ICOM817

Transnational Communication

S1 Day 2013

Media, Music, Communication and Cultural Studies

Contents

Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

General Information

Unit convenor and teaching staff
Unit Convenor
Usha Harris
usha.harris@mq.edu.au
Contact via usha.harris@mq.edu.au

Credit points
4

Prerequisites
Admission to MIntComm or MIntRel or MIntCommMIntRel or MBiotech

Corequisites

Co-badged status

Unit description
This unit examines the structures and activities of global media and audiovisual industries including television, film, recorded music, advertising and new media. The role of technology, integration of markets as well movements of people and rise of ideology are discussed within the framework of globalisation and transnationalism. Students will examine global news production and distribution through content analysis of online news services, and undertake case study of a transnational entity, sector or national market relevant to their interests.

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:

Apply globalisation and transnational theories within an international communication framework.

Analyse and evaluate transnational communication issues in the broader context of socio-cultural, economic, political and technological development.

Gain advanced research skills by collecting and interpreting data about transnational activities.

Gain team skills by interacting and working collaboratively with peers in a cross-cultural environment.

Assessment Tasks

Name	Weighting	Due
Seminar and synoptic paper	20%	Wks 4-10
Comparative content analysis	40%	April 3
TNC Case Study	40%	May 29 and June 5

Seminar and synoptic paper

Due: **Wks 4-10**
Weighting: **20%**

Students will team up in groups of three and select a week to lead seminar-style discussions around the weekly readings and any other texts relevant to the discussion. Each team is required to distribute to the class a 500 word synopsis summarising central points in the readings, a list of keywords and questions, and an explanation of how your presentation highlights issues raised in the readings including references. Each group will be responsible for approximately 50 minutes of tutorial time. You are expected to think of creative ways of involving all students and find ways to draw out their views about the readings. Each student must demonstrate his or her contribution. The grade will reflect individual input and performance.

On successful completion you will be able to:

- Apply globalisation and transnational theories within an international communication framework.
- Gain team skills by interacting and working collaboratively with peers in a cross-cultural environment.

Comparative content analysis

Due: **April 3**
Weighting: **40%**

This assignment assesses your ability to critique two culturally divergent global news services within a transnational communication framework. Identify two reputable **international** news organizations, one western and one non-western, Carry out a content analysis focusing on an issue, conflict or country. Your discussion should be supported by course readings and other literature. Identify a theoretical framework such as political economy of media within which you will carry out your analysis. From the data gathered write a comparative analysis of news coverage of each. You may use tables and charts to demonstrate your findings.

 Do the following:

1.   Develop a research question e.g. what are the dominant news frames and news values

used by the Al Jazeera and BBC in the coverage of Pakistan or China etc.

2. Over a three-week period gather relevant news stories from the two websites.

3. Analysis can focus on the way each news outlet reports news stories by looking at the following:

a. Network Philosophy – what is the network philosophy of each and how does the news agenda align with the news organisation's philosophy, ownership structure and target audience.

b. News agenda/news values – What is the placement of the story e.g. is it in the top five stories listed? What are the dominant news values?

c. News elements – headlines, photos, leads, words and phrasing.

d. Sources - who are the experts quoted (i.e. their cultural, political or social orientation)? Are they from an elite or non-elite country or group?

e. What are the prevalent cultural/political/national perspectives in the stories being reported.

Choose from the following or another news outlet of your choice:

BBC http://www.bbc.com/news/

Al Jazeera http://english.aljazeera.net/

CNN http://edition.cnn.com/WORLD/

Ria Novosti http://en.rian.ru

ITAR-TASS http://www.itar-tass.com/en/

CNA http://www.channelnewsasia.com/

Xinhua News Agency http://news.xinhuanet.com/english/

Reuters http://www.reuters.com/news/world

ABC News World http://www.abc.net.au/news/video/?play=news

TimesNow.tv http://www.timesnow.tv/

On successful completion you will be able to:
- Apply globalisation and transnational theories within an international communication framework.
- Analyse and evaluate transnational communication issues in the broader context of socio-cultural, economic, political and technological development.
- Gain advanced research skills by collecting and interpreting data about transnational activities.

TNC Case Study

Due: **May 29 and June 5**

Weighting: **40%**

Mark is split as follows: *20% Group Presentation and 20% Individual written submission focusing on a section of the report as per below (1,000 word per person)*

You are working as a team of international consultants who have been hired to evaluate the transnational communication strategy of a transnational corporation/organisation. As a team you are expected to research the chosen transnational entity and **evaluate** the following:

1. Its impact in a particular sector/market/region

2. Its approach to using resources e.g. human, cultural, financial (tangible and intangible resources)

3. Strategies it employs to market its image or product

4. How successfully it maximises its influence and profits in society

5. Incorporate relevant theories - globalisation/localisation/regionalisation and hybridity etc.

Your case study should take a critical approach. Do not just describe what the company does. Present an argument about the way it conducts it business, how is it good or bad, what are the competitors, critics, scholars saying about it. Indentify some key concepts from the unit and use these as a framework for your discussion.

Presentations will be scheduled in **Weeks 12 and 13.** It should take 20 minutes followed by Q&A. Students should utilise theories and literature discussed in this unit to support their own arguments; however, they are also strongly encouraged to demonstrate their own creativity, knowledge and ability. The report should identify the writers of different sections and include the following:

1. Cover Page

2. Abstract

3. Introduction

4. Chapters or defined sections

5. Conclusion

6. References

On successful completion you will be able to:
  • Apply globalisation and transnational theories within an international communication framework.
  • Analyse and evaluate transnational communication issues in the broader context of socio-cultural, economic, political and technological development.
  • Gain advanced research skills by collecting and interpreting data about transnational activities.

- Gain team skills by interacting and working collaboratively with peers in a cross-cultural environment.

Delivery and Resources

Hard Copy Submissions

Written work must be submitted through the Arts Student Centre (via the appropriate assignment box) on Level 1, W6A. Internal students must print and attach a completed coversheet to all submitted work.

Return of marked work

During semester, marked work will be returned to students via tutorials, seminars or lectures.

Electronic Submissions

Information about how to submit work online can be accessed through the iLearn unit.

Examination

There are no examinations in this unit.

You are expected to present yourself for all group assessments at the time and place designated. The only exception to not participating at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. Information about unavoidable disruption and the special consideration process is available under the *Extension and Special Consideration* section of this Unit Guide.

Extensions

Extension is given to all or to none. In case of illness and misadventure students must aplly for special consideration. They must attach official documentation when submitting their work if extension is granted.

REQUIRED READING

ICOM817 Unit readings are available at the co-op bookshop or on e- reserve.

RECOMMENDED READING

Chakravartty, Paula and Zhao, Yuezhi , 2008. Global communications : toward a transcultural political economy, Lanham : Rowman & Littlefield Publishers, Inc.

Chalaby, Jean K. 2009. Transnational television in Europe : reconfiguring global communications networks, London ; New York : I.B. Tauris.

Bromley, M. and Clarke, J. (eds.) 2011. International news in the digital age : East-West perceptions of a new world order, New York : Routledge, 2012.

Crack, Angela M. 2008. Global communication and transnational public spheres, New York : Palgrave Macmillan.

Gershon, Richard A., 1997. The transnational media corporation : global messages and free market competition, Mahwah, N.J. : Erlbaum.

Kamalipour, Yahya R., 2007. Global communication, Belmont, CA ; Australia : Thomson/ Wadsworth

Lull, James. 2007. Culture-on-demand : communication in a crisis world, Malden, MA : Blackwell Pub.

McPhail, Thomas L. 2006. Global communication : theories, stakeholders, and trends, Malden, MA : Blackwell Pub.

Unit Schedule

Week 1	**Introduction**
	Overview of the unit content and introduction to the field of transnational communication. Assignment of groups and nomination of presentation weeks.
	Reading
	Palmer, A. (2007). 'Following the Historical Paths of Global Communication', in Y. R. Kamalipour (eds.), *Global Communication* (2nd Ed.), Belmont: Thomson, pp. 1-21.

Week 2	**Transnationalism and Globalization**
	Since globalisation is considered as one of the driving forces behind the rise of transnational communication, it is necessary to understand the development and various perspectives towards this trend. Theories of globalisation are not conclusive, but afford a basis for critical and evaluative work.
	Readings
	Vertovec, S. (2009) *Transnationalism.* Milton Park;Abingdon, Oxon;New York: Routledge.
	Flew, T. and McElhinney, S. (2006). 'Globalisation and the Structure of New Media Industries', in L. A. Lievrouw and S. Livingstone (eds.), *The Handbook of New Media*, London: Sage, pp. 286-306.
Week 3	**Transboundary flows – Policy implications**
	The rapid growth of satellite communications has led to an interconnected world and resulted in unchecked media flows across borders. This has created tensions for the preservation of national and individual identities. Factors such as policy planning and role of the state also need to be considered.
	Readings
	Pelton, Joseph (2010). 'Satellites as World Wide Change Agents' in Thussu, D.K. (ed.) *International Communication A Reader,* London and New York: Routledge Taylor and Francis Group, pp. 13- 35.
	Chalaby, J. K. (2005), 'Towards an Understanding of Media Transnationalism', in J. K. Chalaby (ed.), *Transnational Television Worldwide: Towards A New Media Order*, London: I. B. Tauris, pp. 1-13.
	Crack, A.M. (2008), *Global Communication and Public Spheres*, New York: Palgrave MacMillan, pp. 67-103.

Week 4	**Global News Reporting** Beyond direct experience, international news plays an important role in shaping the viewers' knowledge about places, people and events around the world. However, the view of the world through television news is distorted and disorientating. This can cause dire political, cultural and social misunderstanding. **Readings** Hatchen, W. & Scotton, J. (2007). *The World News Prism: Global Information in a Satellite Age,* Malden: Blackwell Publishing pp. 35-63 Clausen, Lisbeth, (2003). *Global News Production*, Copenhagen: Copenhagen Business School Press, PP. 39-58
Week 5	**Reporting International Conflict** Reportage of conflict by news media can never be truly objective. Scholars have turned to the theory of news framing to understand how media reporting of an issue impacts on the understanding of that issue by audiences. Another emerging concept is peace journalism which encourages a more constructive reporting of conflicts. **Readings** Scheufele, D.A. and Tewksbury, D. (2007). 'Framing, Agenda Setting, and priming: The Evolution of Three Media Effects Models' *Journal of Communication* 57 pp 9-20 Aguiar, L (2009). Framing a Global Crises: An Analaysis of the coverage of the latest Israeli-Palestinian Conflict by Al Jazeera and CNN Lynch, J (2006). 'What's so great about Peace Journalism', *Global Media Journal:Mediterranean Edition1* (1) Spring. PDF from transnational.org. (Also see recommended readings)

Week 6	**TNMCs and global markets**
	The transnational corporation is one of the most important economic legacies of the post-WWII period. A distinctive characteristic of transnational corporations is that strategic decision making and the allocation of resources is based on economic goals with little regard to national boundaries.
	Readings
	McChesney, Robert (2010). *'The Media System Goes Global.'* in Thussu, D.K. (ed.) *International Communication A Reader,* London and New York: Routledge Taylor and Francis Group, pp. 13- 35.
	Gershon, R. A. (2007). 'The Transnational Media Corporation and the Economics of Global Competition', in Y. R. Kamalipour (eds.), *Global Communication* (2nd Ed.), Belmont: Thomson, pp. 55-77.
Week 7	**Entertainment Television**
	International television has assisted in the circulation of a wide variety of entertainment media including serials, reality TV and music videos. Concepts such as local, glocal and hybrid cultural identities inform audience choice as well as influence producers of media.
	Readings
	Straubhaar, J. (2007) *World Television: From Global to Local*, Thousand Oaks: Sage, pp. 79-110 & 221-256
	Karim, K. H. (2003), 'Mapping Diasporic Mediascapes', in K. H. Karim (eds.), *The Media of Diaspora*, London: Routledge, pp. 1-17.
Week 8 **Guest Lecturer**	**Multinational advertising and Public Relations**
	Advertising has become an essential vehicle for the expansion of markets for global corporations such as McDonald's, Disney and Proctor and Gamble. Issues of standardization or localization remain one of the key concerns in multinational advertising.
	Readings
	McPhail, T. L. (2006) *Global Communication: Theories, Stakeholders and Trends 2nd Edition,* Malden MA: Blackwell Publishing, pp. 226-237.
	Taylor, Maureen, (2000). "Cultural variance as a challenge to global public relations: A case study of the Coca-Cola scare in Europe' *Public Relations Review*, 26(3), pp. 277–293.

Week 9	**Transnational Cinema**
	Discussion of Transnational cinema is situated in two areas. One looks at the globalization of production and distribution of films such as Hollywood blockbusters, and the other refers to 'Third Cinema' with its representations of diaspora identities.
	Readings
	Jin, D. Y. (2011) A critical analysis of US cultural policy in the global film market: Nation-states and FTAs*, The international communication gazette,* Vol. 73, Issue. 8, p. 651.
	Ezra, E. and Rowden, T. (2006), *Transnational Cinema: The Film Reader*, London: Routledge, pp. 1-12.
Week 10	**Mobility and the new media**
	New communication technologies have allowed diaspora communities to strengthen their networks of influence. Mobile phones and Internet has also become a symbol of self-assertion for migrant workers around the world.
	Readings
	Mankekar, P. (2008), 'Media and Mobility in a Transnational World', in D. Hesmondhalgh and J. Toynbee, *The Media and Social Theory*, London: Routledge, pp. 145-158.
	Uy-Tioco, Cecelia, (2008) 'Overseas Filipino Workers and Text Messaging: Reinventing Transnational Mothering' in Goggin, G. (Ed.) *Mobile Phone Cultures*, London and New York: Routledge.pp. 111-123.
Week 11	**Communicating needs: Campaigns and the Third sector**
	International agencies such as the United Nations and non government organisations work with citizens across the world to highlight a range of social, political and environmental concerns. Communication plays a key role in this battle.
	Readings
	Castells, Manuel (1997) *The Power of Identity,* Oxford: Blackwell Publishers pp. 110-131.
	Visit websites: http://www.un.org/millenniumgoals/ and http://www.comminit.com/
	Couldry, Nick & Curran, James (Eds.) (2003) *Contesting Meda Power: Alternative Media in a Networked World,* Lanham, Rowman and Littlefield.pp. 39-54

Week 12	Case Study Presentations
Week 13	Case Study Presentations

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://www.mq.edu.au/policy/docs/academic_honesty/policy.html

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

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

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

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

Special Consideration Policy http://www.mq.edu.au/policy/docs/special_consideration/policy.html

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

Student Support

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at: http://students.mq.edu.au/support/

UniWISE provides:

- Online learning resources and academic skills workshops http://www.students.mq.edu.au/support/learning_skills/
- Personal assistance with your learning & study related questions.
- The Learning Help Desk is located in the Library foyer (level 2).
- Online and on-campus orientation events run by Mentors@Macquarie.

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

Details of these services can be accessed at http://www.student.mq.edu.au/ses/.

IT Help

If you wish to receive IT help, we would be glad to assist you at http://informatics.mq.edu.au/hel

p/.

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 and it outlines what can be done.

Graduate Capabilities

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

- Apply globalisation and transnational theories within an international communication framework.
- Analyse and evaluate transnational communication issues in the broader context of socio-cultural, economic, political and technological development.
- Gain advanced research skills by collecting and interpreting data about transnational activities.

Assessment tasks

- Seminar and synoptic paper
- Comparative content analysis
- TNC Case Study

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 and evaluate transnational communication issues in the broader context of socio-cultural, economic, political and technological development.
- Gain advanced research skills by collecting and interpreting data about transnational activities.

Assessment tasks

- Comparative content analysis
- TNC Case Study

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

- Gain advanced research skills by collecting and interpreting data about transnational activities.
- Gain team skills by interacting and working collaboratively with peers in a cross-cultural environment.

Assessment tasks

- Seminar and synoptic paper
- TNC Case Study