

B

## FTVF1F14: MEDIA REGULATION

FTVF1F14: Spring Semester

Level 1 Unit

**Module organiser:**

Mark Rimmer

Room A0.72

[m.rimmer@uea.ac.uk](mailto:m.rimmer@uea.ac.uk) x 2155

Office Hours: Monday 1pm-3pm



### Timetable

<b>Lectures</b>	Thursday	11am-12pm	Room A01.01
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### Seminars

Group 1:	Thursday	1pm-2pm	Room A0.63
Group 2:	Thursday	2pm-3pm	Room A2.14
Group 3:	Thursday	3pm-4pm	Room A0.63

### Unit Description

This module provides an introduction to the key debates over the regulation of media. In addition to systems of censorship, the module will explore the economic systems through which media are organised and controlled, the legal systems through which they are managed and organised and the political processes through which they are mobilised. Rather than simply seeing such processes as repressive, the module will also seek to explore the ways in which they productively shape content. It will therefore look at their economic and political organisation, the policy and regulation to which they are subject, as well as the divisions of labour determined by their modes of organisation and regulation.

### Aims and Objectives

The unit aims to:

- provide students with an understanding of the development and implementation of media regulation and policy
- develop students understanding of the situation of media industries organizations and media institutions in relation to regulation and policy
- explore the economic, legal considerations pertinent to the media industries and media systems
- provide students with a working knowledge of the global dimension of developments in the media industries
- pay specific attention to policy and regulation as relevant to Britain and the US
- to encourage students to develop an understanding of the significant role of media regulation and policy-making for the functioning of the media industries
- to develop students' oral and written skills in analysis, presentation, and debate.

### Learning Outcomes

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*Knowledge and Understanding*

By the end of the unit students should be able to:

- understand key contemporary debates concerning regulation and policy in the media industries;
- assess the value of various academic approaches to the study of media regulation;
- demonstrate their understanding of the role of regulation in shaping media industry practices
- understand the relationship between media policy and political economic conditions for the media industries;
- conduct independent research relevant to the media policy and regulation
- show an informed and critical sensibility with regard to all of the above.

*Intellectual Skills*

By the end of the unit students should be able to:

- apply a wide range of ideas and concepts to the study of the media regulation;
- construct coherent and independent arguments.

*Professional Skills*

The unit will develop students' ability to:

- select, sift and synthesize information from a variety of sources;
- write accurately and grammatically and present written material using appropriate conventions.

*Transferable Skills*

The unit will also develop students' ability to:

- balance a range of perspectives and understand their theoretical underpinnings;
- manage a disparate body of information;
- use IT to produce assessed work;
- speak and write cogently about a chosen subject area.

**Preparing for Classes and Time Commitment**

All students on this module are expected to dedicate at least the following time each week to their studies for this module:

Lecture attendance:	1 hour per week
Seminar attendance:	1 hour per week
Private Study (reading, preparation, etc):	10 hours per week.
Total amount of time dedicated to module:	12 hours per week

In addition to completing the required reading, regular seminar attendance is essential. The seminars are designed to enable students to develop their understanding through active participation, and failure to do so could seriously disadvantage your ability to perform in the assessed coursework.

**Coursework and Assessment**

Assessment for this unit takes 2 forms, each of which contributes towards your overall mark:

- a) A set essay of approximately 2500 words (50%)
- b) A written exam (50%)

**A) Set Essay (2500 words, 50%)**

In this assessment you will be expected to respond to one of the set essay questions. The aim of the assessment is for you to illustrate your grasp of the issues covered in the first 6 weeks on this unit.

**Assessment 1 Questions**

Please respond to **one** of the following questions (note: questions 1 and 4 require you to answer **both** parts a) and b))

1. Respond to **both** a) and b)
  - a. Outline the key principles of liberal approaches to media policy and regulation.
  - b. Assess the contemporary relevance of these principles as they are applied in the UK and US.
2. With reference to debates about global information flows, assess claims about the need for media regulation.
3. Describe the main axes along which media systems can be said to differ and explain the key reasons for these differences.
4. Respond to **both** a) and b)
  - a. What arguments are typically offered in support of public service broadcasting?
  - b. How and with what justifications have these been subject to challenge over recent years?
5. How does media regulation affect the functioning of the press?

**The deadline for this assessment is 12am, Monday 1<sup>st</sup> March, 2011.**

In accordance with University policy, work will be returned to you (barring unforeseen circumstances) in the week beginning 14<sup>th</sup> March 2011. Further information about this assessment will be available throughout weeks 1-6.

**B) Exam (50%)**

The written exam for this unit will be of two hours duration. Guidance on revision and exam technique will be provided in the lecture in week 12, when students will also have an opportunity to consider some mock exam questions.

**General Assessment Information**

All work should be submitted via the **FTV School Office (Room A2.40)** using the usual essay booking-in system. Penalties for late submission are taken seriously; the Faculty policy is outlined at [http://www1.uea.ac.uk/polopoly\\_fs/1.20814!f41%20csewrkextpenalties.pdf](http://www1.uea.ac.uk/polopoly_fs/1.20814!f41%20csewrkextpenalties.pdf). Extensions can only be granted in extreme circumstances, and will require evidence. Note that computing problems do *not* count as suitable evidence; it is *your* responsibility to ensure your computing facilities function properly, and to give yourself enough time to deal with any problems that may arise.

As the University has introduced an anonymity policy for written coursework, please ensure your submission is identified by your student registration number *only*; do *not* include your name

*anywhere* on your work. The University's marking scheme applies to both assignments, and is in the Student Handbook.

### **Plagiarism and Collusion**

The University takes very seriously cases of plagiarism or collusion. The university's full definitions of plagiarism and collusion are provided below. Students who deliberately plagiarise or collude threaten the values and beliefs that underpin academic work and devalue the integrity of the University's awards. In proven cases, offenders shall be punished, and the punishment may extend to failing their degree, temporary suspension or expulsion from further study at the University if the case comes before a Discipline Committee of the University.

Plagiarism and collusion, at any stage of a student's course, whether discovered before or after graduation, will be investigated and dealt with appropriately by the University. See the Policy at: [http://www1.uea.ac.uk/polopoly\\_fs/1.208131f40%20plagcollpolicy.pdf](http://www1.uea.ac.uk/polopoly_fs/1.208131f40%20plagcollpolicy.pdf), and the advice given in the Learning Enhancement Service's 'Plagiarism Awareness' Factsheet via the following link: <http://www.uea.ac.uk/plagiarism>

*Plagiarism* is the unacknowledged use of another person's work. It can take the following forms: the reproduction (or 'quotation'), without acknowledgement, of the work of others (including the work of fellow students), published or unpublished, either verbatim or in close paraphrase, including material downloaded from computer files and the Internet. It can occur in 'open-book' examinations and/or coursework assessments which may take a variety of forms. All work submitted for assessment by students is accepted on the understanding that it is the student's own effort without falsification of any kind. Students are expected to offer their own analysis and presentation of information gleaned from research, even when group exercises are carried out. In so far as students rely on sources, they should indicate what these are in accordance with the appropriate convention in their discipline.

*Collusion* is a form of plagiarism, involving unauthorised co-operation between at least two people, with the intent to deceive. It can take the following forms:

- a) The conspiring by two or more students to produce a piece of work together with the intention that at least one passes it off as his or her own work.
- b) The submission by a student of the work of another student, in circumstances where the former has willingly lent the latter the work, and where it should be evident to the student lending the work that by so doing an advantage is conferred on the other student. In this case *both* students are guilty of collusion.
- c) In cases where there is unauthorised co-operation between a student and another person in the preparation and production of work which is presented as the student's own.

Various forms of collaborative assessment undertaken in accordance with published requirements evidently do not fall under the heading of collusion.

### **Study Skills**

For more help with essay writing and other skills, see the Student Services Study Guides on UEA's 'Learning Enhancement Service' webpages (intranet). Here you will find guidance on planning and presenting essays, writing style, avoiding plagiarism, referencing, and using the Internet for research.

See: [http://www.uea.ac.uk/services/students/let\\_service/advice\\_resources](http://www.uea.ac.uk/services/students/let_service/advice_resources)

## Weekly Schedule

### 1. 'Introduction - Principles of Media Policy' (January 20<sup>th</sup>)

**Dr Mark Rimmer (School of Film and Television Studies)**

This week begins by providing students with a brief introduction to the module before moving on to consider media regulation and policy in terms of liberal principles concerned with issues of press freedom, public interest, plurality and diversity.

Key reading

1. Hutchinson (1999) *Media Policy*. Oxford: Blackwell. (Chapter 5)
2. Freedman, D. (2008) *The Politics of Media Policy*. Cambridge: Polity (Chapters 2 & 3)

### 2. 'Media Imperialism and the New World Information and Communications Order' (January 27<sup>th</sup>)

**Dr Martin Scott (School of International Development)**

In this week students will approach the subject of media regulation from the perspective of development studies. Specifically, we will take a global view of communications by discussing the concept of media imperialism and how this related to demands for a 'New World Information and Communications Order' (NWICO). This discussion will be used to reveal both why media regulation matters (internationally) and what political and economic consequences and phenomena are bound up within debates over media regulation.

Key reading

1. Dorfman, A. (1984) *How to read Donald Duck: Imperialist Ideology in the Disney comic*. New York: International General. (Chapters 2 and 3).
2. Carlsson (2005) 'From NWICO to global governance of the information society'. In *Media and Glocal change*  
<http://bibliotecavirtual.clacso.org.ar/ar/libros/edicion/media/17Chapter11.pdf>
3. Thomas, Bella, (2003) 'What the World's Poor Watch on TV,' *World Press Review*, 5. <http://www.prospectmagazine.co.uk/2003/01/whatttheworldspoorwatchontv/>

Further reading

- Barker, C. (1999) *Television, Globalisation and Cultural identities*. Open University Press. London. Chapter 2: Global Television and Global Culture
- Boyd-Barrett, J.O. (1977). "Media imperialism: Towards an international framework for an analysis of media systems." In J. Curran, M. Gurevitch and J. Woollacott (eds.), *Mass communication and society*, p. 116-135. London: Edward Arnold.
- Golding, P. & Harris, P. (eds.) (1997) *Beyond Cultural Imperialism: Globalisation communication and the new information order*
- Hamelink, C. & Hoffmann, J. (2008) 'The State of the Right to Communicate'. *The Global Media Journal*. 7- 13. <https://lass.calumet.purdue.edu/cca/gmj/fa08/gmj-fa08-hamelink-hoffman.htm>

- MacBride (1980) *Many Voices, One World*. (see preface)  
<http://unesdoc.unesco.org/images/0004/000400/040066eb.pdf>
- Mansell (2007) 'Great Media and Communication Debates: WSIS and the MacBride Report'  
<http://www.uta.fi/laitokset/tiedotus/laitos/Mansell%20&%20Nordenstreng.pdf>
- McChesney (2001) *Global media: The new missionaries of corporate capitalism*
- Mody, B. (2003) *International and development communication*. Chapter 3, Global Communication Orders
- Reeves, G. (1993) *Communication and the Third World*, Chapter 5. The New International Information Order.
- Schiller, H. (1970) *Mass communication and the American empire*
- Sparks, C. (2008) *Globalization, Development and the Mass Media*. Chapters 5 and 6.

### 3. Comparing Media Systems (February 3<sup>rd</sup>)

#### Prof John Street (School of Political Social and International Studies)

Although media around the world use the same basic technology, the form media takes in different countries and different times is rarely the same. How do media systems differ? Why do they differ – what explains the difference we observe? These questions are key to understanding how forms of media regulation (and other factors) produce the range of media systems we see across the world.

#### Key reading

1. Tunstall, J. (2008) *The Media Were American*, Oxford: Oxford University Press, Chapters 1&20
2. Hardy, J. (2008) *Western Media Systems*, London: Routledge, Chap 1

#### Further reading

- Siebert, F. et al, (1956) *Four Theories of the Press*, Urbana: University of Illinois Press
- Hallin, D. & P. Mancini (2004), *Comparing Media Systems*, Cambridge: Cambridge University Press
- McQuail, D. (1994) *Mass Communication Theory*, London: Sage, Chap 5
- Blumler, J. & M. Gurevitch, (1995) 'Towards a Comparative Framework for Political Communication Research' in *The Crisis of Public Communication*, London: Routledge, pp 59-72
- Hesmondhalgh, D. (2007) *The Cultural Industries*, London: Sage
- Street (2001) *Mass Media, Politics and Democracy*, Basingstoke: Palgrave Macmillan, Chaps 5-6
- Freedman, D. (2008) *The Politics of Media Policy*, Cambridge: polity

### 4. Public Service Broadcasting (February 10<sup>th</sup>)

#### Dr Mark Rimmer (School of Film and Television Studies)

This week focuses upon the way in which public service broadcasting connects with regimes of media policy and regulation. We will be considering some of the ideals and justifications for PSBs and through an examination of the BBC, examining debates about the future of PSBs.

#### Key reading

1. Collins, R. Finn, A. McFadyen, S. Hoskins, C. (2001) Public Service Broadcasting Beyond 2000: Is There a Future for Public Service Broadcasting? *Canadian Journal of Communication*, Vol. 26, No 1. p.3-15 Available online <http://www.cjc-online.ca/index.php/journal/article/viewFile/1192/1129>
2. Hutchinson, D (1999) *Media Policy*. Oxford: Blackwell (chapter 10 – ‘Remoulding Public Service Broadcasting’).
3. Freedman, D. (2008) *The Politics of Media Policy*. Cambridge: Polity (Chapter 7 ‘The Disciplining of Public Broadcasting’ pp.147-170)

## 5. The Press – Defamation and Privacy (February 17<sup>th</sup>)

### Dr Emily Laidlaw (School of Law)

This class explores the legal responsibility of the media for the reputation of the subjects it writes about. It will examine the elements of a claim for defamation and the defences available to the media, and will consider current issues forming the foundation of the movement for libel reform. We will then consider the privacy issues that arise in the context of media publications and how privacy is protected in the United Kingdom and Europe.

#### Key Reading

1. Carey, P. (2010) *Media Law*, 5<sup>th</sup> ed., London: Thomson Reuters, chapters 2 and 4.
2. Mullis, A. & Scott, A. (2009) ‘Something rotten in the state of English libel law? A rejoinder to the clamour for reform of defamation’ *Communications Law* 14(6), 173-183.

#### Further Reading

- Robertson, G. & Nicol, A. (2007), *Robertson & Nicol on Media Law*, 5<sup>th</sup> ed., London: Sweet & Maxwell, chapters 3 and 5 (a more in-depth text for those seeking more than offered in Carey’s *Media Law*)
- Solove (2008) *The Future of Reputation: Gossip, Rumor, and Privacy on the Internet*
- Tugendhat, M. & Christie, I, (2006), *The Law of Privacy and the Media*, Oxford: Oxford University Press

#### **Questions to consider in your reading and to discuss at seminar:**

- a) What does it mean to libel someone? To breach their privacy? How are they different?
- b) What are the elements needed for a claim in libel?
- c) Does libel law need to be reformed?
- d) How is privacy protected in the United Kingdom?
- e) How have digital technologies changed privacy concerns, if at all.

## 6. The Press – Public Interest Regulation (February 24<sup>th</sup>)

### Dr Emily Laidlaw (School of Law)

In this class we will examine the ways the press is regulated to protect the public interest, in particular examining the regulation of the media to avoid harm and offence, for the protection of minors and in relation to political expression. We will take a close look at the regulation of broadcasting by OFCOM and the status of the BBC, and consider the case of *R. v BBC, ex parte ProLife Alliance* [2003] UKHL 23.

#### Key Reading

1. Carey, P. (2010) *Media Law*, 5<sup>th</sup> ed., London: Thomson Reuters, chapters 5 and pp 75-75, and 238-250.
2. Fenwick, H. & Phillipson, G. (2006), *Media Freedom under the Human Rights Act*, Oxford: Oxford University Press, pp 577-592.

Further Reading

- Robertson, G. & Nicol, A. (2007), *Robertson & Nicol on Media Law*, 5<sup>th</sup> ed., London: Sweet & Maxwell, chapter 16
- Fenwick, H. & Phillipson, G. (2006), *Media Freedom under the Human Rights Act*, Oxford: Oxford University Press, chapters 10-12, 20
- Barendt, E. (2003), 'Free Speech and Abortion', *Public Law*, 580-591
- OFCOM's Broadcasting Code, available at:
- <http://stakeholders.ofcom.org.uk/broadcasting/broadcast-codes/broadcast-code/>

**Questions to consider in your reading and to discuss at seminar:**

- a) How is obscenity regulated in the UK?
- b) What is the purpose of the PCC? OFCOM?
- c) How is OFCOM regulated and for what purpose? Consider here the Broadcasting Code.
- d) What are the differences in reasoning between the Court of Appeal and House of Lords in *R. v BBC ex parte Pro Life Alliance*? Are the reasons of the House of Lords compelling?

**WEEK 7 (w/b 1<sup>st</sup> March) TUTORIAL WEEK (no lectures or seminars)**

**8. The BBFC: Regulating Prior Regulation (March 10<sup>th</sup>)**

**Dr Daithí Mac Síthigh (School of Law)**

This week takes as its focus a case study of one form of media regulation, that relating to cinema and video. The lecture and seminar considers the legal sources of the British Board of Film Classification's various powers and functions, and how its activities have been reviewed by the courts, particularly in the context of the European Convention on Human Rights (ECHR). You will also consider the definitions included in the Video Recordings Act and how they enable or constrain the BBFC's work.

Key reading

1. Barendt (2005) *Freedom of speech*, pp. 129-136. Available on Blackboard.
2. BBFC (2009), *Classification Guidelines*, particularly pp. 2-7. Available at <http://www.bbfc.co.uk/download/guidelines/BBFC%20Classification%20Guidelines%202009.pdf>
3. Woods (2009) 'Regulation and extra-legal regulation of the media sector' in Goldberg, Sutter & Walden (eds), *Media Law and Practice*, pp. 343-346, 360-364. Available on Blackboard.

**Questions to consider in your reading and to discuss at seminar:**

- a. What are the differences between the regulation of exhibition in cinemas and the sale/supply of video/DVD? Are these differences justified?
- b. Is the BBFC the appropriate authority for the classification of film and video? On what grounds has it been criticised in your readings?

c. What appear to be the key themes (e.g. issues attracting particular attention, specific legal safeguards or procedures, etc.) of the regulation of film & video in the UK? Are these themes also found in other areas of media regulation discussed in this module?

Further reading

- BBFC (2009), *Public Opinion and the BBFC Guidelines 2009*. Available at <http://www.bbfc.co.uk/download/guidelines/2009%20Guidelines%20Research%20-%20Public%20Opinion%20and%20the%20BBFC%20Guidelines%202009.pdf>
- *Burstyn v Wilson* (1952) 343 US 495. Available at [http://www.bc.edu/bc\\_org/avp/cas/comm/free\\_speech/burstyn.html](http://www.bc.edu/bc_org/avp/cas/comm/free_speech/burstyn.html)
- Robertson (2006), 'The Home Office and the BBFC Presidency 1985-98', *Journal of British Cinema & Television*, 3(2): 318-329. Available on Blackboard.
- Video Recordings Act (as amended). Available at <http://www.legislation.gov.uk/ukpga/1984/39/contents>
- *Wingrove v UK* (1997) 24 EHRR 1. Available at <http://www.bailii.org/eu/cases/ECHR/1996/60.html>

**9. Competition and Ownership (March 17<sup>th</sup>)**

**Dr Michael Harker (School of Law)**

This week we consider a number of issues concerning the regulation of media markets, focusing upon the broadcasting sector. While this is a highly technical area of law, by looking at a number of case studies, students will be able to identify the key structural competition concerns in media markets, in particular, the potential anti-competitive effects of vertical integration and agreements and the importance of importance of premium content for new entrants in the market. Our main focus, however, is on the regulation of media ownership. This goes beyond the narrow interests of competition law and addresses more broadly the questions of why ownership matters, and the legal responses to concerns over media plurality. Provided that it is published in time, we will look closely in the seminar at the recent report of Ofcom concerning News Corporation's proposed acquisition of 100% of the broadcaster Sky's shares (it currently owns around 40%) and the Secretary of State's decision whether or not to refer the matter to the Competition Commission.

Key reading

House of Lords Communication Committee (2008) *The Ownership of the News*. Chapters 3, 4, 5 and 9 (summary):  
<http://www.publications.parliament.uk/pa/ld/ldcomuni.htm>  
 (See Appendix 4 – Minutes of Meeting with Rupert Murdoch, paras. 45-52: <http://www.publications.parliament.uk/pa/ld200708/ldselect/ldcomuni/122/12216.htm>)

Djankov, S., C. MacLiesh, T. Nenova and A. Shleifer (2003). 'Who owns the media?', *Journal of Law and Economics*. XLVI: 341-380 (skim-read only)  
<http://www.journals.uchicago.edu/doi/pdf/10.1086/377116>

**Case study (note this may change depending on whether Ofcom's report on News Corp's full acquisition of Sky – check Blackboard)**

Department for Business, Enterprise and Regulatory Reform, Final decisions by the Secretary of State for Business, Enterprise & Regulatory Reform on British Sky Broadcasting Group's acquisition of a 17.9% shareholding in ITV plc, 29 January 2008

<http://www.berr.gov.uk/files/file44136.pdf>

Competition Commission, Acquisition by British Sky Broadcasting Group plc of 17.9% of the Shares in ITV plc, 14 December 2007

<http://www.berr.gov.uk/files/file43218.pdf>

(This decision was appealed – this is for information only. Reading cases is not easy for the uninitiated so I will explain the implications of the appeal to you.)

*BSkyB / Virgin v Competition Commission* [2008] CAT 25

\*For the decision of the Court of Appeal see: *BSkyB and Virgin v Competition Commission and Secretary of State* [2010] EWCA Civ 2 [78-123]

<http://www.bailii.org/ew/cases/EWCA/Civ/2010/2.html>

**Questions to consider in your reading and to discuss at seminar:**

- a. Does it matter who owns the media?
- b. Is it appropriate to make a distinction between the printed press and broadcasting in regulating media ownership? If so, why?
- c. How might a media owner influence editorial policy / content of a media output? Is there evidence of this happening in the past?
- d. We know that there is evidence of concentration of media ownership? What are the reasons for this happening?
- e. What are the potential dangers (if any) of allowing the media to be controlled by a few owners?
- f. What is the difference between impartiality and plurality? Which is the most important?
- g. Consider the *BSkyB/ITV* case. Explain the analysis of the Competition Commission with respect to the 'plurality' implications of the case.
- h. Consider the views of Rupert Murdoch in his evidence to the HL Communications Select Committee. Do you agree with these views?
- i. Are the rules on media ownership a relic of the past?

**10. Copyright (March 24<sup>th</sup>)**

**Dr Emily Laidlaw (School of Law)**

Copyright is the main legal protection afforded to writers, producers and publishers, amongst others, for the works they create. It is a key source of financial revenue for media companies, and at its best incentivises the creation of artistic and literary works. However, this same law can prevent the media from publishing information it considers to be of public interest, or prevent circulation and commentary on what some view as cultural property. The purpose of this class is to discuss the key concepts of copyright and the issues copyright law confronts going forward.

Key Reading

1. Robertson, G. & Nicol, A. (2007), *Robertson & Nicol on Media Law*, 5<sup>th</sup> ed., London: Sweet & Maxwell, chapter 6

2. Birnhack (2003) Acknowledging the Conflict Between Copyright Law and Freedom of Expression Under the Human Rights Act. *Entertainment Law Review*, 14(2), 24-34

Further Reading

- Fenwick, H. & Phillipson, G. (2006), *Media Freedom under the Human Rights Act*, Oxford: Oxford University Press, chapter 18 Copyright Law, Article 10, and Media Freedom
- MacQueen, H. (2009), 'Appropriate for the Digital Age? Copyright and the Internet: 1. Scope of Copyright and 2. Exceptions and Licensing' in Edwards, L.E. & Waelde, C., *Law and the Internet*, 3<sup>rd</sup> ed., Oxford: Hart Publishing, chapters 5 & 6
- Lessig, L. (2004), *Free Culture*, Harmondsworth: Penguin

**Seminar Task:** Investigate the on-going copyright dispute concerning the works of deceased author Stieg Larsson as between his girlfriend, and his father and brother. What is the nature of the copyright dispute? Who should own the rights to the mysterious fourth millennium novel?

**11. Market failure and the economic approach to media regulation (March 31)**

**Prof Shaun Hargreaves Heap (School of Economics)**

A key justification for regulating the media, as far as economists are concerned, is market failure. This lecture examines what is meant by market failure, why it might arise and how differences in the likelihood of failure might be used to explain the very different pattern of regulation across the various media.

Key reading

1. Milton Friedman, Free to Choose, pp 13-33 (see also video stream at [Idea Channel - Free to Choose, volume 1, The Power of the Market](#) <http://www.freetochoose.tv/>)
2. James Murdoch, McTaggart lecture 2009
  - a. video at: <http://www.guardian.co.uk/media/video/2009/aug/29/james-murdoch-edinburgh-festival-mactaggart>
  - b. text at: <http://image.guardian.co.uk/sys-files/Media/documents/2009/08/28/JamesMurdochMacTaggartLecture.pdf>
3. Shaun P. Hargreaves Heap 'The future of Public Service Broadcasting in the digital age', *Economic Policy*, 2005, 41, 11-158.
4. Gavyn Davies, 'Market failure in broadcasting' Annex 8 in *The Future Funding of the BBC*, DCMS, 1999.

**12. Module Revision and Exam Preparation session (April 7th)**

**Dr Mark Rimmer (School of Film and Television Studies)**

**Reading**

Weekly readings, in the form of pdf files, will be posted on Blackboard for students to access. You should read these pieces each week since they will form the basis for seminar discussion and activity. The readings are organised according to the weekly schedule.

## Further Reading

- Baker, C. E. (2002) *Media, markets, and democracy* Cambridge: Cambridge University Press.
- Briggs, A. and Cobley, P. (eds), (2002) *The Media: An Introduction*. Harlow: Pearson Education Limited 2002
- Chakravartty, P & Sarikakis, K (2006) *Media policy and globalization* Edinburgh: Edinburgh University Press
- Curran, J. (2002) *Media and power*. London: Routledge.
- Curran, J (ed.) (2005) *Media and society* (5th ed.) London: Bloomsbury Academic.
- Curran, J & Morley, D (eds) (2006) *Media and cultural theory*. London: Routledge.
- Doyle, G. (2002) *Media ownership: the economics and politics of convergence and concentration in the UK and European media*. London: SAGE.
- Dunnett, P.S.J. (1990) *The World Television Industry: An Economic Analysis*, Routledge.
- Freedman, D. (2008) *The Politics of Media Policy*. Cambridge: Polity
- Feintuck, M. (2006) *Media regulation, public interest, and the law* Edinburgh: Edinburgh University Press
- Garnham, N. (1990) *Capitalism and communication: global culture and the economics of information*. London: Sage.
- Goldberg, D., Sutter, G. & Walden, I. (eds) (2009) *Media law and practice* Oxford: Oxford University Press.
- Gounalakis, G. (2000) *Privacy and the media : a comparative perspective*. München: Beck.
- Hallin, D. C. & Mancini, P. (2004) *Comparing media systems : three models of media and politics* Cambridge: Cambridge University Press.
- Herman, E.S. & McChesney, R.W. (1997) *The global media: the new missionaries of corporate capitalism*. London: Continuum
- Hesmondhalgh, D. (2007) *The Cultural Industries*, London: Sage
- Hesmondhalgh, D & Toynbee, J. (eds.) (2008) *The media and social theory* Abingdon: Routledge.
- Humphreys 1996 *Mass Media and Media Policy in Western Europe* , Manchester : Manchester University Press
- Hutchinson, D (1999) *Media Policy*. Oxford: Blackwell.
- Louw, P. E. (2010) *The media and political process*. London: SAGE.
- McQuail, D & Siun, K. (eds) (1998) *Media policy : convergence, concentration, and commerce*. London: Sage Publications.
- McQuail, D. (2003) *Media accountability and freedom of publication*. Oxford: Oxford University Press.

Scannell, P., Schlesinger, P. & Sparks, C. (eds.) (1992) *Culture and power : a media, culture & society reader*. London: Sage Publications.

Sparks, C. (2007) *Globalization, development and the mass media*. London: SAGE.

Street, J. (2001) *Mass media, politics, and democracy*. Basingstoke: Palgrave.

Thorosby, D. (2000) *Economics and Culture*, Cambridge University Press.

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NOTE: This is just a selection of useful texts, most of which are available in the UEA library. For your projects, it is strongly recommended that you provide evidence of wider reading with specific attention to that aspect of the media industries upon which you choose to focus.