



MMCC8011

Contemporary Global Media

Session 2, Special circumstances 2021

Department of Media, Communications, Creative Arts, Language and Literature

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>General Assessment Information</u>	3
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	6
<u>Unit Schedule</u>	6
<u>Policies and Procedures</u>	6

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Session 2 Learning and Teaching Update

The decision has been made to conduct study online for the remainder of Session 2 for all units WITHOUT mandatory on-campus learning activities. Exams for Session 2 will also be online where possible to do so.

This is due to the extension of the lockdown orders and to provide certainty around arrangements for the remainder of Session 2. We hope to return to campus beyond Session 2 as soon as it is safe and appropriate to do so.

Some classes/teaching activities cannot be moved online and must be taught on campus. You should already know if you are in one of these classes/teaching activities and your unit convenor will provide you with more information via iLearn. If you want to confirm, see the list of [units with mandatory on-campus classes/teaching activities](#).

Visit the [MQ COVID-19 information page](#) for more detail.

General Information

Unit convenor and teaching staff

Intan Paramaditha

intan.paramaditha@mq.edu.au

Credit points

10

Prerequisites

Admission to MMediaComm or MCrInd

Corequisites

Co-badged status

Unit description

This course canvasses several of the most compelling and contentious issues in global media. With a focus on how developments in communication technologies re-frame 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 global capitalism, encounters, and inequalities; cultural imperialism; the digital divide; and the political potentials of alternative media, the unit explores how this link has affected conceptions of nation, citizenship, and cosmopolitanism as well as identities pertaining to gender, race, class, and religion.

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:

ULO1: analyse the role that globalized media flows play in affecting and reflecting changing conceptions of social, political and economic identity.

ULO2: evaluate how different disciplinary scholars have analysed the consequences of global media flows.

ULO3: apply discipline-specific theories and concepts to pertinent contemporary case studies.

ULO4: communicate complex media phenomena with discipline-specific language, and support a discursive position with pertinent literature and evidence.

General Assessment Information

Submission

All written work must be submitted to Turnitin, via the link on iLearn. Please make sure your full name and student number appears on the first page of your document. All written work should be double spaced and justified to the left of the page.

Late Assessment Submission Penalty

Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – 10 marks out of 100 credit will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted seven days (incl. weekends) after the original submission deadline.

Assessment Tasks

Name	Weighting	Hurdle	Due
Essay Plan	30%	No	17:00 10/08/2021
Presentation	20%	No	Ongoing
Major Essay	40%	No	17:00 03/11/2021
Participation	10%	No	Ongoing

Essay Plan

Assessment Type ¹: Plan

Indicative Time on Task ²: 30 hours

Due: **17:00 10/08/2021**

Weighting: **30%**

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: Part 1 - Annotated resource list (noting key texts that will be used in the essay). Part 2 - Essay Outline The essay outline should be in a form of an abstract that presents the main proposed argument of the essay, as well as the key points that will be discussed. There should be a clear link between Parts 1 and 2. Refer to iLearn for further information.

On successful completion you will be able to:

- analyse the role that globalized media flows play in affecting and reflecting changing conceptions of social, political and economic identity.
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- communicate complex media phenomena with discipline-specific language, and support a discursive position with pertinent literature and evidence.

Presentation

Assessment Type ¹: Presentation

Indicative Time on Task ²: 20 hours

Due: **Ongoing**

Weighting: **20%**

Each week, students will work together in small groups to facilitate a class discussion. Using the weekly set readings as a foundation, 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 audio-visual facilities in the room. Each presenter should be involved in explaining at least one key concept to the class, using pertinent and original examples to illustrate the concept, and facilitating small group and/or whole class discussions and/or activities around these concepts. Please note that this group exercise is marked individually, so all presenters should ensure they have a role in both presenting ideas and facilitating discussion. Refer to iLearn for further information.

On successful completion you will be able to:

- analyse the role that globalized media flows play in affecting and reflecting changing conceptions of social, political and economic identity.
- evaluate how different disciplinary scholars have analysed the consequences of global media flows.
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Major Essay

Assessment Type ¹: Essay

Indicative Time on Task ²: 30 hours

Due: **17:00 03/11/2021**

Weighting: **40%**

Students are expected to prepare their major essay by taking into account the feedback for the essay outline. Write an essay response to one of questions provided (a list of questions will be posted on iLearn). The response should be based on a specific case study from one or two countries. The case study must be supported by an analysis of media texts. Refer to iLearn for further information.

On successful completion you will be able to:

- analyse the role that globalized media flows play in affecting and reflecting changing conceptions of social, political and economic identity.
- evaluate how different disciplinary scholars have analysed the consequences of global media flows.
- apply discipline-specific theories and concepts to pertinent contemporary case studies.
- communicate complex media phenomena with discipline-specific language, and support a discursive position with pertinent literature and evidence.

Participation

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 10 hours

Due: **Ongoing**

Weighting: **10%**

For this assessment, you are required to actively contribute to class discussions through oral or written forms of engagement. Contributions should demonstrate an ability to articulate and share ideas on concepts that are raised in the set readings, lecture, or student presentations, and should demonstrate careful consideration of the issues and debates relating to the weekly topic. Participation also involves asking questions, offering pertinent examples and debating critical issues. You will be assessed on how well your contributions to the class discussion reflect critical engagement with the unit and how well they enhance respectful, cross-cultural dialogue on these themes. Refer to iLearn for further information.

On successful completion you will be able to:

- analyse the role that globalized media flows play in affecting and reflecting changing conceptions of social, political and economic identity.
- evaluate how different disciplinary scholars have analysed the consequences of global media flows.

- apply discipline-specific theories and concepts to pertinent contemporary case studies.
 - communicate complex media phenomena with discipline-specific language, and support a discursive position with pertinent literature and evidence.
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¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

Classes

This unit consists of a 2-hour seminar. Each seminar will begin with an introduction of key concepts/ questions from the lecturer, and it will be followed by presentations and class discussion. Students are expected to do the reading before coming to class.

Seminars begin in week 2.

Please check with [MQ Timetables](#) for the time and location of your tutorial.

Required Readings

Required readings will be available through the library's multisearch function and Leganto.

Technologies Used and Required

Details on readings and assessments will be available via iLearn. Students are expected to regularly check iLearn and their MQ email addresses for an announcement.

Unit Schedule

Every week we will study a specific topic, including Global Communications: Paradigms and Perspectives, Cultural Imperialism, Glocalization, Social media and activism, Creative Industries, Nation Branding, and Neo-Orientalism. Please refer to iLearn for details.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)

- [Assessment Policy](#)
- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#)

Students seeking more policy resources can visit [Student Policies \(https://students.mq.edu.au/support/study/policies\)](https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) 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 or if you are a Global MBA student contact globalmba.support@mq.edu.au

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 help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

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

If you are a Global MBA student contact globalmba.support@mq.edu.au

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the [Acceptable Use of IT Resources Policy](#). The policy applies to all who connect to the MQ network including students.