



**UNSW**  
SYDNEY

Australia's  
Global  
University



# ARTS2092

Global Media: Markets, Flows and Cultures

Term Two // 2020

## Course Overview

### Staff Contact Details

#### Convenors

Name	Email	Availability	Location	Phone
Scott Shaner	s.shaner@unsw.edu.au	Online via email and Moodle	see Moodle	N/A

#### Tutors

Name	Email	Availability	Location	Phone
Ayesha Hasan	ayesha.hasan@unsw.edu.au	online via email and Moodle	in class	N/A

### School Contact Information

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The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

## Course Details

### Credit Points 6

### Summary of the Course

'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.

### Course Learning Outcomes

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

All assessment related information is in the ARTS2092 Moodle

### Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Mid-Term Exam	40%	29/06/2020 09:00 AM	1,2,4
Moodle Quizzes	20%	Not Applicable	1,2,3,4
Research Paper	40%	10/08/2020 09:00 AM	1,2,3,4

### Assessment Details

#### Assessment 1: Mid-Term Exam

**Start date:** 22/06/2020 09:00 AM

**Length:** 1000 words

**Details:**

Students receive a score communicated in Moodle.

**Additional details:**

Further details of this assignment will be provided in the course moodle.

**Submission notes:** The Mid-term exam will be a take home exam released and submitted via Moodle.

**Turnitin setting:** This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

#### Assessment 2: Moodle Quizzes

**Start date:** Not Applicable

**Length:** 60 minutes per week

**Details:**

Students receive automated feedback via Moodle and have the opportunity to discuss in weekly collaborate sessions

**Additional details:**

Quizzes and worksheets will be available in Moodle for each of the substantive topics in the course. Students should complete these in time with the delivery of the course materials (one week period) as they will provide confirmation of your learning and significantly assist you in performing at your best on the more formal Mid-term Exam and Research Paper assessments. At the end of the course, your 5 highest marks on these weekly tasks will be averaged to determine your grade on this assessment.

**Submission notes:** Students submit online via the Moodle LMS

**Turnitin setting:** This is not a Turnitin assignment

**Assessment 3: Research Paper**

**Start date:** Not Applicable

**Length:** 2000 words

**Details:**

2000 words

Students receive written feedback in Turnitin

**Additional details:**

Further details of this assignment will be provided in the course moodle.

**Turnitin setting:** This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

## Attendance Requirements

Students are strongly encouraged to attend all classes and review lecture recordings.

## Course Schedule

[View class timetable](#)

### Timetable

Date	Type	Content
Week 1: 1 June - 5 June	Lecture	<b>Understanding Globalization and Media</b>
	Online Activity	Collaborate Session - Intro to the class; Globalisation and the Media  Please note: attendance at the collaborate sessions is not required for successful completion of the course. We simply want to give you some real time and space for you to discuss, go over and ask questions about the material you are being assessed on.
	Reading	<b>Course Reading</b>  <ul style="list-style-type: none"> <li>Flew, Terry (2018) "Globalization Theories" In Moodle</li> </ul>
	Assessment	Simple worksheet quiz in Moodle. (Please note that although there are quizzes every week your grade for this component is based on an average of your 5 highest scores throughout the term.
Week 2: 8 June - 12 June	Lecture	<b>Political economic approaches to Global Media and theories of media dependency</b>
	Online Activity	Collaborate Session - Political economy of 'global media'  Please note: attendance at the collaborate sessions is not required for successful completion of the course. We simply want to give you some real time and space for you to discuss, go over and ask questions about the material you are being assessed on.
	Reading	<b>Course Reading</b>  <ul style="list-style-type: none"> <li>Artz, L. Chapter 3: Transnational Media" From Artz, L. <i>Global Entertainment Media: A Critical Introduction</i> West Sussex, UK, Wiley Blackwell, 2015, <b>pgs 71-84.</b></li> </ul>

	Assessment	Simple worksheet quiz in Moodle. (Please note that although there are quizzes every week your grade for this component is based on an average of your 5 highest scores throughout the term.
Week 3: 15 June - 19 June	Lecture	<b>Cultural Imperialism and DeWesternization: Does the theory of cultural imperialism still apply to global media?</b>
	Online Activity	Collaborate Session - Is cultural imperialism still relevant today?  Please note: attendance at the collaborate sessions is not required for successful completion of the course. We simply want to give you some real time and space for you to discuss, go over and ask questions about the material you are being assessed on.
	Reading	Sparks, C. (2013). "Global Media Studies: It's Development and Dilemmas." <i>Media, Culture and Society</i> . 35(1), pgs. 121-131.
	Assessment	Simple worksheet quiz in Moodle. (Please note that although there are quizzes every week your grade for this component is based on an average of your 5 highest scores throughout the term.
Week 4: 22 June - 26 June	Lecture	<b>Diaspora: Multilocality in a global world</b>
	Online Activity	Collaborate Session - Media and communities of diaspora  Please note: attendance at the collaborate sessions is not required for successful completion of the course. We simply want to give you some real time and space for you to discuss, go over and ask questions about the material you are being assessed on.
	Reading	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. 13-30 ONLY (Not the entire chapter - exclude from the 'Public Sphericules' section onwards)).
	Assessment	Simple worksheet quiz in Moodle. (Please note that although there are quizzes every week your grade for this component is based on an average of your 5 highest scores throughout the term.



Week 5: 29 June - 3 July	Lecture	<b>Cosmopolitanism: Are we increasingly citizens of the world?</b>
	Online Activity	Collaborate session: Cosmopolitanism - a form of cultural elitism or egalitarian global civil society?  Please note: attendance at the collaborate sessions is not required for successful completion of the course. We simply want to give you some real time and space for you to discuss, go over and ask questions about the material you are being assessed on.
	Reading	Vandevort, R. (2018) "Moral cosmopolitanism and the everyday life: how students encounter distant others" <i>Media, Culture &amp; Society</i> 2018, Vol. 40(2) 195–210
	Assessment	Simple worksheet quiz in Moodle. (Please note that although there are quizzes every week your grade for this component is based on an average of your 5 highest scores throughout the term.
Week 7: 13 July - 17 July	Lecture	<b>Cultural hybridity and multiculturalism as global culture</b>
	Online Activity	Collaborate session - Cultural Hybridity and Multiculturalism  Please note: attendance at the collaborate sessions is not required for successful completion of the course. We simply want to give you some real time and space for you to discuss, go over and ask questions about the material you are being assessed on.
	Reading	Kraidy, M. "Cultural Hybridity and International Communication" <i>Hybridity: The Cultural Logic of Globalisation</i> . Philadelphia, Temple University, 2005, pp. 1-14.
	Assessment	Simple worksheet quiz in Moodle. (Please note that although there are quizzes every week your grade for this component is based on an average of your 5 highest scores throughout the term.
Week 8: 20 July - 24 July	Lecture	<b>International Journalism</b>
	Online Activity	Collaborate session - What is international journalism? In what sense does contemporary journalism increasingly take place on a global

		<p>scale, and why?</p> <p>Please note: attendance at the collaborate sessions is not required for successful completion of the course. We simply want to give you some real time and space for you to discuss, go over and ask questions about the material you are being assessed on.</p>
	Reading	Hanska, M. (2018) "International journalism and the emergence of transnational publics: Between cosmopolitan norms, the affirmation of identity and market forces" <i>Global Media and Communication</i> . V. 14, No. 1, 103-121.
	Assessment	Simple worksheet quiz in Moodle. (Please note that although there are quizzes every week your grade for this component is based on an average of your 5 highest scores throughout the term.
Week 9: 27 July - 31 July	Lecture	<b>Participatory Media and Global Social Change</b>
	Online Activity	<p>Collaborate session - What role, if any, does contemporary networked media play in promoting global social change?</p> <p>Please note: attendance at the collaborate sessions is not required for successful completion of the course. We simply want to give you some real time and space for you to discuss, go over and ask questions about the material you are being assessed on.</p>
	Reading	Moore-Gilbert, K and Abul-Nabi, Z. (forthcoming) "Authoritarian Downgrading, (Self)censorship and New Media Activism after the Arab Spring"
	Assessment	Simple worksheet quiz in Moodle. (Please note that although there are quizzes every week your grade for this component is based on an average of your 5 highest scores throughout the term.
Week 10: 3 August - 7 August	Lecture	<b>Conclusions: Researching Global Media</b>
	Online Activity	Collaborate session - Q/A about the research paper

## **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 MyExperience Process. Student feedback is taken seriously, and continual improvements are made to the course based in part on such feedback.

## **Submission of Assessment Tasks**

### **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](mailto: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, assessment tasks 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.

For information on how to submit assignments online via Moodle: <https://student.unsw.edu.au/how-submit-assignment-moodle>

## 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/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

**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 (<http://www.lc.unsw.edu.au/>). 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.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time

- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.

<http://subjectguides.library.unsw.edu.au/elise/aboutelise>

## Academic Information

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;
- examination procedures;
- special consideration in the event of illness or misadventure;
- student equity and disability;
- and other essential academic information, see

<https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

## Image Credit

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## CRICOS

CRICOS Provider Code: 00098G

## Acknowledgement of Country

We acknowledge the Bedegal people who are the traditional custodians of the lands on which UNSW Kensington campus is located.