



UNSW
SYDNEY

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University



ARTS2092

Global Media: Markets, Flows and Cultures

Semester Two // 2018

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Scott Shaner	s.shaner@unsw.edu.au	Thursdays 11am-1pm	311E Webster Building	02 9385 6804

Tutors

Name	Email	Availability	Location	Phone
Stephen Owen	stephen.owen@unsw.edu.au	Class times only	in class	N/A
Zainab Jasim	SAM@unsw.edu.au	class times only	in class	N/A

School 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>

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.

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 attendance protocols in the Faculty of Arts and Social Sciences: <https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/>

Academic Information

For essential student information relating to: 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 academic information, see <https://www.arts.unsw.edu.au/current-students/academic-information/protocols-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

Please Note: You must make a serious attempt at all Assessments to be eligible to Pass this course

Submission of Assessment Tasks

All written assignments 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. If you have any problems submitting via Turnitin, send your Convener a word doc or pdf version of your assignment immediately together with an explanation of the problem you are encountering.

You should then follow the protocol outlined at the following site: <http://teaching.unsw.edu.au/moodle-students-help>

Advice about whom to contact is given when you log into Moodle. Such advice includes the following: If you have trouble logging in, or you cannot see your course once you log in, please contact the IT Service Centre for assistance.

For enrolment and login issues or problems with Moodle and its tools, like Turnitin, please contact the IT Service Centre

IT Service Centre Email: itservicecentre@unsw.edu.au

Internal: x51333

External: (02) 9385 1333

International: +61 2 9385 1333

Please do not send your Course Convener a copy of your assignment unless you are unable to submit via Turnitin. Once you have submitted, you will receive a receipt to confirm that you have successfully submitted. Keep this receipt as proof of the date and time that you lodged your assignment. If you do not receive such notification, you must ask the IT Service Centre to check whether your upload was successful.

You are responsible for submitting the correct file you wish to have marked. You need to double check your submission to ensure you have submitted the correct file. **There is no submitting "the wrong file"**. Late penalties will apply if you contact the convener after the due date to change the submission you previously made. Submitted files may not be changed if there is substantial plagiarism that can result in an allegation against you.

Please be aware that when you submit a UNSW course assignment online, through a facility such as Turnitin, you are automatically acknowledging that you have understood and abided by the University requirements in respect of student academic misconduct outlined in the Student Code Policy and Student Misconduct Procedures, both of which are available at

<http://my.unsw.edu.au/student/academiclife/assessment/StudentMisconduct.html>

You are declaring that the assessment is your own work, except where acknowledged, and has not been submitted for academic credit previously in whole or in part.

In addition, you are declaring that the assessor of this item may, for assessment purposes:

- Provide a copy to another staff member of the University
- Communicate a copy of this assessment item to a plagiarism checking service (such as Turnitin) which may then retain a copy of the assessment item on its database for the purpose of future plagiarism checking.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Final Examination	35%	The Final Exam will be scheduled by the UNSW Examinations Unit	1,2,3,4
Oral Presentation	20%	Presentation schedules for each class will be organised in tutorials during Week 2	1,2,3,4
Oral Presentation Written Report	20%	Reports are due at 11:59pm exactly 7 days after your presentation	1,2,3,4
Global Media Essay	25%	24/08/2018 11:59 PM	1,2,3,4

Assessment Details

Assessment 1: Final Examination

Start date: Not Applicable

Length: 2 hours

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.

Additional details:

You must be available to sit the Final Exam as scheduled by the UNSW Examinations Unit. If you are a Study Abroad/Exchange Student and/or intend to leave Australia at the end of the semester do not make arrangements to leave prior to becoming aware of the date of the Final Exam. This will be released on 28 Sep 2018 at 9:30am. The UNSW Exam period for semester 2 2018 takes place between 2 Nov 2018 – 20 Nov 2018. If you do not wish to remain in Australia for potentially this entire period you should NOT enroll in ARTS2092 and instead take a course without a formal final exam. NO EARLY EXAMS WILL BE OFFERED.

Submission notes: The UNSW Examinations Unit releases the final Exam Timetable on 28 Sep 2018 at 9:30am

Turnitin setting: This is not a Turnitin assignment

Assessment 2: Oral Presentation

Start date: Presentation schedules for each class will be organised in tutorials during Week 2

Length: about 15 minutes each

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.

Additional details:

Please see assignment description in Moodle

Turnitin setting: This is not a Turnitin assignment

Assessment 3: Oral Presentation Written Report

Start date: Not Applicable

Length: 800 words

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.

Additional details:

Please see assignment description in Moodle

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

Assessment 4: Global Media Essay

Start date: 23/07/2018 09:00 AM

Length: 1500 words (+/-) 10%

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

Additional details:

Please see assignment description in Moodle

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin

similarity reports.

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, 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.

Late Assessment Penalties

Students are responsible for the submission of assessment tasks by the required dates and times. Depending on the extent of delay in the submission of an assessment task past the due date and time, one of the following late penalties will apply unless special consideration or a blanket extension due to a technical outage is granted. For the purpose of late penalty calculation, a 'day' is deemed to be each 24-hour period (or part thereof) past the stipulated deadline for submission.

- **Work submitted less than 10 days after the stipulated deadline** is subject to a deduction of 5% of the total awardable mark from the mark that would have been achieved if not for the penalty for every day past the stipulated deadline for submission. That is, a student who submits an assignment with a stipulated deadline of 4:00pm on 13 May 2016 at 4:10pm on 14 May 2016 will incur a deduction of 10%.

Task with a non-percentage mark

If the task is marked out of 25, then late submission will attract a penalty of a deduction of 1.25 from the mark awarded to the student for every 24-hour period (or part thereof) past the stipulated deadline.

Example: A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The total possible mark for the essay is 25. The essay receives a mark of 17. The student's mark is therefore $17 - [25 (0.05 \times 3)] = 13.25$

Task with a percentage mark

If the task is marked out of 100%, then late submission will attract a penalty of a deduction of 5% from the mark awarded to the student for every 24-hour period (or part thereof) past the stipulated deadline.

Example: A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The essay is marked out of 100%. The essay receives a mark of 68. The student's mark is therefore $68 - 15 = 53$

- **Work submitted 10 to 19 days after the stipulated deadline** will be assessed and feedback provided but a mark of zero will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component (hurdle requirement), a student will be deemed to have met that requirement;
- **Work submitted 20 or more days after the stipulated deadline** will not be accepted for assessment and will receive no feedback, mark or grade. If the assessment task is a compulsory component of the course a student will receive an Unsatisfactory Fail (UF) grade as a result of unsatisfactory performance in an essential component of the course.

This information is also available at:

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

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/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>)

Course Schedule

[View class timetable](#)

Timetable

Date	Type	Content
Week 1: 23 July - 29 July	Lecture	Globalisation and the history of international media flows
Week 2: 30 July - 5 August	Lecture	Political economic approaches and theories of media dependency
	Tutorial	Discussion of globalalization and the media. This week we will also organise your presentation groups. So, don't miss out!
Week 3: 6 August - 12 August	Lecture	Does the theory of cultural imperialism still apply to global media?
	Tutorial	Political Economic Approaches to Global Media
Week 4: 13 August - 19 August	Lecture	Communities of diaspora and their role in spreading media globally
	Tutorial	Is the idea of Cultural Imperialism still relevant today?
Week 5: 20 August - 26 August	Lecture	Are we increasingly citizens of the world? How does this shape our experience of other cultures?
	Tutorial	Media and communities of diaspora
Week 6: 27 August - 2 September	Lecture	Cultural hybridity and multiculturalism as global culture
	Tutorial	Cosmopolitanism - a form of cultural elitism or egalitarian global civil society?
Week 7: 3 September - 9 September	Lecture	Is there a global television industry? What types of television circulate globally?
	Tutorial	Cultural Hybridity and Multiculturalism
Week 8: 10 September - 16 September	Lecture	What is "world music" or "world cinema"? What media do we include within this framework?
	Tutorial	Global Television Formats
Week 9: 17 September - 23 September	Lecture	Global Networks
	Tutorial	World Music and World Cinema? Are these categories still meaningful? What types of cinema or music circulate globally? Are these the same thing?
Week 10: 1 October - 7 October	Lecture	International Journalism
	Tutorial	Does a global Network Society exist? Do information and data netowrks promote the deterritorialisation of media and culture. Or is it better thought of as reterritorialisation?

Week 11: 8 October - 14 October	Lecture	Participative Media Network media as global empowerment.
	Tutorial	What is international journalism? In what sense does contemporary journalism increasingly take place on a global scale, and why?
Week 12: 15 October - 21 October	Lecture	Preparing for the Final Exam - ONLINE ONLY
	Tutorial	Does new media lead to global social change?
Week 13: 22 October - 28 October	Tutorial	This week we will practice 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.

Image Credit

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