



School of the Arts and Media

Faculty of Arts and Social Sciences

ARTS2092

Global Media: Markets, Flows and Cultures

Session 2, 2016

Course Outline

Staff Contact Details

Position	Name	Email	Availability	Location	Phone
Lecturer	Scott Shaner	s.shaner@unsw.edu.au	Fridays 11am-12pm	311E Webster Building	02 9385 6804
Tutor	Luke Sharp	l.sharp@unsw.edu.au	Class times only		

Contact Information

Room 312, level 3 Robert Webster Building

Phone: (02) 9385 4856

Email: sam@unsw.edu.au

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

Attendance Requirements

A student is expected to attend all class contact hours for a face-to-face (F2F) or blended course and complete all activities for a blended or fully online course.

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, their request 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.

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

All SAM students must make a serious attempt at all assessments in order to pass the course.

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

Subject Area: Media, Culture and Technology'Global Media: Markets, Flows and Cultures' 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.

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

1. Identify and apply key concepts and theories which explain the relationship between media and globalisation
2. Account for the role global media plays in fostering new patterns of culture and identification, which are no longer solely based on geography, and in doing so appreciate diversity among and within cultures.
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

Teaching Strategies

Rationale:

The formal teaching conducted in this course will consist of lectures and tutorials. Learning will be supported through a course module on the University's LMS. 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, student participation in lectures will be elicited and we would like students to feel that this is also a space where they can be actively involved.

Likewise, tutorials will be conducted with similar goals in mind. Attendance at these sessions is compulsory and students must come prepared and ready to participate. It is absolutely essential that they view these sessions as a chance to verbalise their own understanding of the course and its content so that they can benefit from discussing and sharing ideas and learning from the different perspectives of people in the room.

Assessment

Assessment Tasks

Assessment task	Weight	Length	Due Date	Submission
Global Media Essay	25%	1,500 words	29th August 2016 4:00pm	Refer to Moodle
Final Examination	35%	3 hours	Refer to your UNSW Examination timetable.	The Final Exam will be scheduled by the University during the semester. You must be available for the entire exam period in order to complete this course.
Oral Presentation	20%	15-20 minutes per person	Refer to Moodle	Presentations will take place during tutorials from weeks 3-12.
Oral Presentation Written Report	20%	800 words	Submit by 4pm 7 days (one week) after your presentation	Refer to Moodle

Assessment Details

Assessment 1: Global Media Essay

Details: 1500 words. Students receive a mark and grade with written feedback provided via the Learning Management System.

Turnitin setting: This assignment is submitted through Turnitin, students do not see Turnitin similarity reports

Learning outcomes:

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

Assessment 2: Final Examination

Details: The Final Exam will consist of multiple choice, short answer and/or essay type questions and will be conducted during the formal examination period at the end of the semester. This is the final assessment for the course. As the exam is held in the formal examination period, students will receive a score communicated via the Grade Centre in the LMS.

Turnitin setting: This is not a Turnitin assignment

Learning outcomes:

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

Assessment 3: Oral Presentation

Details: Group presentation of 2-3 students. Each student will present for 15 minutes. Students receive written feedback sheet giving scores on individual assessment criteria.

Turnitin setting: This is not a Turnitin assignment

Learning outcomes:

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

Assessment 4: Oral Presentation Written Report

Details: 800 words. This is an individual assignment that requires you to reflect and report on your group's presentation conducted in your tutorial the previous week. Students receive a mark and grade with written feedback provided via the Learning Management System.

Turnitin setting: This assignment is submitted through Turnitin, students do not see Turnitin similarity reports

Learning outcomes:

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

Submission of Assessment Tasks

Students are expected to put their names and student numbers on every page of their assignments.

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@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.

Late Assessment Penalties

An assessed task is deemed late if it is submitted after the specified time and date as set out in the course Learning Management System (LMS).

The late penalty is the loss of 5% of the total possible marks for the task for each day or part thereof the work is late. Lateness will include weekends and public holidays. This does not apply to a task that is assessed but no mark is awarded.

Work submitted fourteen days after the due date will be marked and feedback provided but no mark will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component a student will be deemed to have met that requirement. This does not apply to a task that is assessed but no mark is awarded.

Work submitted twenty-one days after the due date will not be accepted for marking or feedback and will receive no mark or grade. If the assessment task is a compulsory component of the course a student will automatically fail the course.

Special Consideration Applications

You can apply for special consideration when illness or other circumstances interfere with your assessment performance.

Sickness, misadventure or other circumstances beyond your control may:

- * Prevent you from completing a course requirement,
- * Keep you from attending an assessable activity,
- * Stop you submitting assessable work for a course,
- * Significantly affect your performance in assessable work, be it a formal end-of-semester examination, a class test, a laboratory test, a seminar presentation or any other form of assessment.

For further details in relation to Special Consideration including 'When to Apply', 'How to Apply' and 'Supporting Documentation' please refer to the Special Consideration website: <https://student.unsw.edu.au/special-consideration>

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.

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

Timetable

Date	Type	Content
Week 1: 25 - 29 July	Globalisation and Media	Globalisation and the history of international media flows
Week 2: 1 - 5 August	Political Economy of Global media	Political economic approaches and theories of media dependency
Week 3: 8 - 12 August	Cultural Imperialism and De-Westernisation	Does the theory of cultural imperialism still apply to global media?
Week 4: 15 - 19 August	Diaspora	Communities of diaspora and their role in spreading media globally
Week 5: 22 - 26 August	Cosmopolitanism	Are we increasingly citizens of the world? How does this shape our experience of other cultures?
Week 6: 29 August - 2 September	Hybridity/Multiculturalism	Cultural hybridity and multiculturalism as global culture
Week 7: 5 - 9 September	World Music/Film	What is "world music" or "world cinema"? What media do we include within this framework?
Week 8: 12 - 16 September	Global Television	Is there a global television industry? What types of television circulate globally?
Week 9: 19 - 23 September	Networked Media	Social networking as foundation for global media
Week 10: 4 - 7 October	International Journalism	What is international journalism? What are the politics of news in a global network society
Week 11: 10 - 14 October	Participative Media	Network media as global empowerment.
Week 12: 17 - 21 October	Conclusions	This lecture discusses the Final Exam and how to prepare for it.
Week 13: 24 - 28 October	NO LECTURE	Tutorial - Preparing for the Final Exam

Resources

Prescribed Resources

- All readings are available via links in the course moodle

Recommended Resources

Periodically, additional resources will be made available to students via the course Moodle. Students are responsible for keeping up to date with any information or resources that are provided via the Moodle on a week by week basis.

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.