UNSW Course Outline

MDIA2092 Transnational Media: Markets, Flows and Cultures - 2024

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General Course Information

Course Code : MDIA2092
Year : 2024
Term : Term 2
Teaching Period : T2
Is a multi-term course? : No
Faculty : Faculty of Arts, Design and Architecture
Academic Unit : School of the Arts and Media
Delivery Mode : In Person
Delivery Format : Standard
Delivery Location : Kensington
Campus : Sydney
Study Level : Undergraduate
Units of Credit : 6

<u>Useful Links</u>

<u>Handbook</u> <u>Class Timetable</u>

Course Details & Outcomes

Course Description

Note: The course code for this course was previously ARTS2092

Although media have historically been framed and regulated nationally, today media is

increasingly produced, distributed, and consumed transnationally. Knowing the role played by international markets and global issues in shaping the media is vital to your success as a professional communicator. In this course, you will examine the history of international trade flows in audio-visual goods and services and explore how these have changed through global trends toward regionalisation, media contraflow, and the transnational production and distribution of media. You will critically reflect on emerging forms of culture and identity based on the experience of cosmopolitanism, hybridity and diaspora, and consider how they influence professional media practices in journalism, media for development and public communication. This course will give you a thorough understanding of the ways media contribute to the experience of transnational forms of identity that will pave the way for further study in transnational media in the Asia-Pacific in the level 3 course MDIA3092.

Course Aims

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 â??globalâ?? and the â??localâ?? in different forms of media and cultural forms.

To identify how the key global media players and trade flows in audio-visual goods and services, have changed as a result of convergence and an increasingly net worked media environment.

Relationship to Other Courses

MDIA2092 Transnational Media is an Expansion Course in the Media Studies specialisation of the Bachelor of Media at UNSW. The course is housed in the School of Arts and Media in the Faculty of Arts, Design and Architecture. It leads to further specialised study in transnational media at Level 3 in the course MDIA3092 Media and the Asia-Pacific. MDIA2092 and MDIA3092 are the only courses in the Bachelor of Media that focus exclusively on transnational, global and international issues in media.

Course Learning Outcomes

Course Learning Outcomes
CLO1 : Define and apply key concepts and theories which explain the relationship between media and globalisation.
CLO2 : Explain and analyse the role played by transnational media in fostering new patterns of culture and identification, and in doing so appreciate diversity among and within cultures.
CLO3 : Identify and contextualise key trends and patterns in the flow of audio-visual goods and services and evaluate the impact of attempts to regulate them.

Course Learning Outcomes	Assessment Item
CLO1 : Define and apply key concepts and theories which explain the relationship between media and globalisation.	• Mid-Term Exam • Tutorial Group Presentation • Research Proposal
CLO2 : Explain and analyse the role played by transnational media in fostering new patterns of culture and identification, and in doing so appreciate diversity among and within cultures.	• Mid-Term Exam • Tutorial Group Presentation • Research Proposal
CLO3 : Identify and contextualise key trends and patterns in the flow of audio-visual goods and services and evaluate the impact of attempts to regulate them.	• Tutorial Group Presentation • Research Proposal

Learning and Teaching Technologies

Moodle - Learning Management System | Echo 360

Learning and Teaching in this course

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.

Additional Course Information

Nil

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Mid-Term Exam Assessment Format: Individual	40%	Start Date: 17/06/2024 09:00 AM Due Date: 24/06/2024 09:00 AM Post Date: 12/07/2024 09:00 AM
Tutorial Group Presentation Assessment Format: Group	20%	Start Date: Not Applicable Due Date: Not Applicable
Research Proposal Assessment Format: Individual	40%	Start Date: 03/07/2024 12:00 AM Due Date: 05/08/2024 09:00 AM Post Date: 26/08/2024 01:00 PM

Assessment Details

Mid-Term Exam

Assessment Overview

Students are to answer two short essay questions that probes their understanding and ability to apply course concepts and ideas from Weeks 1-3.

1500 words

Feedback via LMS

Course Learning Outcomes

- CLO1 : Define and apply key concepts and theories which explain the relationship between media and globalisation.
- CLO2 : Explain and analyse the role played by transnational media in fostering new patterns of culture and identification, and in doing so appreciate diversity among and within cultures.

Detailed Assessment Description

The Mid-term exam is a take-home exam that you complete over 2-3 days during a week long period. It is not designed to be a week long task, but rather one that can comfortably be completed at a time of your choosing during Week 4 until the start of Week 5.

Full details of this assessment can be found in the MDIA2092 Course Moodle from the start of Week 1.

Assessment Length

1500 words

Submission notes

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

Assessment information

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

If you fall victim to illness or misadventure during this period, the standard outcome for a successful special consideration application will be to receive a different exam over a different week long period (supplementry exam). There are no "extensions" of time granted for this task because it is an exam. Only applications that can document illness or misadventure for the majority of the week long period will be successful.

The unattributed use of AI is not permitted on this task and will be considered to be a form of academic misconduct.

Please note that you must submit the correct file for this task. If you accidentially submit an erroneous file, sure, I can replace it with the correct file, up to five days after the due date, however all relevant late penalties will apply. Please also note that file metadata will not be acceptied as "proof or completion" by the due date, as this can changed. The date you submit the correct file will be taken as the date of submission/completion.

You must make a serious attempt at this task to be eligible to achieve a pass in the course.

Assignment submission Turnitin type

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

Tutorial Group Presentation

Assessment Overview

Working in groups, students will develop and deliver a presentation of c.40 minutes that facilitates discussion around one of the weekly themes from the course.

Feedback via LMS

Course Learning Outcomes

- CLO1 : Define and apply key concepts and theories which explain the relationship between

media and globalisation.
- CLO2 : Explain and analyse the role played by transnational media in fostering new patterns of culture and identification, and in doing so appreciate diversity among and within cultures.
- CLO3 : Identify and contextualise key trends and patterns in the flow of audio-visual goods and services and evaluate the impact of attempts to regulate them.

Detailed Assessment Description

Full details of this assessment can be found in the MDIA2092 Course Moodle from the start of Week 1

Assessment Length

40 minutes

Submission notes

In Tutorials

Assessment information

For a full description of this assignment please consult the MDIA2092 Course Moodle. This is a group assignment.

Assignment submission Turnitin type

This is not a Turnitin assignment

Research Proposal

Assessment Overview

Students will develop a proposal for a research paper exploring one of the topics covered between weeks 4-9.

2500 words

Feedback via LMS

Course Learning Outcomes

- CLO1 : Define and apply key concepts and theories which explain the relationship between media and globalisation.
- CLO2 : Explain and analyse the role played by transnational media in fostering new patterns of culture and identification, and in doing so appreciate diversity among and within cultures.
- CLO3 : Identify and contextualise key trends and patterns in the flow of audio-visual goods and services and evaluate the impact of attempts to regulate them.

Detailed Assessment Description

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

Assessment Length

2500 words

Submission notes

Submit your work as a Microsoft Word File ONLY

Assessment information

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

If you fall victim to illness or misadventure during this critical assessment period for this task, the standard outcome for a successful special consideration application will be to receive an extension of time.

The unattributed use of AI is not permitted on this task and will be considered to be a form of academic misconduct.

Please note that you must submit the correct file for this task. If you accidentially submit an erroneous file, sure, I can replace it with the correct file, up to five days after the due date, however all relevant late penalties will apply. Please also note that file metadata will not be acceptied as "proof or completion" by the due date, as this can changed. The date you submit the correct file will be taken as the date of submission/completion.

You must make a serious attempt at this task to be eligible to achieve a pass in the course.

Assignment submission Turnitin type

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

General Assessment Information

All assessment related information is in the MDIA2092 Moodle

All assessments submitted to this class should be the student's own work and cannot have been submitted previously to another course, in whole or in part. Students should be aware that the unauthorised or unacknowledged use of AI in assessments is a form of cheating and is considered to be student misconduct at UNSW. When unauthorised use of AI in assessments is determined, penalties may include a fail and mark of zero for the course, through to suspension or permanent exclusion.

Please note that the absolute last possible day to submit an assessment and have it considered

for Term 2, even with special consideration, will be Thursday 22nd August 2024

<u>Grading Basis</u>

Standard

<u>Requirements to pass course</u>

You must make a serious attempt and submit both written assessments (Mid-term exam and Research Proposal) to be eligible to receive a passing grade for this course.

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 27 May - 2 June	Lecture	Globalisation and Transnational Media
	Tutorial	Intro to the course; Globalisation and the Media. Please note that presentation weeks will be allocated during this session. If you are not in attendance a week will be randomly allocated to you. Tutorials are a chance for you to gain some real time and space for you to discuss, go over and ask questions about the material you are being assessed on. Naturally, it should go without saying, they will significantly boost your chances of success in the course. Not attending a class is not an excuse for failing to know what to do on the assessments.
Week 2 : 3 June - 9 June	Lecture	The Political Economy of Transnational Media
	Tutorial	This week we'll discuss the political economy of 'global media' and look at case studies which raise global regulatory questions in relation to the media.
Week 3 : 10 June - 16 June	Lecture	Transnational Media Flows and Cultural Imperialism
	Tutorial	Tutorial groups will meet to explore their first Global Media Case Study on the topic of political economy of transnational media. We'll also explore the topic of Transnational Media Flows and Cultural Imperialism.
Week 4 : 17 June - 23 June	Lecture	Diaspora: Multilocality in a global world
	Tutorial	Tutorial - Media and communities of diaspora
Week 5 : 24 June - 30 June	Lecture	Cosmopolitanism: Are we increasingly citizens of the world?
	Tutorial	Cosmopolitanism - a form of cultural elitism or egalitarian global civil society?
Week 7 : 8 July - 14 July	Lecture	Cultural hybridity: Multiculturalism and Transnational Culture
	Tutorial	Cultural Hybridity and Multiculturalism
Week 8 : 15 July - 21 July	Lecture	International Journalism: Conflict and Peace
	Tutorial	What is international journalism? In what sense does contemporary journalism increasingly take place on a global scale, and why?
Week 9 : 22 July - 28 July	Lecture	Particpatory Media and Global Social Change
	Tutorial	What role, if any, does contemporary networked media play in promoting global social change?
Week 10 : 29 July - 4 August	Lecture	Researching Transantional Media
	Tutorial	Q/A about the Research Proposal Assignment

Attendance Requirements

<u>SAM attendance guidelines.</u>

Students are expected to attend all lectures and classes for the School of the Arts & Media (SAM) courses in which they are enrolled.

Students who fail to attend at least 80% of tutorials run the risk of failing a course. No additional or special consideration will be provided if a student misses out on essential course information and materials, or misses an assessment task/deadline, due to unexplained absences or an unapproved lack of attendance.

A student may be advised by the Course Convenor to withdraw from the course if significant learning activities are missed. Alternatively, a student may be required to undertake supplementary class(es) or task(s) as prescribed by the Course Convenor.

If assessment tasks have been missed, the student should apply for Special Consideration, accompanied by appropriate documentation.

General Schedule Information

Lectures take place in the Science Theatre every Wednesday morning starting at 9am.

Tutorials are held at various times and locations on campus each Wednesday and Thursday of the term. Please consult your UNSW Timetable to idenitfy the correct section you have enrolled in, because you must attend at this time and location.

Course Resources

Prescribed Resources

- All readings are available via 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.

Additional Costs

There are NO additional costs associated with completing MDIA2092

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.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Scott Shaner		Webster 311E	N/A	Wednesdays and Thursdays (email to set up a time)	Yes	Yes
Tutor	Patricia Ferreira Alves		in class	N/A	Email and In-class only	No	No

Other Useful Information

Academic Information

Due to evolving advice by NSW Health, students must check for updated information regarding online learning for all Arts, Design and Architecture courses this term (via Moodle or course information provided).

Please see: https://www.unsw.edu.au/arts-design-architecture/student-life/resources-support/protocols-guidelines for essential student information relating to:

- UNSW and Faculty policies and procedures;
- Student Support Services;
- Dean's List;
- review of results;
- credit transfer;
- cross-institutional study and exchange;
- examination information;
- enrolment information;
- Special Consideration in the event of illness or misadventure;
- student equity and disability;

And other essential academic information.

Academic Honesty and Plagarism

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 includes copying materials, ideas or concepts from a book, article, report or other written document, presentation, composition, artwork, design, drawing, circuitry, computer program or software, website, internet, other electronic resource, or another person's assignment without appropriate acknowledgement.
- Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original information, structure and/or progression of ideas of the original 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 for the purpose of them plagiarising, 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.

The UNSW Academic Skills support offers resources and individual consultations. Students are also reminded that careful time management is an important part of study. 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 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

Use of AI for assessments

As AI applications continue to develop, and technology rapidly progresses around us, we remain committed to our values around academic integrity at UNSW. Where the use of AI tools, such as ChatGPT, has been permitted by your course convener, they must be properly credited and your submissions must be substantially your own work.

In cases where the use of AI has been prohibited, please respect this and be aware that where unauthorised use is detected, penalties will apply.

[Use of AI for assessments | UNSW Current Students](#)

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, alternative submission details will be stated on your course's Moodle site. For information on how to submit assignments online via Moodle: https://student.unsw.edu.au/how-submit-assignment-moodle

Late Submission Penalty

UNSW has a standard late submission penalty of:

- 5% per calendar day,
- for all assessments where a penalty applies,
- capped at five calendar days (120 hours) from the assessment deadline, after which a student cannot submit an assessment, and

- no permitted variation.

Students are expected to manage their time to meet deadlines and to request Special Consideration as early as possible before the deadline. Support with Time Management is available here.

School Contact Information

School of the Arts and Media

Location: Room 312, Level 3 Robert Webster Building

Opening Hours: Monday -Friday, 9am - 5 pm

Email: sam@unsw.edu.au

Phone: +612 9385 4856

web: https://www.unsw.edu.au/arts-design-architecture/our-schools/arts-media