Course Outline

School / Portfolio: Faculty of Education and Arts
Course Title: CULTURAL AND COMMUNICATIONS POLICY
Course ID: ATSGC2451
Credit Points: 15.00
Prerequisite(s): (Completion of one introductory (Level 1000) Media & Screen Studies course)
Co-requisite(s): Nil
Exclusion(s): (ATSGC3451)
ASCED Code: 100799

Program Level:

<table>
<thead>
<tr>
<th>AQF Level of Program</th>
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<tbody>
<tr>
<td>5</td>
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<tr>
<td>Introductory</td>
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<tr>
<td>Intermediate</td>
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<tr>
<td>Advanced</td>
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Learning Outcomes:

Knowledge:

K1. Analyse a range of media policy issues and their effects.
K2. Comprehend 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. Summarise themes, rhetorics, issues and debates that define media regulation and media policy decisions.

Application of knowledge and skills:

A1. Apply 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.

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:

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Brief Description</th>
<th>Focus</th>
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<tbody>
<tr>
<td>Continuous Learning</td>
<td>Students develop an understanding of the changing regulatory environment in response to new media technologies and their forms of use and engagement.</td>
<td>High</td>
</tr>
<tr>
<td>Self Reliance</td>
<td>Students develop skills in critical analysis, argument, and independent research.</td>
<td>High</td>
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<tr>
<td>Engaged Citizenship</td>
<td>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.</td>
<td>High</td>
</tr>
<tr>
<td>Social Responsibility</td>
<td>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.</td>
<td>High</td>
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Learning Task and Assessment:

<table>
<thead>
<tr>
<th>Learning Outcomes Assessed</th>
<th>Assessment Task</th>
<th>Assessment Type</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>K2, K3 S1, S2, S3 A1, A2, A3</td>
<td>Demonstrate understanding of key themes and concepts through analysis of set topic material.</td>
<td>Essay</td>
<td>30-40%</td>
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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 | Independent research and writing skills, construction of an informed and substantial argument and analysis using relevant evidence including primary source material.                                               | Research Essay          | 40-55%    |

**Adopted Reference Style:**

MLA