



ICOM818

Asia-Pacific in a Globalised World

S1 Day 2015

Dept of Media, Music & Cultural Studies

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General Information

Unit convenor and teaching staff

Unit Convenor

Maya Ranganathan

maya.ranganathan@mq.edu.au

Contact via maya.ranganathan@mq.edu.au

Y3A, Hub 147, Room 156

Tuesday noon-1 p.m (email prior for appointment please)

Credit points

4

Prerequisites

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

Corequisites

Co-badged status

Transnational Communication is a pre-requisite for this unit. Students may be enrolled in both the units in the same semester.

Unit description

This unit introduces students to the Communication patterns in the Asia-Pacific, a region in which media has registered phenomenal growth. The potential audience numbers in some of the developing countries in the region has catapulted communication industry, including media, into one of the most vibrant sectors in the world. The unit, through case studies drawn from growing powers like India and China and smaller countries as Sri Lanka and Fiji, looks at how communication flows lead to complex political and cultural environments, defying simple mapping and calling into question some of the discourses on globalisation.

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:

Critique key theories and concepts related to globalisation and their relevance to the study of communication in particular contexts in the Asia-Pacific region

Apply disciplinary research methods to analyse the similarities and differences within the

region

Evaluate communication in the region in the context of historical and politico-social developments

Synthesise alternative views and perspectives on effects of communication flows around the globe

General Assessment Information

Readings are available online. Students may familiarise themselves with library access by attending the library orientation conducted at the beginning of semester (details in the library website). Written assessments are to be uploaded on Turnitin and hard copies dropped in the ICOM assessment box in W6A Student Services. Both hard and soft copies are required.

Assessment Tasks

| Name | Weighting | Due |
|---|-----------|-----------------|
| <u>Participation</u> | 10% | Weeks 2-13 |
| <u>Critical Analysis</u> | 30% | 27th March 2015 |
| <u>Test</u> | 20% | Week 8 |
| <u>Major research essay</u> | 40% | 5th June 2015 |

Participation

Due: **Weeks 2-13**

Weighting: **10%**

Students are to contribute to structured tutorial discussions. Marks are for meaningful contributions and insightful observations that reflect reading and critical thought and analysis. Merely ensuring 80 per cent attendance in tutorials and lectures will unfortunately, not suffice.

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Critical Analysis

Due: **27th March 2015**

Weighting: **30%**

Critically analyse literature on media representations of the 'West' and 'the Rest'.

This is an early assessment aimed at providing feedback on student's understanding of scholarly debates surrounding media representations of the Asia-Pacific (part of 'the Rest') and of academic requirements. The essay of 1500 words requires critical analysis of literature relating to media (print and electronic) representations of people, culture, issues and events. At this stage, students are expected to be familiar with accessing library resources and familiarise themselves with referencing formats.

Broadly, the essay requires wide and extensive reading; students must be able to critically evaluate the West-Rest dichotomy, identify existing literature on media representations, be able to categorise them and make logical and succinct arguments on their relevance in the context of recent international events and the state of global media. Arguments must be related to **the theoretical and conceptual framework** dealt with in the unit. In short, the work **must meet academic requirements** with regard to structure, content and references and be of a standard acceptable at the Master's level.

The criteria against which the paper will be graded are: evidence of understanding of key theories and ability to extend them to the field of communication in the Asia-Pacific region, application of appropriate disciplinary-specific research methods, comprehension of the historical background and socio-political environments, ability to provide alternative perspectives, through in-text referencing and a comprehensive bibliography as also presentation which includes a clear writing style, good grammar and spelling. (Rubric will be posted on ilearn).

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Test

Due: **Week 8**

Weighting: **20%**

A multiple-choice and short essay test for an hour in Week 8 tutorial.

This test is to assess understanding of the theories introduced in the unit and the ability to extend them to evaluate issues relating to communication.

On successful completion you will be able to:

- Apply disciplinary research methods to analyse the similarities and differences within the region

Major research essay

Due: **5th June 2015**

Weighting: **40%**

Answer any **one** of the following in 2500 words:

1. Critically analyse mainstream media representations in Australia of the Asia-Pacific region
2. Drawing on the theoretical and methodological insights of Edward Said and Stuart Hall, explore the construction of the 'other' in global television.
3. Examine representations of Asians/Africans in Hollywood in the context of 'orientalism' and western hegemonic representations.

This assessment requires understanding of media analysis methods (for instance, 'framing' and discourse analysis). A critical evaluation of the theories of globalisation, Orientalism and post-colonialism and examination of their relevance in a world connected (or divided) by communication technologies are expected. Academic requirements at the Masters level – research rigour, evidence of extensive reading, systematic analysis and academic writing – must be met. Essay must have an 'introduction', contain defined sections and a 'conclusion', with a list of references at the end. Generalisations must be avoided and arguments substantiated. In-text references are a must.

Broadly, the essay requires choice of an **appropriate media form** and outlet to study and analyse; identifying a **region/country/community** for analysis; collecting data consistently over a period of **at least 15 days**; **analysing the data systematically** using an academically accepted method and presenting the findings in the context of the **theoretical and conceptual framework** of the unit.

The criteria against which the essay will be graded are: evidence of understanding of key theories and ability to extend them to the field of communication in the Asia-Pacific region, application of appropriate disciplinary-specific research methods, comprehension of the historical background and socio-political environments, ability to provide alternative perspectives, through in-text referencing and a comprehensive bibliography as also presentation which includes a clear writing style, good grammar and spelling. (Rubric will be posted on ilearn).

On successful completion you will be able to:

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Delivery and Resources

1 hour lecture recorded and available on ilearn, followed by 2-hour tutorials. Students to check ilearn regularly for announcements and notes and instructions.

ICOM 818 readings are the prescribed reading for the unit and are available online through the library. Suggested readings are in library reserve.

Changes since last offering:

Reading material and assesment tasks.

Unit Schedule

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|---------------|---|
| Week 1 | <p>(Theoretical framework: Orientalism)</p> <p>1. Edward Said 1977, 'The scope of Orientalism,' Chapter 1 in <i>Orientalism</i>, London: Penguin.</p> <p>No tutorials this week. Students may use to the time for library orientation.</p> |
| Week 2 | <p>(Theoretical framework: Cultural representations) 1. Stuart Hall, 1997, 'The spectacle of the 'other', Chapter 4 in <i>Representation: Cultural Representations and Signifying Practices</i>, Stuart Hall (ed.), London: Sage, pp. 225-277.</p> <p>Tutorials begin this week.</p> |
| Week 3 | <p>(Theoretical framework: Globalisation)</p> <p>1. Shani Orgad, 2012, 'Media representation and the global imagination: a framework,' Chapter 1 in <i>Media Representation and the Global Imagination</i>, Cambridge: Polity Press.</p> <p>2. Roland Robertson, 2012, 'Globalisation or glocalisation?' <i>Journal of International Communication</i>, 18:2, 191-208, DOI: 10.1080/13216597.2012.709925.</p> |
| Week 4 | <p>(Middle-East)</p> <p>1. Ehsan Bakhshandeh, 2014, 'How mainstream Iranian newspapers portray the West,' <i>The Journal of International Communication</i>, 2014. Vol. 20, No. 2, 184–199, http://dx.doi.org/10.1080/13216597.2014.948034</p> <p>2. Will Youmans, 2012, 'AJE after the Arab Spring: politics of distribution,' Chapter 4, in Philip Seib (ed) <i>Al Jazeera English: global news in a changing world</i>, New York: Palgrave Macmillan, pp. 57-77.</p> |

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| <p>Week 5</p> | <p>(South Asia)</p> <ol style="list-style-type: none"> 1. Adrian Athique, 2012, 'Introduction: a global approach to Indian media,' Chapter 1, Indian Media, Cambridge: Polity Press, pp. 1-11. 2. Shi-xu, 2011, 'Understanding the Chinese discourse of human rights as cultural response,' <i>Journal of Asian Pacific Communication</i>, 2011, Vol.21 (2), pp.196-212. <p>'Critical analysis' due for submission this week</p> |
| <p>Week 6</p> | <p>(South-East Asia)</p> <ol style="list-style-type: none"> 1. Nancy Hudson-Rodd, 2008, 'Not a rice-eating robot: freedom to speak in Burma in Krishna Sen and Terence Lee (eds) <i>Political regimes and the media in Asia</i>, Oxon: Routledge, pp.85-105. 2. Terence Lee, 2010, 'Gestural politics: governing civil society,' in <i>Media, the cultural control and government in Singapore</i>, Oxon: Routledge, pp. 70-101. |
| | <p>RECESS</p> |
| <p>Week 7</p> | <p>(Central Asia)</p> <ol style="list-style-type: none"> 1. Jonah Steinberg, 2011, 'Living Globality' in <i>Isma'ili Modern: Globalization and Identity in a Muslim Community</i>, The University of North Carolina Press, pp.143-191. 2. Rosalind Marsh, 2013, 'The Concepts of Gender, Citizenship, and Empire and Their Reflection in Post-Soviet Culture,' <i>The Russian Review</i>, 2013, Vol.72(2), pp.187-211. |
| <p>Week 8</p> | <p>(East Asia)</p> <ol style="list-style-type: none"> 1. David Shim and Dirk Nabers, 2013, 'Imaging North Korea: Exploring its visual representations in international politics,' <i>International Studies Perspectives</i>, August 2013, Vol.14 (3), pp.289-306. 2. Ian Condry, 2013, 'Introduction: who makes anime?' in <i>The Soul of Anime</i>, Durham: Duke University Press, pp.1-34. |
| <p>Week 9</p> | <p>(Africa)</p> <ol style="list-style-type: none"> 1. Last Moyo, 2011, 'The CNN defect', <i>Journal of International Communication</i>, 17:2, 121-138, DOI: 10.1080/13216597.2011.589365. 2. Karambu Ringera, 2010, 'The politics of media culture and media culture politics' in <i>(Re)membering Kenya: Identity, culture and freedom</i>, edited by Mbũgwa wa Mũngai, G. M. Gona, Nairobi: Twaweza Communications, pp.16-176. |
| <p>Week 10</p> | <p>(Australia)</p> <ol style="list-style-type: none"> 1. Bridget Griffen-Foley, 2011, BROADSHEETS, BROADCASTS AND BOTANY BAY: History in the Australian media, <i>Journalism Practice</i>, 2011, Vol.5(5), p.566-583. 2. Paul K.Jones and Michael Pusey, 2010, Political communication and 'media system': the Australian canary, <i>Media Culture Society</i>, 2010 32: 451. |
| <p>Week 11</p> | <p>(The Neighbourhood)</p> <ol style="list-style-type: none"> 1. Evangelina Papoutsaki and Usha Sundar Harris, 2008, 'Unpacking' islandness in South Pacific Islands Communication' in Evangelina Papoutsaki and Usha Sundar Harris (eds) <i>South Pacific Islands Communication</i>, AMIC Asian Communication Series, pp.1-12. 2. Rodanthi Tzanelli, 2014, 'Heritage entropy? Cinematic pilgrimage in New Zealand,' in <i>Heritage in the Digital Era: Cinematic Tourism and the Activist Cause</i>, Oxon: Routledge, pp.23-61. |

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| Week 12 | (Internationalising media education) 1. Penny O'Donnell, 2010, 'Introduction: internationalising Australian media history,' <i>Historical Journal of Film, Radio and Television</i> , Vol. 30, No. 3, September 2010, pp. 265–268. 2. Evangelina.Papoutsaki, 2007, 'Decolonising Journalism Curricula: a Research & 'Development' Perspective,' <i>Media Asia</i> , Vol. 34(2):71-87. |
| Week 13 | Consultations on final essay No lecture and tutorials this week. |

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.

Additional information

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

Learning outcomes

- Apply disciplinary research methods to analyse the similarities and differences within the region

- Evaluate communication in the region in the context of historical and politico-social developments
- Synthesise alternative views and perspectives on effects of communication flows around the globe

Assessment tasks

- Participation
- Critical Analysis
- Major research 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

- Critique key theories and concepts related to globalisation and their relevance to the study of communication in particular contexts in the Asia-Pacific region
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- Synthesise alternative views and perspectives on effects of communication flows around the globe

Assessment tasks

- Participation
- Critical Analysis
- Test
- Major research 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

- Critique key theories and concepts related to globalisation and their relevance to the study of communication in particular contexts in the Asia-Pacific region
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Assessment tasks

- Participation
- Critical Analysis
- Test
- Major research 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 outcome

- Apply disciplinary research methods to analyse the similarities and differences within the region

Assessment tasks

- Participation
- Critical Analysis
- Major research 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

- Critique key theories and concepts related to globalisation and their relevance to the study of communication in particular contexts in the Asia-Pacific region
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Assessment tasks

- Participation
- Critical Analysis
- Test
- Major research 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:

Learning outcomes

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Assessment tasks

- Participation
- Critical Analysis
- Major research essay