Course Outline

Federation
UNIVERSITY·AUSTRALIA

School / Portfolio:	Faculty of Education and Arts
Course Title:	CULTURAL AND COMMUNICATIONS POLICY
Course ID:	ATSGC3451
Credit Points:	15.00
Prerequisite(s):	(Completion of two Intermediate (Level 2000) Media and Screen Studies Courses)
Co-requisite(s):	Nil
Exclusion(s):	(ATSGC2451)
ASCED Code:	100799

Program Level:

AQF Level of Program					
5	**6**	**7**	**8**	**9**	**10**
Level					
Introductory	☐	☐	☐	☐	☐	☐
Intermediate	☐	☐	☐	☐	☐	☐
Advanced	☐	☐	✔	☐	☐	☐

Learning Outcomes:

Knowledge:

K1. Analyse and critique a range of media policy issues and their effects.

K2. Comprehend and elucidate the challenges facing the media policy landscape.

K3. Appraise and utilise key debates, issues and perspectives informing the study of media regulation, freedom and control.

Skills:

S1. Research and explain media policy problems and debates.

S2. Express substantiated, reasoned expositions and arguments concerning the history and development of selected media policy issues and their social, political, economic and cultural effects.

S3. Critically review at an advanced level themes, rhetorics, issues and debates that define media regulation and media policy decisions.

Application of knowledge and skills:

A1. Apply higher order skills in critical thinking and analysis to argue, write about and discuss media policy issues, decisions and factors affecting the regulatory landscape.

A2. Utilise and integrate relevant rhetorical frameworks in analysing a range of examples of media regulation and their effects.

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A3. Identify links and tensions between issues, debates, concepts and perspectives that define the study of media regulation, freedom and control.

A4. Conduct an independent research project.

Course Content:

Topics may include:

- What is media policy?
- Approaches to policy analysis
- Ownership and control
- Convergence
- Classification and censorship
- Globalisation
- Internet regulation
- Surveillance and privacy
- Piracy

Values and Graduate Attributes:

Values:

V1. Appreciate the key role of media policy in contemporary society.

V2. Identify the key rhetorics informing media regulation and the ways in which they function within and through particular policy issues and debates.

V3. Appreciate the complex factors affecting the regulatory landscape, including media industries, stakeholder interests, policy frameworks and issues.

Graduate Attributes:

Attribute	Brief Description	Focus
Continuous Learning	Students develop an understanding of the changing regulatory environment in response to new media technologies and their forms of use and engagement.	High
Self Reliance	Students develop skills in critical analysis, argument, and independent research.	High
Engaged Citizenship	Students engage with a range of policy issues and problems that define the contemporary media environment and explore how governments and other stakeholders seek to regulate new media.	High
Social Responsibility	Students develop an understanding of the role and purpose of media regulation and the effects of regulatory decisions socially, politically, economically, culturally and in relation to both personal and public life.	High

Learning Task and Assessment:

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K2, K3 S1, S2, S3 A1, A2, A3	Demonstrate understanding of key themes and concepts through analysis of set topic material. Application and synthesis of knowledge at an advanced level.	Essay	30-40%

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Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2, K3 S2, S3 A1, A2, A3	Make informed contributions to discussions of required readings, key concepts and seminar questions. To be further detailed in the course description, and may include short responses submitted in class or online.	Online discussion	10-25%
K1, K2, K3 S1, S2, S3 A1, A2, A3, A4	Independent research and writing skills, construction of an informed and substantial argument and analysis using relevant evidence including primary source material. Application and synthesis of knowledge at an advanced level.	Research Project	40-55%

Adopted Reference Style:

MLA