ICOM811

Issues in Contemporary Global Media

S2 Day 2015

Dept of Media, Music & Cultural Studies

Contents

General Information

Unit convenor and teaching staff
Convenor
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Credit points
4

Prerequisites
Admission to MIntComm or MIntRel or MIntCommMIntRel or MIntBusMIntComm or MA in Media Law and Culture or GradDipIntRel

Corequisites

Co-badged status

Unit description
This unit canvasses several of the most compelling and contentious issues in global media. With a focus on how developments in communication technologies reframe social, cultural, political and economic phenomena, this unit surveys key historical developments to better appreciate and unpack contemporary debates in global media. The unit explores the longstanding link between modernisation, technology and globalisation and considers how communities – at local, national and regional levels – experience and respond to this link. By contextualising debates around cultural imperialism, the digital divide, and capitalist (post-)modernity, the unit explores how this link has affected conceptions of identity, citizenship and empowerment.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at https://www.mq.edu.au/study/calendar-of-dates

Learning Outcomes

On successful completion of this unit, you will be able to:

Analyse the role that globalised media flows play in affecting and reflecting changing conceptions of social, political and economic identity

Compare how different disciplinary scholars have analyzed the consequences of global

media flows

Apply discipline-specific theories and concepts to pertinent contemporary case studies

Explain complex media phenomena with discipline-specific language, and support a discursive position with pertinent literature and evidence

Demonstrate an ability to critically discuss and creatively present ideas orally while engaging in the process of learning

Assessment Tasks

Name	Weighting	Due
Participation	20%	Ongoing
Presentation	30%	To Be Determined
Essay Plan	20%	Thursday 3 Sept 5pm
Major Essay	30%	Thur 5 Nov 5pm

Participation

Due: **Ongoing**
Weighting: **20%**

Students are required to attend every seminar and to contribute to class discussions. Contributions should engage concepts that are raised in the readings and the lecture, and reflect careful consideration of the pertinent issues, debates and examples. It is essential that students do the readings before attending the seminar for that week. There may be small in-class participation assessments based on the readings. Students are strongly encouraged to ensure their participation contributes to a lively, respectful and interesting class discussion. The seminar is the best environment to ask questions, offer examples and debate critical issues. Students are assessed on how well their contributions to class discussion reflect critical engagement with the unit.

Marking Criteria

* Communication: effective articulation of complex ideas to a culturally diverse group

* Synthesis: careful consideration of the weekly topic, readings and lecture in terms of the unit's overarching themes and concerns

* Engagement: active and lively contribution to class discussions, showing both initiative and cross-cultural awareness

On successful completion you will be able to:

- Analyse the role that globalised media flows play in affecting and reflecting changing conceptions of social, political and economic identity
- Compare how different disciplinary scholars have analyzed the consequences of global media flows
- Demonstrate an ability to critically discuss and creatively present ideas orally while engaging in the process of learning

Presentation

Due: **To Be Determined**
Weighting: **30%**

Following the 30 minute lecture, each week, 2-3 students (depending on class numbers) will work together in a group to facilitate a class discussion. Using the weekly set readings as a foundation, these students will organise the seminar discussion around the concepts, examples and debates they believe are most relevant to the weekly topic. Additional material should be drawn upon so students can make use of existing AV/IT facilities in the room. Students are encouraged to come up with creative formats for the discussions that actively involve all students in the class and require them to discuss issues of critical concern for that week. Ideally, there will be a combination of explanations to the class, small group discussions and whole class discussions.

Please note that this group exercise is marked individually, so all team members should have a chance to talk about a key concept and actively facilitate discussions.

Marking Criteria

* Communication: presenter articulates complex ideas clearly to a culturally diverse group

* Pertinence: presenter illustrates themes and concepts with relevant case studies and/or examples

* Engagement: presenter facilitates and sustains class discussion with an engaging and inclusive presentation style

On successful completion you will be able to:
- Analyse the role that globalised media flows play in affecting and reflecting changing conceptions of social, political and economic identity
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- Apply discipline-specific theories and concepts to pertinent contemporary case studies
- Demonstrate an ability to critically discuss and creatively present ideas orally while engaging in the process of learning

Essay Plan

Due: **Thursday 3 Sept 5pm**
Weighting: **20%**

As preparation for the Major Essay (see below), each student must submit a two-part essay plan based on their chosen essay topic. This includes:

(1) An annotated resource list with key texts (e.g. books, media texts, reports, articles, chapters, websites etc) that will be used in the essay. Each listing should provide full bibliographical details, as well as a brief description of how it will be useful for the major essay. Each description should be approximately 100 words. There should be no less than 6 listings, and no more than 10.

AND

(2) An essay outline which presents the main argument of the essay, as well as the main points that will be discussed. This is to be approximately 250 words long and may be presented through either bullet-points or a paragraph.

Marking Criteria

* Reading and research: research choices are relevant, logical and comprehensive

* Synthesis: research choices and essay outline convey a nuanced integration of the unit's themes and concerns

* Argument: essay outline proposes a logical and demonstrable thesis

Submission

Essay Plans are to be submitted electronically to iLearn via Turnitin.

On successful completion you will be able to:
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Major Essay

Due: **Thur 5 Nov 5pm**
Weighting: **30%**

3000-word essay response to one of these questions:

1. As a way to explain the similarity of cultural trends around the world, is the discourse of cultural imperialism useful and valid? Base your response on an example (or examples) from one nation.

2. How does the concept of 'glocalization' frame the relationship between globalizing forces and local agents with the global cultural economy? Illustrate your response with an example (or examples) from at least one nation.

3. How do global advertisers appeal to the cultural preferences of consumers in developing regions or emerging economic hotspots? Illustrate your response with an example (or examples) from one nation.

4. How have notions of identity and citizenship changed over the last two decades? Illustrate your response with an example of a political movement and/or event from one nation.

5. Has the growth in digital social media expanded opportunities for political expression and/or activity around the world? Illustrate your response with an example (or examples) from one nation.

Marking Criteria

* Reading & research: evidence of critical engagement with pertinent academic material; evidence of thorough research (books, journals, the internet, media sources, archives etc)

* Argument & analysis: well-articulated and well-supported argument; evidence of relational thinking

* Writing & structure: clear, logical and coherent structure; clarity of expression; correct referencing

Submission

Essays are to be submitted electronically to iLearn via Turnitin.

On successful completion you will be able to:
- Analyse the role that globalised media flows play in affecting and reflecting changing conceptions of social, political and economic identity
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Delivery and Resources

Seminars

ICOM811 consists of a 2-hour seminar. Each seminar will begin with a lecture of approximately 30 minutes, followed by teacher- and/or student led class discussions based on the weekly topic

and readings. Students are required to read the assigned electronic readings for that week before class, make notes on the readings and bring them to class so that they are prepared for the discussions.

Seminars begin in week 1.

It is students' responsibility to stay abreast of course developments and announcements via regular engagement with iLearn.

Required Readings

Required weekly readings will be available electronically via ilearn.

Technology Required

Students are expected to have online access to ilearn and strong skills in accessing academic and media resources electronically via the library and Internet more broadly. Should not familiar with accessing electronic resources via the Macquarie University library are strongly encouraged to seek assistance from librarians prior to the start of the semester.

Unit Schedule

UNIT SCHEDULE

Week 1: Introduction

This week we'll canvass the various issues and debates that we'll be studying this semester; we'll discuss the assessments for ICOM 811; and we'll organize the groups and schedule for the Presentation assignment.

Week 2: Global Communication: paradigms & perspectives

This week we consider how communications figures within the logic and language of development. There are numerous ways that development is understood and/or endorsed, and this has important implications for the role and value of communications. As an introductory overview of this complex field, this week's reading provides the foundation for many of the debates and discussions that we'll consider this semester.

Week 3: Cultural Imperialism: a relevant discourse?

This week, we consider one of the most significant areas in the literature of international communication: the discourse of cultural imperialism. As an influential argument against the political economy of 20th and 21st century communications, this discourse renders the relationship between global media and cultural sovereignty problematic, if not untenable. We'll therefore survey its relevance, validity and influence.

Week 4: Glocalization: when the global meets the local

In the past two decades, numerous researchers and theorists have discussed how globalizing forces intersect with local/national forces with unexpected and/or interesting consequences. This week we consider this phenomenon, and examine its implications in light of competing versions

or perceptions of globalization.

Week 5: The Digital Turn: inequities & opportunities

Much of the literature and research on contemporary global communications centres on the role and effects of digital technologies. This week, we'll see how key components of this discourse – including cyber cultures, online identities, interactive and convergent media, and media mobility – have affected how local/national agents navigate 21st century conditions, and have manipulated these technologies to pursue particular types of development.

Week 6: The Commercial Realm: Global Consumer Culture

One of the most compelling and dominant forces in international communications is commercial media – specifically, advertising. This week, we'll see how advertising, branding, public relations and marketing generally affect citizens' loyalties, aspirations and motivations.

Week 7: Cultural Identities

This week, we'll explore and unpack how global communications imbue national citizens with new senses of identity, and the effects this has on empowerment – individual, national and regional. We'll integrate the various strands and examples we've considered so far in the course, to see how the communications media of the 21st century creates notions of a global citizenry, and extrapolate the consequences for different kinds of identity expression.

Week 8: Creative Industries: a post-industrial world?

As more nations engage with industries and endeavours commonly associated with the Information Age, the premium on creativity and innovation grows. This week, we'll see how this imperative – to exploit the economic benefits of the creative industries – has political, social and cultural consequences, and we'll identify how this process has broadened (and complicated) definitions of development.

Week 9: Nation Branding: selling a competitive identity

Nation branding points to the various ways which nations 'speak' and 'behave' – or the range of contact points that link consumers with a place, and how these encounters affect perceptions of it, or its 'strategic equity'. This week, we consider how the notion of branding is being used by certain nations in their quest for a competitive identity in an increasingly globalised world.

Week 10: Neo-Orientalism

For many of us, knowledge of global affairs and international politics comes from news media, especially about places we've never been or people with whom we've had little direct contact. This week we consider the role news and current affairs media plays in shaping perceptions of the 'Other', particularly in a post 9/11 (or September 11) world.

Week 11: Social Media & emerging political practices

Many of us now use social media as part of everyday communication – things like Facebook, Twitter and YouTube are how many of us consume, produce and share media. However this week's discussion considers how social media has affected political activity and expression, with case studies based on the Arab Spring and Occupy Wall Street. We consider whether social

media offers new opportunities for political debate and expression, or if it largely mirrors existing distributions of media and/or political power.

Week 12: Unit Review & Essay Preparation

Week 13: Consultations on essay on email or by appointment

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central. Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy http://mq.edu.au/policy/docs/assessment/policy.html

Grading Policy http://mq.edu.au/policy/docs/grading/policy.html

Grade Appeal Policy http://mq.edu.au/policy/docs/gradeappeal/policy.html

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the Learning and Teaching Category of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in eStudent. For more information visit ask.mq.edu.au.

What is required to complete this unit satisfactorily

Assessment tasks are aligned to the unit Learning Outcomes. Timely submission of assessment tasks is a unit requirement or penalties apply. 5% per day (including weekends) will be deducted for all late submissions unless Disruptions to Studies (including a request for an extension) is approved.

You are required to attend all tutorials. As participation in the process of learning is linked to and underpins the unit Learning Outcomes, you will need to either apply for Disruptions to Studies to cover any missed tutorial (if the disruption is greater than three consecutive days) or supply appropriate documentation to your unit convenor for any missed tutorial (if less than three consecutive days).

Additional information

MMCCS website https://www.mq.edu.au/about_us/faculties_and_departments/faculty_of_arts/department_of_media_music_communication_and_cultural_studies/

MMCCS Session Re-mark Application http://www.mq.edu.au/pubstatic/public/download/?id=167914

Information is correct at the time of publication

Student Support

Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- Workshops
- StudyWise
- Academic Integrity Module for Students
- Ask a Learning Adviser

Student Services and Support

Students with a disability are encouraged to contact the Disability Service who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit http://informatics.mq.edu.au/help/.

When using the University's IT, you must adhere to the Acceptable Use Policy. The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

PG - Capable of Professional and Personal Judgment and Initiative

Our postgraduates will demonstrate a high standard of discernment and common sense in their professional and personal judgment. They will have the ability to make informed choices and decisions that reflect both the nature of their professional work and their personal perspectives.

This graduate capability is supported by:

Assessment tasks

- Participation
- Presentation
- Essay Plan
- Major Essay

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Analyse the role that globalised media flows play in affecting and reflecting changing conceptions of social, political and economic identity
- Compare how different disciplinary scholars have analyzed the consequences of global media flows
- Apply discipline-specific theories and concepts to pertinent contemporary case studies
- Explain complex media phenomena with discipline-specific language, and support a discursive position with pertinent literature and evidence

Assessment tasks

- Participation
- Presentation
- Essay Plan
- Major Essay

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Analyse the role that globalised media flows play in affecting and reflecting changing conceptions of social, political and economic identity

- Compare how different disciplinary scholars have analyzed the consequences of global media flows

Assessment tasks

- Participation
- Presentation
- Essay Plan
- Major Essay

PG - Research and Problem Solving Capability

Our postgraduates will be capable of systematic enquiry; able to use research skills to create new knowledge that can be applied to real world issues, or contribute to a field of study or practice to enhance society. They will be capable of creative questioning, problem finding and problem solving.

This graduate capability is supported by:

Learning outcomes

- Analyse the role that globalised media flows play in affecting and reflecting changing conceptions of social, political and economic identity
- Compare how different disciplinary scholars have analyzed the consequences of global media flows
- Apply discipline-specific theories and concepts to pertinent contemporary case studies
- Explain complex media phenomena with discipline-specific language, and support a discursive position with pertinent literature and evidence

Assessment tasks

- Essay Plan
- Major Essay

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcomes

- Compare how different disciplinary scholars have analyzed the consequences of global media flows

- Apply discipline-specific theories and concepts to pertinent contemporary case studies

- Explain complex media phenomena with discipline-specific language, and support a discursive position with pertinent literature and evidence

Assessment tasks

- Participation

- Presentation

- Major Essay

PG - Engaged and Responsible, Active and Ethical Citizens

Our postgraduates will be ethically aware and capable of confident transformative action in relation to their professional responsibilities and the wider community. They will have a sense of connectedness with others and country and have a sense of mutual obligation. They will be able to appreciate the impact of their professional roles for social justice and inclusion related to national and global issues

This graduate capability is supported by:

Assessment tasks

- Participation

- Presentation

Changes from Previous Offering

ICOM811 is regularly updated to ensure readings, examples and course content generally reflect contemporary issues in global media. Students are encouraged to consider its implementation and suggestions about how it can be improved are welcome.