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.
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Assessment tasks

- Presentation
- Online tests
- Research essay
- Active 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.
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and identify causal relationships by applying discipline knowledge and analytical skills

- Communication of professional discourse in oral and written contexts

Assessment tasks

- Presentation
- 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.
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- Communication of professional discourse in oral and written contexts

Assessment tasks

- Presentation
- Research essay
- Active 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 task

- Presentation

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 task

- Presentation

Changes from Previous Offering

Readings have been updated. Presentation and essay questions have been changed. Three online tests will be held (instead of one previously) at regular intervals in the semester.