

## MECM90002 Global Media Policy & Governance

<b>Credit Points:</b>	12.50
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	This subject is not offered in 2014. 1 hour lecture and 1 hour seminar per week
<b>Time Commitment:</b>	Contact Hours: 2 Total Time Commitment: 120
<b>Prerequisites:</b>	Admission to the postgraduate diploma or fourth year honours in media and communication, Master of Global Media Communication, Master of Arts (Media and Communication) Advanced Seminar and Shorter Thesis.
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	For the purposes of considering request for Reasonable Adjustments under the disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements of this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: <a href="http://www.services.unimelb.edu.au/disability/">http://www.services.unimelb.edu.au/disability/</a>
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<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>Learning Outcomes:</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; and</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 in the examination period). Students are required to attend a minimum of 80% (or 10 out of 12) classes in order to qualify to have their written work assessed. Any student who fails to meet this hurdle without valid reason will not be eligible to pass the subject. All required written work must be submitted in order to pass the subject. Essays submitted after the due date without an

	extension will be penalised 2% per day. Essays submitted after two weeks of the assessment due date without a formally approved application for special consideration or an extension will only be marked on a pass/fail basis if accepted.
<b>Prescribed Texts:</b>	A subject 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; and</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>	Master of Arts (Media and Communication) Adv.Seminar & Shorter Thesis
<b>Related Majors/Minors/Specialisations:</b>	<p>100 Point Master of Global Media Communication  150 Point Master of Global Media Communication  200 Point Master of Global Media Communication  Media and Communications</p>