



# UNIVERSITY OF NICOSIA

## ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

<b>Course Code</b> COMM385	<b>Course Title</b> Media Policies	<b>Credits (ECTS)</b> 6
<b>Department</b> Communications	<b>Semester</b> Fall, Spring	<b>Prerequisites</b> COMM-115, COMM-135, COMM-270
<b>Type of Course</b> Major R	<b>Field</b> Communications	<b>Language of Instruction</b> English
<b>Level of Course</b> 1 <sup>st</sup> cycle	<b>Year of Study</b> 3rd	<b>Lecturer</b> Dr Christophoros Christophorou
<b>Mode of Delivery</b> face-to-face	<b>Work Placement</b> N/A	<b>Co-requisites</b> None
<b>Recommended Optional Programme Components:</b> N/A		

### Objectives of the Course:

The main objectives of the course are to:

- Provide key notions on the role and development of media policies.
- Analyse the relationship between media technologies, markets and policies.
- Familiarize with the role and impact of globalisation on local communities.
- Induce reflection on ongoing and coming changes to media environments.

### Learning Outcomes:

After completion of the course students are expected to be able to:

1. Explain the foundations and development of media policies.
2. Assess the role of technologies and markets in the shaping of media policies.
3. Analyse current and coming trends in the media sector.
4. Discuss the impact of policies on the development of the media sector.
5. Demonstrate the relationship between technological advance, globalisation and shifts in policies.
6. Discuss globalisation impact on local societies and media markets.

### Course Contents:

- The **three stages of development** of media policies
  - From the **old structures** towards the **digital** era
  - The American example
  - The Western European course
- The role of **governments and regulators**
  - Objectives of media policies - **Regulation** or **Competition**?
  - Focus of action and **new technologies**
- **Technologies** of the 21<sup>st</sup> century and their **impact on policies**
- **Local societies, technologies** and the impact of **globalisation**
- The **commercialisation** of local media markets and their features

### Teaching Methods:

Lectures, Case Study Analysis and Discussion, discuss media articles and Presentations.

**Assessment Methods:**

Homework, mid-term examination, class participation, class presentation, Final examination.
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**Required Textbooks:**

Authors	Title	Publisher	Year	ISBN
Katz, Yaron	<i>Media Policy for the 21<sup>st</sup> century in the United States and Western Europe</i>	New Jersey, Hampton Press Inc.	2005	978-1572735194

**Recommended Textbooks/Reading:**

Authors	Title	Publisher	Year	ISBN
Alison Harcourt	The European Union and the Regulation of Media Markets	Manchester University Press	2006	978-0719066450
Mark Raboy	Global Media Policy in the New Millennium	University of Luton Press	2002	978-1860205897
Paula Chakravarty & KSarikakis	Media Policy & Globalisation	Edinburgh University Press	2006	978-0748618491