



ICOM818

Asia-Pacific in a Globalised World

S1 Day 2018

Department of Media, Music, Communication and Cultural Studies

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General Information

Unit convenor and teaching staff

Unit Convenor

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Contact via email

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TBA (email for appointment please)

Credit points

4

Prerequisites

Admission to MIntComm or MIntRel or MIntCommMIntRel or MPPP or MIntBusMIntComm or MIntBus or MSusDev

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://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

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. In case of technical issues, Convenor may please be alerted with screenshot of the issue. The test is to be done online during the week it is open. No extension of time will be granted.

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. Unless a Special Consideration request has been submitted and approved, (a) a penalty for lateness will apply – two (2) marks out of 100 will be deducted per day for assignments submitted after the due date – and (b) no assignment will be accepted more than seven (7) days (incl. weekends) after the original submission deadline. No late submissions will be accepted for timed assessments –e.g. quizzes, online tests

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 apply for special consideration to cover any missed tutorial (if classes have been missed for more than three consecutive days).

Weekly access of ilearn is mandatory. 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

Name	Weighting	Hurdle	Due
<u>Participation</u>	10%	No	Weeks 2-13
<u>Critical Analysis</u>	30%	No	30th March 2018

Name	Weighting	Hurdle	Due
Test	20%	No	21-25 May 2018
Major research essay	40%	No	4th June 2018

Participation

Due: **Weeks 2-13**

Weighting: **10%**

Students' participation in tutorial activities will be evaluated. The aim of this assessment is to gauge engagement with the week's content as also its understanding. Participation in tutorial activities include leading discussions, reporting observations back to the class and reflections on the week's content. While active participation is encouraged, the willingness and ability to make meaningful connections between the theories and contemporary events will be graded highly. Participation will be graded relative to attendance for those with special consideration.

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

Critical Analysis

Due: **30th March 2018**

Weighting: **30%**

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

This assessment aims at providing feedback on student's understanding of scholarly debates surrounding media representations of the Asia-Pacific (part of 'the Rest') and their ability to articulate them within an academic context. The essay of 1500 words requires **critical evaluation** 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 referencing formats.

Broadly, the essay requires wide and extensive reading of academic literature relating to media representations. In addition to an in-depth understanding of the theories dealt with in the first four weeks of semester, students must acquaint themselves with academic debates relating to the

West-Rest dichotomy. The essay requires them to categorise the material 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** of the unit. Essay **must meet academic requirements** with regard to structure, content and references and be of a standard acceptable at the Master's level. *Note: the question requires analysis of LITERATURE and not contemporary media representations.*

The criteria against which the paper will be graded are:

- evidence of clear understanding of the theories relating to communication and media representations and ability to evaluate their relevance to 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
- 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
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- Engage in the process of learning to critically evaluate communication environments within theoretical frameworks

Test

Due: **21-25 May 2018**

Weighting: **20%**

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

It is aimed at assessing students' understanding of the concepts and theories taught in the unit and their relevance in the present context. The most appropriate option will carry marks. Students will be able to evaluate their performance at the completion of the test when the correct options and explanations will appear online. Familiarity with the readings and lectures and a thorough understanding of the unit material will be required to perform satisfactorily in this assessment.

This Assessment Task relates to the following Learning Outcomes:

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

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: **4th June 2018**

Weighting: **40%**

Answer any **one** of the following in 2000 words:

1. Critically analyse and evaluate representations of the Asia-Pacific region (and people) by mainstream Australian media.
2. Drawing on the theoretical and methodological insights of Edward Said and Stuart Hall into media representations, explore constructions of the 'other' in global television.
3. Examine representations of Asians/Africans in Hollywood films in the context of Western hegemony in general and Edward Said's thesis on 'orientalism' in particular.

This summative assessment requires understanding of theories relating to media representations and an ability to apply them to evaluate particular issues and events represented in contemporary media. It differs from the first assessment in that it demands analysis of recent issues/events in the context of the unit content. Theories relating to media representations and analysis of media environments in the Asia-Pacific region are part of the unit content. However, evaluation of the scenarios mentioned in the questions requires a knowledge of media analysis

techniques (for instance, quantitative method like content analysis or qualitative methods like 'framing' and discourse analysis). Students are expected to choose an established research method to make the evaluation and avoid presenting an analysis based on personal observations. This would ideally involve 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. Academic standards commensurate with study 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 relevant 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.

On successful completion 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

Delivery and Resources

1 hour face-to-face lecture, 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 placed library reserve.

Changes since last offering:

Reading material and assessment requirements have been updated.

Unit Schedule

Week 1	<p><u>Theoretical framework: Orientalism</u></p> <p>Prescribed reading:</p> <p>1. Edward Said 1977, 'The scope of Orientalism,' Chapter 1 in <i>Orientalism</i>, London: Penguin.</p> <p>Suggested viewing:</p> <p>1. Edward Said on Orientalism / Media Education Foundation; executive producer & director, SutJhally ; producer & editor, Sanjay Talreja.</p> <p>Publisher</p> <p>San Francisco, California, USA :Kanopy Streaming</p> <p>Date2014</p> <p>1 online resource (1 video file, 40 min.)</p> <p>Summary</p> <p>Based on Edward Said's influential book, <i>On Orientalism</i>, this engaging and lavishly illustrated video examines the context within which he conceived the book, as well as his cultural analysis of media representations of the Middle East and Islam. In a post-9/11 world, this video provides an indispensable perspective.</p> <p>Tutorials begin this week.</p>
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Week 2	<p><u>Theoretical framework: Cultural representations</u></p> <p>Prescribed reading:</p> <p>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>Suggested reading:</p> <p>1. Jack Lule, 2017 (first edition 2011), 'The rise of the global imaginary,' in <i>Globalization and media: Global village of Babel</i>, Maryland, US, Rowman and Littlefield, pp.69-83.</p>
Week 3	<p>(Theoretical framework: Globalisation and localisation)</p> <p>Prescribed reading:</p> <p>1. Roland Robertson, 2012, 'Globalisation or glocalisation?' <i>Journal of International Communication</i>, 18:2, 191-208, DOI: 10.1080/13216597.2012.709925.</p> <p>Suggested reading:</p> <p>1. Marwan M Kraidy, 2006, 'Scenarios of global culture' in <i>Hybridity or the cultural logic of globalization</i>, Philadelphia: Temple University Press, pp.15-44.</p>
Week 4	<p>Middle-East</p> <p>Prescribed reading:</p> <p>1. Ammina Kothari, 2013, 'Overview of research on media-constructed Muslim identity: 1999-2009,' in (ed.s) Lasorsa. D and America Rodriguez, <i>Identity and Communication: new agendas in communication research</i>, New York: Routledge, pp. 107-125.</p> <p>Suggested reading:</p> <p>1. Marwan M Kradly, 2010, 'Screens of contention: the battle for Arab viewers,' in <i>Reality television and Arab politics: contention in public life</i>, Cambridge University Press, pp.22-45.</p>
Week 5	<p>South Asia</p> <p>Prescribed reading:</p> <p>1. Helena Liu, 2017, 'Beneath the white gaze: Strategic self-Orientalism among Chinese Australians,' <i>Human Relations</i>, Vol. 70(7) 781–804.</p> <p>Suggested viewing:</p> <p>1. <i>Brokering news: media, money and middlemen</i>, documentary produced by Open Frame in collaboration with Doordarshan and Prasar Bharti. Available in youtube: https://www.youtube.com/watch?v=GCqlpQ-IS00</p> <p>First assessment due this week</p>
Week 6	<p>ANZAC DAY HOLIDAY</p>

<p>Week 7</p>	<p>Central Asia</p> <p>Prescribed reading:</p> <p>1. Terence Lee, 2010, 'Gestural politics: governing civil society,' in <i>The Media Cultural Control and Politics in Singapore</i>, Routledge, pp.76-102.</p> <p>Suggested viewing:</p> <p>1. <i>Manufacturing consent : Noam Chomsky and the media / Necessary Illusions</i> in co-production with National Film Board of Canada ; producer and director, Mark Achbar, Peter Wintonick ; producer, Adam Symansky.PublisherNew York : Zeitgeist Video</p> <p>Date2002, c1992</p> <p>Format</p> <p>1 videodisc (DVD) (167 min.)</p> <p>Summary</p> <p>Explores the political life and ideas of world renowned linguist, intellectual and political activist Noam Chomsky. In a dynamic collage of new and original footage, biography, archival gems, imaginative graphics and outrageous illustrations, the film highlights Chomsky's probing analysis of mass media. Focuses on Chomsky's analysis of the hidden use of ideological manipulation in democratic societies.</p> <p>Notes</p> <p>Includes 45 minutes of extra video material.</p> <p>RECESS</p>
<p>Week 8</p>	<p>East Asia</p> <p>Prescribed reading:</p> <p>Prescribed reading:</p> <p>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.</p> <p>Suggested activity:</p> <p>Watch 'Under the sun' documentary on North Korea directed by Vitaly Mansky and produced by Natalia Manskaya, Simone Baumann, Filip Remunda,Distributed by Deckert Distribution Icarus Films (United States), Release date 29 October 2015. With English sub-titles.</p>
<p>Week 9</p>	<p>Africa</p> <p>Prescribed reading:</p> <p>1. Last Moyo, 2011, 'The CNN defect', <i>Journal of International Communication</i>,17:2, 121-138, DOI: 10.1080/13216597.2011.589365.</p> <p>Online test opens Week 10, Monday 9 a.m and closes Friday 5 p.m</p>
<p>Week 10</p>	<p>Australia and the region</p> <p>Prescribed reading:</p> <p>1. Stephen Spencer, 2006, 'Case study: Indigenous Australians' in <i>Race and Ethnicity: Culture, Identity and Representation</i>, London and New York: Routledge, pp.165-203.</p> <p>Suggested activity:</p> <p>'SBS Living with the Enemy, Episode 4, Islam' Details here: http://www.sbs.com.au/programs/article/2014/08/24/episode-4-islam.</p> <p>ONLINE TEST FOR 20 PER CENT DUE THIS WEEK</p>

Week 11	Reading week. No lecture or tutorial. Time to work on final essay.
Week 12	De-westernising media education Prescribed reading: 1. Breit, Rhonda, Levi Obijiofor and Richard Fitzgerald, 2013, ' Internationalization as De-Westernization of the Curriculum: The Case of Journalism at an Australian University,' Journal of Studies in International Education May 2013 vol. 17 no. 2 pp. 119-135.
Week 13	NO LECTURES OR TUTORIALS Final essay due

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>). 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](#) (**Note:** *The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.*)

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

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/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://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
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- 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
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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

- 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

Activities have been updated and a reading week provided.