

Course Outline

TFS 507: Broadcast and Film Policy

Course Instructor: Gopa Biswas Caesar

Course Objectives

At the end of the semester the students will:

1. be able to define and understand policy and policy studies in general
2. be able to explore the policy issues and principles in the contexts of broadcasting and film
3. be able to critically review the broadcast and film policies and acts of Bangladesh in comparison to other countries.

Syllabus:

Week 1

Course Introduction, Defining Policy

Howlett, M., Ramesh, M., & Perl, A. (2009). *Studying public policy: Policy cycles and policy subsystems* (Vol. 3). Oxford: Oxford university press.

Dunn, D. A. (1982). Developing information policy. *Telecommunications Policy*, 6(1), 21-38.

Week 2

Cultural Policy Studies

Lewis, J., & Miller, T. (2008). Introduction. In Lewis, J., & Miller, T. (Eds.). (2008). *Critical cultural policy studies: A reader*. John Wiley & Sons.

McGuigan, J. (2003). Cultural policy studies. *Critical cultural policy studies: A reader*, 23-42.

Rose, N., O'malley, P., & Valverde, M. (2006). Governmentality. *Annual review of law and social science*, 2, 83-104.

Week 3

Approaches to Media Policy

Napoli, P. M. (2001). *Foundations of Communications Policy*. USA: The Hampton Press. 11-28.

Braman, S. (2004). Where has media policy gone? Defining the field in the twenty-first century. *Communication Law and Policy*, 9(2), 153-182.

Week 4

Public Interest

Napoli, P. M. (2001). *Foundations of Communications Policy*. USA: The Hampton Press. 63-96.

Week 5

Market Place of Ideas

Napoli, P. M. (2001). *Foundations of Communications Policy*. USA: The Hampton Press. 97-124, 153-176.

Week 6

Diversity and Right to Communicate

Napoli, P. M. (2001). *Foundations of Communications Policy*. USA: The Hampton Press. 125-152.

Martin, T. H., Byrne, R. B., & Wedemeyer, D. J. (1977). Balance: An aspect of the right to communicate. *Journal of Communication*, 27(2), 158-162.

Week 7: Midterm Examination

Week 8

Universal Service

Simon, J. P. (2008). Universal service: between socio-political mythology and economic reality—an international cross comparison EU-USA of the regulatory-economic framework. *info*.

Week 9

Intellectual Property Right

Bettig, R. V. (1992). Critical perspectives on the history and philosophy of copyright. *Critical Studies in Media Communication*, 9(2), 131-155.

Samuelson, P. (2002). Copyright, Commodification, and Censorship: Past as Prologue-But to What Future. *The commodification of information*, 63-77.

Zekos, G. I. (2002). Issues of intellectual property in cyberspace. *J. World Intell. Prop.*, 5, 233.

Week 10

Piracy and Copyright Management

Samuelson, P., & Schultz, J. (2007). Regulating Digital Rights Management Technologies: Should Copyright Owners Have to Give Notice about DRM Restrictions. *Journal of Telecommunications and Technology Law*.

Week 11

How to do a policy analysis and planning

Patton, C. V., & Sawicki, D. S. (1993). Basic methods of policy analysis and planning.

Napoli, P. M. (2001). *Foundations of Communications Policy*. USA: The Hampton Press. 225-252

Week 12

Broadcast Policy in Comparative Context

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*, 26(1).

Week 13

Film Censorship and Policy: Bangladesh Scenario

Week 14

Regulating the Web

Hart, T., & Rolletschek, G. (2003). The challenges of regulating the Web. *info*.

Course Assessment:

Mid-term Examination: 25

Attendance: 05

Presentation: 12

Assignment: 08

Key Readings:

Lewis, Justin and Toby Miller (2003). *Critical Cultural Policy Studies: A Reader*. London: Blackwell

Napoli, P.M. (2001). *Foundation of Communication Policy*. USA: The Hampton Press.