Arts 2092
Global Media

Lectures: Fridays 9-11am Rex Vowels Theatre

Tutorials:
Mondays
12:00-13:00 Goldstein G05
13:00-14:00 Goldstein G05
14:00-15:00 Webster 137 (MFT Seminar)
15:00-16:00 Webster 137 (MFT Seminar)

Tuesdays
9:00-10:00 Mathews 230
10:00-11:00 Mathews 230

Wednesdays
11:00-12:00 Webster 137 (MFT Seminar)
12:00-13:00 Webster 137 (MFT Seminar)
13:00-14:00 Webster 137 (MFT Seminar)
16:00-17:00 Electrical Eng 221
17:00-18:00 Electrical Eng 221
1. Staff Contact Details

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Email</th>
<th>Availability; times and location</th>
<th>Phone</th>
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<tbody>
<tr>
<td>Course Convener/</td>
<td>Dr. Margaret Borschke</td>
<td>Margaret.Borschke @unsw.edu.au</td>
<td>By appointment Wednesdays between 10-11 or 2.30-3.30 Webster 311Q</td>
<td>n/a</td>
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<tr>
<td>Lecturer</td>
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One-on-one or small group consultations with Dr. Borschke are available on Wednesdays between 10-11 or after 2.30-3.30pm by appointment. Please email margaret.borschke@unsw.edu.au.

Please include the course number, your tutorial section and your student number in the subject line of your correspondence.
(eg Subject: ARTS2092; wed 3-4; z3235547; illness)

NB. All of the academics working on this unit are employed by the university on a casual basis. They are only available during scheduled lecture, tutorial or consultation hours. Please make wise use of the time available to you.

2. School of the Arts and Media Contact Information
   Room 312, level 3 Robert Webster Building
   Phone: 9385 4856
   Email: sam@unsw.edu.au

3. Attendance Requirements
   To pass this course you are required to attend at least 80% of lectures, screenings and tutorials. If you do not meet the minimum attendance requirement for any reason you may be refused final examination and you may fail the course. Your lecturer or tutor may take attendance at any time during the lectures, seminars or tutorials. Out of respect for your fellow scholars, please be punctual and stay until the end of each session.

4. Essential Information For SAM Students
   Please download Essential Information and SAM assessment policy from this link: https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/
5. Course details

Credit Points:
6 credits. There is no parallel teaching involved in the course.

Course Summary
Global Media 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 audiovisual 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:
• identify and apply key concepts and theories which explain the relationship between media and globalisation.
• gain an appreciation of diversity among and within cultures, while recognising the role media plays in fostering new patterns of identification, which are no longer solely based on geographic notions of space.
• develop an understanding of the balance between the 'global' and the 'local' in different forms of media in relation to the context of their production and distribution.
• understand key trends and patterns in the flow of audio-visual goods and services and evaluate the impact of attempts to regulate them.

Graduate Attributes
• skills involved in scholarly enquiry.
• the ability to engage in independent and reflective learning.
• information literacy.
• the skills required for collaborative and multidisciplinary work

6. Teaching strategies

The course is delivered in the traditional (large-group) lecture and (small group) tutorial format.

Please come to the lecture prepared to participate. To prepare for class, please read the text that is set in the course outline and complete any required research tasks or review exercises. It is a good idea to bring this reading and any questions you might have about it to the lecture. You should also come to the class prepared to take notes or participate in short written exercises. (i.e. Bring a pen or pencil and paper as well as any electronic devices you require.)

Likewise, tutorials will be conducted with similar goals in mind. Attendance at these sessions is compulsory and you must come prepared. This means you should have read the required text, watched any required media and completed any required research tasks or review exercises. **Tutorials are student-led.** It is absolutely essential that you view these sessions as a chance to articulate your understanding of the ideas in the course and to engage with different perspectives on the same material.

7. Assessment

1. Global Media Essay, 2,000 words (40%)
   Due: Thursday, 12 September 2013 by 11:59pm (online submission)

2. Group Presentation (20%)
   Due: In tutorials (Weeks 3-6; weeks 8-11)

3. Final Exam (40%)
   To be scheduled in the UNSW Formal Examination Period

**In order to pass this course, you must make a serious attempt at ALL assessment tasks.**

1. **Global Media Essay – 40%**
   **2,000 words (excluding references)**
   Due Thursday, 12 September 2013 by 11:59pm. 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 a topic from the first half of the course and develop a response to the question: How global is global media?

   In your response to this question you must critically examine the main concepts and the core argument(s) of at least one of the scholars we've studied in weeks two through six). 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. For example, after communicating your comprehension of the readings and lecture materials, you could develop an argument about a specific example of global media in order to critically reflect on the week’s key ideas. You might also provide additional historical, political and/or economic contexts that further our understanding of the main ideas.

Submission:
Submit your essay via the Turnitin dropbox on the ARTS2092 Moodle Site. You must submit this by the end of the day (11:59pm) on the due date.

Retain the digital receipt generated by turnitin to verify your submission if that becomes required. If you encounter any difficulties in submitting your work online, you must make a service call to the UNSW IT services’ service desk on 9385-1333 or email servicedesk@unsw.edu.au.

Assessment Criteria:
• Demonstrate a deep understanding of the core arguments and concepts from one of the topics from Weeks 2-5.
• 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 regarding the extent to which the media operate on a global scale.
• Be able to reference your ideas appropriately.

2. Group Presentation – 20%
Due: in Tutorial Groups during Weeks 3-6; 8-11
The grade will be awarded to the group

In week two we will form nine groups (eight groups of 3 and one group of 2). Each group will be responsible for leading a discussion about the key ideas in the lecture and readings in the week prior. Students will lead discussion in weeks 3-6; 8-11.

The goal of your presentation is to, first, communicate your comprehension of the week’s main concepts and ideas, and, secondly, generate lively intellectual discussion, which furthers the group’s understanding of the readings. Ideas regarding how to go about doing this will be discussed in the tutorials in week two.

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.
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.

**Submission:** You are required to upload a copy of your presentation materials (e.g., powerpoint slides, presentation plan, notes, etc.) within one week of the day you present.

**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 and lecture.
- identify, present and analyse examples which illustrate the main points of the readings and lecture
- 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. **Final Exam— 40%**
To be scheduled during the UNSW Examination period 8 November to 26 November 2013

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 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;

Other Course Assessment Policies
- You must complete a serious attempt at all three assessment components in order to be eligible to pass this course.
- As per the Policies of the School of English, Media and Performing Arts, you must attend 80% of all your classes in order to be eligible to pass this course.
Late Submission
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 two 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 0 marks. Late work will not receive detailed feedback.

Extension Procedure
In the case of illness or misadventure you may apply to the Course Convenor for an extension of the due date. Work or family commitments, religious holidays or work due in other courses are not acceptable reasons for extension or Special Consideration requests. Evidence of significant progress in an assessment task must be demonstrated if asking for an extension due to emergency or illness close to the submission date. Extensions must be applied for to the course convenor in advance of the due date and will generally only be granted for a period of 2-3 days or up to 1 week in more serious cases.

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://my.unsw.edu.au/student/atoz/SpecialConsideration.html
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.

8. Academic honesty and plagiarism

Plagiarism is a serious offense and all students are responsible for becoming familiar with the UNSW policy on Plagiarism and Academic Integrity – https://my.unsw.edu.au/student/atoz/Plagiarism.html

There is also a booklet to help you avoid plagiarism that can be downloaded https://my.unsw.edu.au/student/academiclife/Plagiarism.pdf

Further Information on plagiarism including what it is and how to avoid it can be found on the Essential Information for all SAM Students described above.
9. Course schedule

Week 1. Introduction

*no readings*

**PART ONE: Founding Questions**

Week 2. Nation states, global consciousness and media technologies


Week 3. Media, Materiality and the Circulation of Information

Innis, H (1951) "The Bias of Communication" in *The Bias of Communication*, Toronto: University of Toronto Press pp 33-60

Week 4. Diaspora, Mobility and Media


Appadurai, Arjun. 2006 "Disjuncture and Difference in the Global Cultural Economy" in *Media and Cultural Studies: KeyWorks*. Blackwell Publishing pp 584-603

Week 5. Information and Communications Technologies and Global Networks

Castells, M "The Space of Flows" in the *Rise of the Network Society* pp 407-453

Week 6. Representing Culture


**PART TWO: Contemporary Challenges**

Week 7. Global Media and the Public Sphere

DUE: 2000 word essay Thursday Sept 12, 2013

Lilie Chouliaraki Re-mediation, Inter-mediation, Trans-mediation: The cosmopolitan trajectories of convergent journalism.’ Journalism Studies Vol. 14 nr 1 pp. 276- 283, 2013a

**Week 8. The circulation of place and cosmopolitan culture**


Morozov, E 2013 "My Map or Yours?", 28 May, State [http://www.slate.com/articles/technology/future_tense/2013/05/google_maps_personalization_will_hurt_public_space_and_engagement.html](http://www.slate.com/articles/technology/future_tense/2013/05/google_maps_personalization_will_hurt_public_space_and_engagement.html)

**Week 9. The aesthetics and politics of the distribution of popular music**


******Mid-Semester Break: 28 Sep to 7 Oct******

**Week 10. Cultural Imperialism and Regionalism**


**Week 11. Media Participation, Representation and Resistance**

Screening: Joshua Oppenheimer The Globalisation Tapes (2003) in class

**Week 12. Concluding Remarks and Exam Preparation**

**Week 13. No Lectures; Final Tutorials**
10. Expected Resources for students

A Moodle site is the main point of electronic content and communication for the course.
All Readings will be available via links on Moodle or via the Library.
To prepare for the lecture, you should check Moodle for any additional readings or required exercises.
Students are expected to check their unsw email on a weekly basis for any announcements.
Additional resources will be posted on Moodle.
UNSW Library: [http://www.library.unsw.edu.au/](http://www.library.unsw.edu.au/)
The Learning Centre: [http://www.lc.unsw.edu.au/](http://www.lc.unsw.edu.au/)

11. 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.

12. Disability Services

Students with disabilities are encouraged to register with Disability services and make use of the resources that are available to them.
Further information for students with disabilities is available at [http://www.studentequity.unsw.edu.au](http://www.studentequity.unsw.edu.au) or via the Equity Officers (Disability) in the Student Equity and Diversity Unit (9385 4734).