

- Regulation takes place in interest of the public
- How state regulation varies with respect to operation of different media
 - All media is not regulated in the same way

Questions: chapters we should focus more on reviewing, how much of the textbook is on final vs the content presented in class?

BUY COURSEPACK

Final exam consists of: (3 hours)

- 20 MC questions, worth one point each (1%)
 - Material since midterm (Before midterm = 1,2,3 in textbook, only included Postman article in coursepack)
 - Chapter 4, 5, 8, 9, 10 since the midterm (doesn't include 6,7), article from topic 3 (Nicholas Carr - Is Google making us stupid?, What FaceBook knows, Article by Unger - Misplaced Metaphor, Goldsmith and Wu - Who controls the Internet?) - neither of chapter 8 readings on exam
 - Video: In Google We Trust, Facebook Follies, short excerpt from Jeopardy (robot) (Watson Jeopardy, 10m)
- 2 essay questions, worth 10% each (Recommendation: 2-3 double spaced pages)
 - Can be cumulative
 - High level, general questions (could have 100 different answers that could get you an A), use course material for your answers
 - General sentence statements with 1-3 concepts in it, identify these concepts, and make meaningful connections to these concepts
 - Method to approach these essay questions (suggestion, based off example question): consider what are the key concepts of the questions first (intelligence + knowledge economy)
 - 2nd, what's the relationship between the concepts in the question and the challenge is to identify this
 - You shouldn't write just the definition and info you know on the concepts, make the connection!
 - Prep your answers before writing your final answer → brain dump on rough draft, maybe find possible links in MC questions?
 - Do not need to include intro and conclusion, can write in pencil, personal insight is okay only if relevant to course material
- At least one question on each article and film

Sample final essay question: What does it mean to be intelligent in a knowledge economy?

State Regulation of Media

- We recognize that regulation takes places in public interest
- About how our experience with media is affected by what it is the state tells providers of media with respect to what we see and read

- CRTC, formed in 1930s (state regulated), 106.1 = radio frequency
- Two focal points: carriage, content

- Regulation of Carriage is about “how” we get access to the media, about CRTC saying to Bell Canada, “you are going to have monopoly throughout Canada but have to provide telephone services everywhere around Canada and price it feasibly regardless of region”

- Regulation of Content is the “what”, what we get from the media, what is available to consumers, citizens, examples: CanCon (regulation of Canadian content), exists because Canadian companies are not in a position to compete with American ones (they’re bigger), American generate content for Americans, already made profit → dumps it to Canada
 - Example: newspapers (to some degree), FILM and MUSIC (entertainment)
- What makes certain entertainment “Canadian”? The artists, or where its recorded/filmed? No single answer, dependent on situation
- Canadian content = us getting material that is related to our culture
- Another significant aspect, regulating the French content
- Things that are considered “illegal” fall under the Criminal Code, doesn’t relate to media content regulation
- Standards of decency → content regulation, example: rating systems, advertisement to children (vulnerable, law in Quebec), what time you can show what type of content
- Advertising regulation, exception is tobacco → can’t advertise everywhere
 - Another example: pharmaceuticals, alcohol (can’t be publicly consumed)
- Used to see beer ads, in general alcohol on TV
 - Could show them having beer, can’t be drinking
- Example: Viagra → pharmaceutical companies (in advertisements, show happy people, show drug at the end of ad, makes you think “XYZ will happen if you take this drug”)

What different about regulation of traditional media and regulation of Internet and it’s content?
Is there a difference?

- Advertising is different, harder to pinpoint source = Internet
- Internet content = more international, newspaper = geographic based
- Goldsmith and Wu article in coursepack → Yahoo, late 1990s - 2000s
 - There is no regulation of content online (Canada), only thing in Canada is CARRIAGE (commitments of broadband), not CONTENT

Forbearance = policy option to not regulate, not a gap it’s a decision

- Had to do with how Internet was perceived and its content
- Goldsmith and Wu = what is/isn’t possible

Mistake you shouldn’t make is to interpret that there are NO RULES, there are! Does not mean illegal stuff is allowed online, subject of Criminal Code = NO exemption

Imagining Internet vs how we're actually using it

We're constantly connected, shift in 2010 (mobile devices), challenge for certain people to constantly keep up, always consequences (sometimes need to look for them)

As we spend more time online and interacting through our devices, we might wonder about what we're doing, why everyone is looking at a screen and focusing on our devices

The extent that we're drawn to screens, whether it's the right thing, whether we're using these devices for their actual purpose or not?