



UNSW
SYDNEY

Australia's
Global
University



ARTS2092

Global Media: Markets, Flows and Cultures

Term Two // 2019

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Scott Shaner	s.shaner@unsw.edu.au	Wednesdays 2-3pm	311E Webster Building	02 9385 6804

Tutors

Name	Email	Availability	Location	Phone
Luke Sharp	l.sharp@unsw.edu.au	Class times only	in class	N/A
Zainab Jasim	zainab.jasim@unsw.edu.au	class times only	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

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.

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%	01/07/2019 09:00 AM	1,2,4
Tutorial Group Presentation	20%	Not Applicable	1,2,3,4
Research Paper	40%	12/08/2019 09:00 AM	1,2,3,4

Assessment Details

Assessment 1: Mid-Term Exam

Start date: 24/06/2019 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: Tutorial Group Presentation

Start date: Not Applicable

Length: 50 minutes per group

Details: Students receive feedback sheet in class.

Additional details:

This is a group assignment.

Students will be required to submit presentation slides or lesson notes into the Moodle.

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

Submission notes: Presentations will be conducted in your tutorials

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 must attend a minimum of 66.67% (or 6 out of 9) of classes to be eligible to pass the course.

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 3 June - 7 June	Lecture	Understanding Globalization and Media
	Tutorial	Discussion of globalalization and the media. This week we will also organise your presentation groups. So, don't miss out!
Week 2: 10 June - 14 June	Lecture	Political economic approaches to Global Media and theories of media dependency
	Tutorial	Political Economic Approaches to Global Media
Week 3: 17 June - 21 June	Lecture	Cultural Imperialism and DeWesternization: Does the theory of cultural imperialism still apply to global media?
	Tutorial	Is the idea of Cultural Imperialism still relevant today?
Week 4: 24 June - 28 June	Lecture	Diaspora: Multilocality in a global world
	Tutorial	Media and communities of diaspora
Week 6: 8 July - 12 July	Lecture	Cosmopolitanism: Are we increasingly citizens of the world?
	Tutorial	Cosmopolitanism - a form of cultural elitism or egalitarian global civil society?
Week 7: 15 July - 19 July	Lecture	Cultural hybridity and multiculturalism as global culture
	Tutorial	Cultural Hybridity and Multiculturalism
Week 8: 22 July - 26 July	Lecture	International Journalism
	Tutorial	What is international journalism? In what sense does contemporary journalism increasingly take place on a global scale, and why?
Week 9: 29 July - 2 August	Lecture	Participatory Media and Global Social Change
	Tutorial	What role, if any, does contemporary networked media play in promoting global social change?
Week 10: 5 August - 9 August	Lecture	Conclusions: Researching Global Media
	Tutorial	Research Paper workshop

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

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 . 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/>

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