ICOM818
Asia-Pacific in a Globalised World
S1 Day 2016
Department of Media, Music, Communication and 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
Thursdays noon-1 p.m (email prior for appointment please)

Credit points
4

Prerequisites
Admission to MIntComm or MIntRel or MIntCommMIntRel or MPPP or PGDipPP or MIntBusMIntComm

Corequisites

Co-badged status

Unit description
This unit introduces students to 'communication' in the Asia-Pacific, a region in which media registers phenomenal growth, defying simple mapping. The potential audience numbers in parts of the region and their ability to influence perceptions call for critical evaluation of communication, in the context of discourses on globalisation. Within the theoretical framework of Edward Said's 'orientalism', Stuart Hall's 'media representations' and Robert Rolandson's 'glocalisation', the unit looks at representations that reflect and simultaneously influence complex political and cultural environments in the region. The unit is aimed at equipping students with the ability to critically evaluate impact of communication in the Asia-Pacific region on various spheres of activity in a globalised world.

Important Academic Dates
Information about important academic dates including deadlines for withdrawing from units are available at https://students.mq.edu.au/important-dates

Learning Outcomes

1. Critique key theories and concepts related to globalisation and their relevance to the study of communication in particular contexts in the Asia-Pacific region
2. 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

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

5. Engage in the process of learning to critically evaluate communication environments within theoretical frameworks

**General Assessment Information**

Readings are available online in the library website (Choose 'unit readings' and type in ICOM818). Both prescribed and suggested readings/activities are to be done ahead of the lectures/tutorials.

All written assessments are to be uploaded on Turnitin. The test is to be done online.

All assessments must show evidence of acquaintance with and understanding of academic literature. This involves research and referencing beyond online material accessed through a Google search. Students may familiarise themselves with library access by attending the library orientation conducted at the beginning of semester (details in the library website). They are encouraged to seek guidance from subject librarians for accessing resources.

‘Assessment tasks are aligned to the unit Learning Outcomes. Timely submission of assessment tasks is a unit requirement or penalties apply. 10% 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).’

Weekly access of ilearn is suggested. All announcements will be made in ilearn. Marks will be uploaded to ilearn grade book. Students may check the comments on written assessments by accessing Turnitin.

**Assessment Tasks**

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
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<tbody>
<tr>
<td>Participation</td>
<td>10%</td>
<td>Weeks 2-13</td>
</tr>
<tr>
<td>Critical Analysis</td>
<td>30%</td>
<td>23rd March 2016</td>
</tr>
<tr>
<td>Test</td>
<td>20%</td>
<td>Week 10</td>
</tr>
<tr>
<td>Major research essay</td>
<td>40%</td>
<td>1st June 2016</td>
</tr>
</tbody>
</table>
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, critical thought and analysis of contemporary issues and events in the context of the concepts/theories dealt with in the unit. Merely ensuring 80 per cent attendance in tutorials and lectures will unfortunately, not suffice.

This Assessment Task relates to the following 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
- 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
- Engage in the process of learning to critically evaluate communication environments within theoretical frameworks

Critical Analysis
Due: **23rd March 2016**
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 clear understanding of the theories and ability to extend them to the field of communication in the Asia-Pacific region,

evidence of extensive reading as seen in the critique of the theories and in appropriate in-text referencing and bibliography,

comprehension of the historical background and socio-political environments,

presentation which includes a clear writing style, good grammar and spelling.

(Rubric for written assessments posted in ilearn).

This Assessment Task relates to the following 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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**Test**

Due: **Week 10**

Weighting: **20%**

A multiple-choice to be done in Week 10 on ilearn at students’ convenience. Details will be announced in tutorials ahead of the test.

This Assessment Task relates to the following Learning Outcomes:

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

**Major research essay**

Due: **1st June 2016**

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.


This assessment requires understanding of media analysis methods (for instance, quantitative method like content analysis or qualitative methods like '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 with page numbers in all cases are required.

Broadly, the essay requires choice of an appropriate media form and outlet to study and event(s) or issue to 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 region and the issue chosen for study,
- 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.

(See rubrics for written assessments in ilearn).

This Assessment Task relates to the following 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
- 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
## Delivery and Resources

I hour face-to-face lecture. also recorded and available in Echo 360 on ilearn, followed by 1-hour tutorial. 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. Some suggested readings are in library reserve.

Changes since last offering:

Reading material and assessment tasks updated.

### Unit Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Theoretical framework: Orientalism</th>
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<tbody>
<tr>
<td></td>
<td><strong>Prescribed reading:</strong></td>
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<tr>
<td></td>
<td><strong>Suggested readings (as relevant):</strong></td>
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<tr>
<td></td>
<td><strong>NO TUTORIALS THIS WEEK. TIME TO BE USED FOR LIBRARY ORIENTATION.</strong></td>
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<thead>
<tr>
<th>Week</th>
<th>Theoretical framework: Cultural representations</th>
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<tbody>
<tr>
<td></td>
<td><strong>Prescribed reading:</strong></td>
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<tr>
<td></td>
<td><strong>Suggested reading:</strong></td>
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<td></td>
<td><strong>Tutorials begin this week.</strong></td>
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<table>
<thead>
<tr>
<th>Week</th>
<th>Theoretical framework: Globalisation</th>
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<tbody>
<tr>
<td></td>
<td><strong>Prescribed reading:</strong></td>
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<td></td>
<td><strong>Suggested reading:</strong></td>
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<tr>
<td>Week 4</td>
<td>Middle-East</td>
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<tr>
<td><strong>Prescribed reading:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Suggested reading:</strong></td>
<td></td>
</tr>
<tr>
<td>1. Mary Page, Carrie Winstanley 2010, <em>Writing Essays For Dummies</em>, UK: John Wiley and Sons. (Hard copy in library reserve)</td>
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</table>

CRITICAL ANALYSIS FOR 30 PER CENT DUE THIS WEEK

<table>
<thead>
<tr>
<th>Week 5</th>
<th>South Asia</th>
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<tbody>
<tr>
<td><strong>Prescribed reading:</strong></td>
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<tr>
<td><strong>Suggested reading:</strong></td>
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<table>
<thead>
<tr>
<th>Week 6</th>
<th>South-East Asia</th>
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<tbody>
<tr>
<td><strong>Prescribed reading:</strong></td>
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<tr>
<td><strong>Suggested reading:</strong></td>
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RECESS

<table>
<thead>
<tr>
<th>Week 7</th>
<th>Central Asia</th>
</tr>
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<tbody>
<tr>
<td><strong>Prescribed reading:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Suggested activity:</strong></td>
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</tr>
<tr>
<td>Watch documentary <em>The Secrets of Russia's propaganda machine</em>, 2014, Journeyman Pictures. <a href="https://www.youtube.com/watch?v=J8AE7eWISY">https://www.youtube.com/watch?v=J8AE7eWISY</a></td>
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<table>
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<tr>
<th>Week 8</th>
<th>East Asia</th>
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<tbody>
<tr>
<td><strong>Prescribed reading:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Suggested activity:</strong></td>
<td></td>
</tr>
<tr>
<td>Watch 'Inside North Korea: Four Corners documentary' 17 Feb 2014. <a href="https://www.youtube.com/watch?v=wlRc1t-dtU">https://www.youtube.com/watch?v=wlRc1t-dtU</a></td>
<td></td>
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</table>
**Unit guide** ICOM818 Asia-Pacific in a Globalised World

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Prescribed reading</th>
</tr>
</thead>
</table>
**FINAL ESSAY FOR 40 PER CENT DUE THIS WEEK** |
| 13   | | **REVISION IN LECTURE AND TUTORIAL** |

**Policies and Procedures**

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


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_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 Enquiry Service**

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

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.

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
- Engage in the process of learning to critically evaluate communication environments within theoretical frameworks

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
• 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
• Engage in the process of learning to critically evaluate communication environments within theoretical frameworks

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
• 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
• Engage in the process of learning to critically evaluate communication environments within theoretical frameworks
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
- 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
- Engage in the process of learning to critically evaluate communication environments within theoretical frameworks
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

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

Assessment tasks

• Participation
• Critical Analysis
• Major research essay

Changes from Previous Offering

The tutorial hour has been reduced to one hour from two. Readings and activities have been tailored to suit the changed structure. The suggested activity is to be done at students’ convenience before the lecture. The test is to be done in the week due at their own time online.