



# MMCC8011

## Contemporary Global Media

Session 2, In person-scheduled-weekday, North Ryde 2024

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

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## General Information

Unit convenor and teaching staff

Convenor

Intan Paramaditha

[intan.paramaditha@mq.edu.au](mailto:intan.paramaditha@mq.edu.au)

Level 4, 25B Wally's Walk

Please email for appointment

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

### Late Assessment Submission Penalty

Unless a Special Consideration request has been submitted and approved, a **5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a mark of '0' (zero) will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical issue. This late penalty will apply to written reports and recordings only. Late submission of time sensitive tasks (such as tests/exams, performance assessments/presentations, scheduled practical assessments/labs will be addressed by the unit convenor in a Special consideration application.**

Please make sure you read Macquarie University's policy regarding Special Consideration requests before you apply: <https://students.mq.edu.au/study/assessment-exams/special-consideration>

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Presentation</a>	20%	No	Weeks 3-10, due in class
<a href="#">Participation</a>	10%	No	Ongoing
<a href="#">Essay Plan</a>	30%	No	13/09/2024, 11:55PM
<a href="#">Major Essay</a>	40%	No	30/10/2024, 11:55PM

### Presentation

Assessment Type <sup>1</sup>: Presentation

Indicative Time on Task <sup>2</sup>: 20 hours

Due: **Weeks 3-10, due in class**

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.

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## Participation

Assessment Type <sup>1</sup>: Participatory task

Indicative Time on Task <sup>2</sup>: 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.

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## Essay Plan

Assessment Type <sup>1</sup>: Plan

Indicative Time on Task <sup>2</sup>: 30 hours

Due: **13/09/2024, 11:55PM**

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.

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## Major Essay

Assessment Type <sup>1</sup>: Essay

Indicative Time on Task <sup>2</sup>: 30 hours

Due: **30/10/2024, 11:55PM**

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:

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<sup>1</sup> 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.

<sup>2</sup> 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** of session 2/ 2024 (29 July 2024).

### 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

### Unit Schedule

Week 1: Introduction (please note that this is week 2 of session 2/2024 - starts 29 July 2024)

### GLOBALIZATION, POWER, AND CULTURE

Week 2: Selected keywords in Global Media

Week 3: Reconsidering Cultural Imperialism

Week 4: Globalizing Strategies: Glocalization and Cosmopolitan Consumption

Week 5: Global Cinema and Orientalism

## **NEOLIBERALISM AND THE WORLD OF BRAND**

Week 6: Branding the Self

Week 7: Branding Creativity and Creative Cities

**--- Essay plan due on Week 7 of the unit, 13/09/2024.**

**--- Recess ---**

Week 8: Nation branding

## **GLOBAL MEDIA AND ACTIVISM**

Week 9: Feminisms: contemporary debates

Week 10: The Decolonial Turn

Week 11: Conclusion

**---Major essay due on Week 12 of the unit, Wednesday, 30 October 2024.**

## **Policies and Procedures**

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.s.mq.edu.au\)](https://policies.s.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](#)
- [Assessment Procedure](#)
- [Complaints Resolution 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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto:globalmba.support@mq.edu.au)

## Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

## Student Support

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

## The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the 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

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)
- [Student Advocacy](#) provides independent advice on MQ policies, procedures, and processes

## Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

## IT Help

For help with University computer systems and technology, visit [http://www.mq.edu.au/about\\_us/offices\\_and\\_units/information\\_technology/help/](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.

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Unit information based on version 2024.01R of the [Handbook](#)