



UNSW
A U S T R A L I A

**Faculty of Arts and Social
Sciences**

School of the Arts and Media

ARTS2092

Global Media: Markets, Flows and Cultures

Session 2, 2015

UNSW Course Outline

Staff Contact Details

Position	Name	Email	Availability	Location	Phone
Course Authority	Scott Shaner	s.shaner@unsw.edu.au	Tuesdays 1400-1500	Webster 311E	9385 6804

School of the Arts and Media Contact Information

Room 312, level 3 Robert Webster Building

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Website: <https://sam.arts.unsw.edu.au>

Attendance Requirements

- A student is expected to attend all class contact hours for a F2F or blended course and complete all activities for a blended or fully online course.
- A student who attends less than 80% of the classes/activities and has not submitted appropriate supporting documentation to the Course Authority to explain their absence may be awarded a final grade of UF (Unsatisfactory Fail).
- A student who arrives more than 15 minutes late may be penalised for non-attendance. If such a penalty is imposed, the student must be informed verbally at the end of class and advised in writing within 24 hours.
- If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, or expects to be absent from a forthcoming class/activity, they should seek permission from the Course Authority, and where applicable, should be accompanied by an original or certified copy of a medical certificate or other form of appropriate evidence.
- A Course Authority may excuse a student from classes or activities for up to one month. However, they may assign additional and/or alternative tasks to ensure compliance. A Course Authority considering the granting of absence must be satisfied a student will still be able to meet the course's learning outcomes and/or volume of learning. A student seeking approval to be absent for more than one month must apply in writing to the Dean and provide all original or certified supporting documentation.
- A student who has submitted the appropriate documentation but attends less than 66% of the classes/activities will be asked by the Course Authority to apply to discontinue the course without failure rather than be awarded a final grade of UF. The final decision as to whether a student can be withdrawn without fail is made by Student Administration and Records.
- For more information about the SAM attendance protocols, see the SAM policies and guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Essential Information For SAM Students

For essential student information relating to: attendance requirements; requests for extension; review of marks; occupational health and safety; examination procedures; special consideration in the event of illness or misadventure; student equity and disability; and other essential matters, see the SAM Policies and Guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Course details

Credit Points: 6

Summary of the Course:

Welcome to ARTS2092! Global Media: Markets, Cultures and Flows focuses on the relationship between media and globalisation. We will examine the history of international trade flows in audiovisual goods and services and explore how these have changed through global trends toward regionalisation, counter flow and the increasing transnational production and distribution of media. Newly emerging forms of culture and identity based on the experience of cosmopolitanism, hybridity and diaspora will be examined in detail in relation to media forms such as television formats and drama programs, networked media, film and music. Students completing this course will receive a thorough grounding in the way media contribute to the intensification of our experience of the world as a whole, which will pave the way for further study in international and transnational media.

Aims of the Course:

To introduce students to the key theories and perspectives on understanding the relationship between globalisation and the media.

To critically examine the role media plays in fostering a sense of identity, community and culture including notions of diaspora, cosmopolitanism and cultural hybridity.

To encourage students to reflect on and critically analyse the balance between the 'global' and the 'local' in different forms of media and cultural forms.

To identify how the key global media players and trade flows in audio-visual goods and services, have changed as a result of convergence and an increasingly networked media environment.

Student learning outcomes:

On completion of the course you will be able to:

1. Identify and apply key concepts and theories which explain the relationship between media and globalisation.
2. Appreciate diversity among and within cultures, while recognising the role global media plays in fostering new patterns of culture and identification, which are no longer solely based on geography.
3. Discuss the balance between the 'global' and the 'local' in different forms of media in relation to the context of their production and distribution.
4. Identify key trends and patterns in the flow of audio-visual goods and services and evaluate the impact of attempts to regulate them.

Graduate Attributes:

At the conclusion of this course the student will be able to:

1. The skills involved in scholarly enquiry
2. The ability to engage in independent and reflective learning.
3. Information literacy - the skills to appropriately locate, evaluate and use relevant in-formation.
4. The skills required for collaborative and multidisciplinary work

Rationale for the inclusion of content and teaching approach

The formal teaching conducted in this course will consist of a weekly two hour lecture and a one hour tutorial, each running for twelve weeks, over weeks 1-13. Learning will be supported through a course module on Moodle. Lectures are designed to provide an overview that probes the concepts and discusses the issues related to each week's topic. The tutorials are designed to promote active student engagement through group work and thoughtfully crafted exercises and media examples that highlight and explore the issues at stake. Group work and presentations conducted in the tutorial context will seek to foreground and harness the productive diversity that is all too often latent in UNSW's student population. Students are encouraged to discuss and illustrate their experience of globalisation and cultural identity as a valued way of exploring the media's relationship to globalisation. Social networking platforms will be used to encourage students to communicate and publicise information and other content they have uncovered in the media that illustrate the main themes of the course and promote student engagement.

Teaching Strategies

The course is delivered in the traditional (large-group) lecture and (small group) tutorial format. Although a lecture theatre and format is not always conducive to fostering discussion or asking questions we would like to approach these as very much including both. At times, your participation in lectures will be elicited and we would like you to feel that this is also a space where you can be actively involved.

Likewise, tutorials will be conducted with similar goals in mind. Attendance at these sessions is compulsory and you must come prepared and ready to participate.

It is absolutely essential that you view these sessions as a chance to verbalise your own understanding of the course and its content so that you can benefit from discussing and sharing ideas and learning from the different perspectives of people in the room.

Assessment

1. Global Media Essay - 25%; 1,500 words; Due: Thursday 27th August 2015 4pm
2. Group Presentation – 20%; Conducted during tutorials in Weeks 3-12
3. Oral Presentation Written Report - 20%; Due one week after your presentation
4. Final Exam - 35%; To be scheduled by the UNSW Examinations Unit during the period November 6-21

1. Global Media Essay – 25%

Approximately 1,500 words (excluding references)

Due Thursday, 27th August 2015 by 4pm

Submit to turnitin via ARTS2092 Moodle

Late Penalties will apply as per the normal School Rules (3% deduction per day late)

For the essay assignment you will be required to select an essay question related to the content from weeks 1-3. Essay questions will be distributed via the assessment section of the Moodle in Week 1 of the semester. In your response to the question you must critically examine the main concepts and the core argument(s) related to the week in which your question was discussed. You should demonstrate your engagement by working with the central concepts and ideas from the lecture and readings in order to critically evaluate the emergence of global media and culture.

Assessment Criteria:

- Demonstrate a deep understanding of the core arguments and concepts from one of the topics from Weeks 1-3.
- Demonstrate an ability to apply academic theory and concepts in the analysis of a specific example of global media.
- Be able to express your ideas clearly in writing in a manner that engages the reader.
- Develop a clear and rigorous argument in your response to the selected essay question
- Be able to reference your ideas using the Harvard in-text referencing style.

2. Group Presentation – 20%

Due – in Tutorial Groups during Weeks 3-12

The grade will be awarded to the group

The Group Presentation assignment will be coordinated by your tutor and will take place in your tutorial groups between weeks 3-12. Working in groups of 2-3 students, formed from within the tutorial groups, you will be required to present on and lead discussion of the assigned readings for that week. This will require each of you to present and discuss the core arguments from the week's readings. The goal of your presentation is to, firstly, communicate your comprehension of the week's main concepts and ideas, and, secondly, generate lively intellectual discussion amongst your peers, which furthers the group's understanding of the readings.

Presenters should avoid filling the tutorial entirely with a pre-prepared speech about the readings. This is not an assignment where the group stands up in front of the class and proceeds to individually read through separate "tutorial papers". Instead, you should focus your presentation on how best to stimulate intellectual discussion of the key themes and ideas. In addition to summarising the reading's key themes, concepts and arguments, presenters might also accomplish their goals by doing additional research on the topic in order to gain a greater understanding of the issues and what the interesting questions are, in order to lead the group into discussion of

them. Additionally, presenters might bring in their own examples of relevant audiovisual material or develop other activities that might generate lively discussion.

Assessment Criteria:

To do well on this assignment you will need to:

- Identify, discuss and demonstrate a deep understanding of the central argument(s) of the readings.
- Identify, present and analyse examples which illustrate the main points of the readings
- Structure your presentation logically and effectively to explore and promote understanding of the main issues in the readings
- Engage the class in discussion and other learning activities that promotes deeper understanding of the course materials

3. Oral Presentation Written Report (20%)

800 words

Due – One week after you present in your tutorial

Submit online to Turnitin via the course Moodle module

This is an individual grade

Late Penalties will apply as per the normal School Rules (3% deduction per day late)

For this assignment you will write a brief report summarizing the main points of your presentation and discussing how this reflected the main points from the readings for the week of your presentation. This report must be completed individually and you will submit it online to turnitin via the course Moodle.

Assessment Criteria:

- Demonstrate a deep understanding of the core arguments and concepts from the week of your presentation
- Demonstrate an ability to apply academic theory and concepts in the analysis of specific examples of global media.
- Be able to express your ideas clearly in writing in a manner that engages the reader.
- Develop a clear and rigorous argument that addresses the main points from the readings from your presentation week
- Be able to reference your ideas using the Harvard in-text referencing style.

3. Final Exam - 35%

To be scheduled during the UNSW Examination period 6-21 November 2015

Note: UNSW Formal Examination Rules will apply. You must be available to sit the exam as scheduled by the UNSW Examinations Unit. This day will be announced to you during the course of the semester.

The Final Exam will consist of multiple choice, short answer and/or essay type questions.

Assessment Criteria:

To do well on this assignment you will need to:

- Demonstrate a deep understanding of course concepts and theories of global media as presented in the lectures and readings;
- Be able to engage in higher order thinking with the course concepts and ideas and apply them to real world issues surrounding the contemporary media;
- Be able to write a clear, grammatically correct and cogent response to questions about the relationship between globalization and media;

Assessment task	Length	Weight	Learning outcomes assessed	Graduate attributes assessed	Due Date
Global media essay (25%)	1,500 words	25%		1,2,3	27th August 2015 by 4pm
Oral Presentation Written Report (20%)	20 mins	20%		1,2,3,4	Weeks 3-12 Tutorials
Final Examination (35%)	3 hrs	35%		1,2,3	To be advised myunsw.edu.au
Oral Presentation (20%)	800 words	20%		1,2,3	1 Week after presentation

Submission of Assessment Tasks

Students are expected to put their **names** and **student numbers** on **every page** of their assignments. If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externaleltsupport@unsw.edu.au. Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally in SAM there will no longer be any hard-copy submission; assessments must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible it will be stated on your course's moodle site with alternative submission details.

All written assignments for this course need to be submitted to Turnitin on the course Moodle site.

You must submit written work in 12-point font, double spaced and paginated. Do keep an electronic and hard copy for yourself.

Late Submission

PLEASE NOTE THAT THESE RULES APPLY FOR ALL COURSES IN SAM.

If your assignment is submitted after the due date, a penalty of 3% per day (including Saturday, Sunday and public holidays) will be imposed for up to 2 weeks. For example, if you are given a mark of 72 out of 100 for an essay, and your essay were handed in two days late, it would attract a penalty of 6% and the mark would be reduced to 66%. If the same essay were handed in seven days late (i.e. a penalty of 21%) it would receive a mark of 51%. If your assignment is not submitted within 2 weeks of its due date, it will receive a mark of 0. For more information on submission of late work, consult the SAM assessment protocols at

<https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Extension Procedure

- A student seeking an extension should submit a SAM extension application form (found in Forms on SAM website) to the Course Authority before the due date.
- The Course Authority should respond to the request within two working days of the request.
- The Course Authority can only approve an extension of up to five days. A student requesting an extension of more than five days should complete an application for Special Consideration.
- If a student is granted an extension, failure to comply will result in a penalty. The penalty will be invoked one minute past the approved extension time.
- This procedure does not apply to assessment tasks that take place during regular class hours or any task specifically identified by the Course Authority as not subject to extension requests.
- A student who missed an assessed activity held within class contact hours should apply for Special Consideration via myUNSW.
- For more information, see the SAM extension protocols on the SAM policies and guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Special Consideration

In the case of more serious or ongoing illness or misadventure, you will need to apply for Special Consideration. For information on Special Consideration please go to this URL: <https://student.unsw.edu.au/special-consideration>

Students who are prevented from attending a substantial amount of the course may be advised to apply to withdraw without penalty. This will only be approved in the most extreme and properly documented cases.

Academic honesty and plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

- **Copying:** using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.
- **Inappropriate paraphrasing:** changing a few words and phrases while mostly retaining the original structure and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit. It also applies to piecing together quotes and paraphrases into a new whole, without referencing and a student's own analysis to bring the material together.
- **Collusion:** working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.
- **Inappropriate citation:** Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.
- **Duplication ("self-plagiarism"):** submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Details of what plagiarism is can be found on the Learning Centre's Website Plagiarism & Academic Integrity website (<http://www.lc.unsw.edu.au/academic-integrity-plagiarism>), in the myUNSW student A-Z: Guide <https://student.unsw.edu.au/plagiarism> and in Appendix A of the Student Misconduct Procedure (pdf- <https://www.gs.unsw.edu.au/policy/documents/studentmisconductprocedures.pdf>).

The Learning Centre also provides substantial education written materials, workshops, and tutorials to aid students, for example:

- Correct referencing practices;
- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre. Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

Course schedule

Week	Topic	Lecture Content	Tutorial/Lab Content
Week 1: 27-31 July	Globalisation and Media	Globalisation and the history of international media flows	Tutorials Begin in Week 2
Essential Readings: <ul style="list-style-type: none"> • Appadurai, A. (1996). "Disjuncture and Difference in the Global Cultural Economy" From Appadurai, A. <i>Modernity at Large: Cultural Dimensions of Globalization</i>. Minneapolis, University of Minnesota Press, pgs. 27-47. • Couldry, N. and Hepp, A. (2012) "Media Cultures in a Global Age" From Volkmer, I. (Ed.) "The Handbook of Global Media Research" Blackwell Publishing Ltd. pgs. 92-109. 			
Week 2: 3-7 August	Political Economy of Global media	Political economic approaches and theories of media dependency	Globalisation and Media
Essential Readings: <ul style="list-style-type: none"> • Fuchs, C (2010) "New Imperialism: Information and Media Imperialism" <i>Global Media and Communication</i>. 6(1), pgs. 33-60. • "A round-table on the International dimensions of News Corp in light of the UK phone-hacking Scandal" (2012). <i>Global Media and Communication</i>. April, 8(1), pgs. 3-25. 			
Week 3: 10-14 August	Cultural Imperialism and De-Westernisation	Does the theory of cultural imperialism still apply to global media?	Political Economy of Global media
Essential Readings: <ul style="list-style-type: none"> • Sparks, C. (2013). "Global Media Studies: It's Development and Dilemmas." <i>Media, Culture and Society</i>. 35(1), pgs. 121-131. • Harindranath, R (2012). "Post-colonial Interventions on Media, Audiences and National Politics." From Volkmer, I (Ed.) <i>The Handbook of Global Media Research</i>. Hoboken, NJ: Wiley, Pgs, 381-396. 			
Week 4: 17-21 August	Diaspora	Communities of diaspora and their role in spreading media globally	Cultural Imperialism and De-Westernisation
Essential Readings: <ul style="list-style-type: none"> • Sinclair, I and Cunningham, S 2001. 'Diasporas and the Media' From <i>Floating Lives: The Media and Asian Diasporas</i>. Oxford, UK, Rowan and Littlefields Publishers, pp. 1-20 (ONLY - Not the entire chapter). • KARANFIL, GOKCEN 2009 'Pseudo-exiles and reluctant transnationals: disrupted nostalgia on Turkish satellite broadcasts' <i>Media Culture & Society</i>, vol. 31, pp. 887-899. 			
Week 5: 24-28 August	Cosmopolitanism	Are we increasingly citizens of the world? How does this shape the experience of other	Diaspora

		cultures?	
<p>Essential Readings:</p> <ul style="list-style-type: none"> • Hannerz, U. 1990. 'Cosmopolitans and Locals in World Culture' <i>Theory, Culture & Society</i>, June 1990; vol. 7, 2: pp. 237-251. • Georgiou, M. (2013). "Introduction: The Mediated Cosmopolis" <i>Media and the City: Cosmopolitanism and Difference</i>. Cambridge, Polity Press, 2013, pp. 1-20. 			
Week 6: 31 August - 4 September	Hybridity/Multiculturalism	Cultural hybridity and multiculturalism as global culture	Cosmopolitanism
<p>Essential Readings:</p> <ul style="list-style-type: none"> • Kraidy, M. "Cultural Hybridity and International Communication" <i>Hybridity: The Cultural Logic of Globalisation</i>. Philadelphia, Temple University, 2005, pp. 1-14. • Ang, I; Hawkins, G. and Dabboussy, L. (2008). "Ethnic, Cosmopolitanism, popular: SBS and Multiculturalism" <i>The SBS Story: The Challenge of Cultural Diversity</i>. UNSW Press, Kensington NSW, pgs. 18-51. • Bhabha, H "Cultural Diversity and Cultural Differences" Widely available online 			
Week 7: 7-11 September	World Music/Film	What is "world music" or "world cinema"? What media do we include within this framework?	Hybridity/Multiculturalism
<p>Essential Readings:</p> <ul style="list-style-type: none"> • Toynbee J & Vis F (2010) "World music at the BBC world service, 1942-2008: Public diplomacy, cosmopolitanism, contradiction" <i>Media, Culture and Society</i>, 32(4), 547-564. • Miller, J.. (2012). "Global Nollywood: The Nigerian movie industry and alternative global networks in production and distribution" <i>Global Media and Communication</i>. August 2012 vol. 8 no. 2 117-133 			
Week 8: 14-18 September	Global Television	Is there a global television industry? What types of television circulate globally?	World Music/Film
<p>Essential Readings:</p> <ul style="list-style-type: none"> • Chalaby, J. (2012). "At the origin of a global industry: The TV format trade as an Anglo-American invention" <i>Media Culture Society</i>. January 2012 vol. 34 no. 1 36-52 • Kraidy, M. (2009) "Reality Television, Gender and Authenticity in Saudi Arabia" <i>Journal of Communication</i>. Vol. 59, No. 2, pp. 345-366. 			
Week 9: 21-25 September	Networks, Territories and Borders	Social networking as foundation for global media	Global Television

Essential Readings:			
<ul style="list-style-type: none"> • Shields, P. (2014). "Borders as Information Flows and Transnational Networks" <i>Global Media and Communication</i>. Vol 15 No. 1, April 2014, pp. 3-33. • Srinivasan, R. (2013). "Re-thinking the Cultural Codes of New Media" <i>New Media & Society</i>. Vol. 15 No. 2, pp. 203-223. 			
Week 10: 6-9 October	International Journalism	What is international journalism? What are the politics of news in a global network society	Networked Media
Essential Readings:			
<ul style="list-style-type: none"> • Chakravartty, P. and Roy, S. (2013) "Media Pluralism Redux: Towards New Frameworks of Comparative Media Studies "Beyond the West"" <i>Political Communication</i>. Vol. 30, No. 3 pp. 349-370. • Hellman, M. and Riegert, K. (2012). "Emerging Transnational News Spheres in Global Crisis Reporting" From Volkmer, I. (Ed.) <i>Handbook of Global Media Research</i>. Blackwell Publishing, pp. 156-174. 			
Week 11: 12-16 October	Participative Media	Participation, interactive media and global empowerment.	International Journalism
Essential Readings:			
<ul style="list-style-type: none"> • Bruns, A; Highfield, T and Burgess, J. "The Arab Spring and Social Media Audiences English and Arabic Twitter Users and Their Networks" <i>The American Behavioral Scientist</i>. Vol. 57, No. 7, pp. 871-898. • Markham, T. (2014) "Social Media, Protest Cultures and Political Subjectivities of the Arab Spring" <i>Media, Culture & Society</i>. Vol. 36, No. 1 pp. 89-104. 			
Week 12: 19-23 October	Conclusions	This lecture discusses the Final Exam and how to prepare for it.	Participative Media
Essential Readings:			
Nil			
Week 13: 26-30 October	No Lecture Topic		Tutorials this week will be devoted to review and preparing for the final exam.
Essential Readings:			
Nil			

Course evaluation and development

Periodically student evaluative feedback on the course is gathered, using among other means, UNSW's Course and Teaching Evaluation and Improvement (CATEI) Process. Student feedback is taken seriously, and continual improvements are made to the course based in part on such feedback.