

## MECM90002 Global Media Governance

<b>Credit Points:</b>	12.50
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	2010, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus. On campus
<b>Time Commitment:</b>	Contact Hours: 2 Total Time Commitment: 120
<b>Prerequisites:</b>	Usually admission to Honours (Media and Communication), Postgraduate Diploma (Media and Communication), Master of Global Media and Communication.
<b>Corequisites:</b>	-
<b>Recommended Background Knowledge:</b>	-
<b>Non Allowed Subjects:</b>	-
<b>Core Participation Requirements:</b>	-
<b>Contact:</b>	Sean Cubitt <a href="mailto:sean.cubitt@unimelb.edu.au">sean.cubitt@unimelb.edu.au</a> (mailto:sean.cubitt@unimelb.edu.au)
<b>Subject Overview:</b>	The increasingly international and global nature of media production, distribution and audiences has produced a startling array of bodies taking responsibility for policy issues, ranging from technical specifications and the allocation of spectra to content regulation, intellectual property and the protection of cultural heritage. Many of these bodies have long histories (the International Telecommunications Union for example, founded in 1865) while others are very recent (the Internet Corporation for Assigned Names and Numbers, ICANN, formed in September 1998). Some of these bodies are non-governmental organisations or not-for-profit corporations, others are formed to administer treaties, or are organs of the United Nations. All balance the demands of media users, media industries and national governments in varying degrees, and all play host to major lobbies and diplomacy. Some bodies have significant influence over the activities of others: the World Trade Organisation's policy instruments have major impact on the media, for example. This subject will address case studies such as the use of technical standards to enforce commercial property rights, attempts to protect and encourage indigenous media, the discourse and practice of media and ICT for development in order to disentangle the interests at work and the modes of practice of these bodies, and to address critical debates and alternative proposals for policy development.
<b>Objectives:</b>	Students who successfully complete this subject will be able to: <ul style="list-style-type: none"> <li># demonstrate knowledge of the major instruments governing global media standards, trade and regulation and the processes through which they are devised;</li> <li># recognise and explain the differing criteria involved in the design and application of governance practices in the global media industries;</li> <li># identify, critically engage with and design workable policy documents for global media governance bodies.</li> </ul>
<b>Assessment:</b>	An essay of 2500 words (50%) (due mid semester) and an essay of 2500 words (50%) (due end of semester). Students must complete all assignments by the due date and attend at least 80% of classes.
<b>Prescribed Texts:</b>	A class reader will be available.
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>

<b>Generic Skills:</b>	<p>Students who successfully complete this subject will:</p> <ul style="list-style-type: none"> <li># be able to prepare and present their ideas in both verbal and written mode, and in conformity to conventions of academic presentation;</li> <li># be able to reflect on their own learning and take responsibility for organising personal study;</li> <li># be able to participate in discussion and group activities and be sensitive to the participation of others.</li> </ul>
<b>Related Course(s):</b>	<p>Bachelor of Arts (Honours)(Media and Communications)  Master of Arts (Media and Communication) Adv.Seminar &amp; Shorter Thesis  Master of Global Media Communication  Postgraduate Diploma in Arts (Media and Communication)</p>
<b>Related Majors/Minors/ Specialisations:</b>	<p>Media and Communication</p>