

100-418 Media Policy and Regulation

Credit Points:	12.50
Level:	4 (Undergraduate)
Dates & Locations:	2009, 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: 3 contact hours/week, 7 additional hours/week. Total of 10 hours per week.
Prerequisites:	Admission to the postgraduate diploma or fourth-year honours in Media and Communications OR another MA/Honours degree that has gained approval to offer this subject as an elective OR approval from the subject coordinator
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>
Coordinator:	Dr David John Nolan
Contact:	David Nolan d.nolan@unimelb.edu.au (mailto:d.nolan@unimelb.edu.au)
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, telecommunications 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.
Objectives:	<ul style="list-style-type: none"> # be able to demonstrate an historical understanding of forms of regulation in different media and different contexts, and how the formulation, implementation and evaluation of policy is an ongoing process; # be able to identify how different purposive and theoretical frameworks have informed policies at different times and in different contexts, and how different assumptions inform arguments in contemporary policy debates; # be able to demonstrate an understanding of the importance of media policy and regulation, and an ability to critically engage in contemporary policy debate; # be able to deploy frameworks and methods of analysis in your own studies of media policy and regulation, and critically discuss current developments in global communications systems, the changing regulatory environment and implications for governments, citizens and consumers.

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.
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:	<ul style="list-style-type: none"> # 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.
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 Global Media Communication Postgraduate Diploma in Arts (Media and Communication)
Related Majors/Minors/ Specialisations:	Media and Communications Public Policy and Management Public Policy and Management