

100-418 Media Policy and Regulation

Credit Points:	12.500
Level:	Undergraduate
Dates & Locations:	2008, This subject commences in the following study period/s: Semester 1, - Taught on campus. .
Time Commitment:	Contact Hours: A 1-hour lecture and a 2-hour seminar per week Total Time Commitment: .
Prerequisites:	Admission to the postgraduate diploma or fourth-year honours in Media and Communications.
Corequisites:	.
Recommended Background Knowledge:	.
Non Allowed Subjects:	.
Core Participation Requirements:	.
Coordinator:	David Nolan
Subject Overview:	This subject encourages students of media and communications to recognise the importance of investigating the changing regulatory regimes that structure media organisation and delivery and how these relate to surrounding interests and the play of power. Historical examples are introduced to demonstrate how media regulation has evolved across time and in response to different media, industries and markets. Normative frameworks that inform policy and policy debates are also explored across different national domains and in respect of different cultures. Recent developments in digitalisation, tele-communications and satellite delivery systems render problematic a number of earlier assumptions concerning separate medium regulation and sovereignty of national regulation, and these receive deliberate emphasis and discussion throughout the course and in respect of different national political contexts, cultures and moral concerns.
Assessment:	A media report of 2500 words 50% (due mid-semester) and an essay of 2500 words 50% (due at end of semester). Students must attend at least 80% of classes to be eligible for assessment.
Prescribed Texts:	A subject reader will be available from the University Bookshop
Recommended Texts:	.
Breadth Options:	This subject is not available as a breadth subject.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	# be able to demonstrate competence in advanced library searches and information retrieval; # be able to demonstrate academic skills in both written and verbal communication mode; # be able to demonstrate conformity to academic protocols of presentation and research procedures.
Notes:	.
Related Course(s):	Bachelor of Arts (Honours)(Media and Communications) Bachelor of Public Policy and Management Bachelor of Public Policy and Management(Honours) Master of Arts (Global Journalism)

	<p>Master of Arts (Global Media Communication) Master of Global Media Communication Postgraduate Certificate in Arts (Media and Communication) Postgraduate Certificate in Arts (Public Policy and Management) Postgraduate Diploma in Arts (Media and Communication) Postgraduate Diploma in Arts (Public Policy and Management)</p>
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