

CMNS2510: Global Media Industries

Singapore PSB

Trimester 1 - 2024 (Singapore)



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

The School of Humanities, Creative Industries and Social Sciences is committed to providing an inclusive environment in which all cultures are accorded respect and all students and staff are expected to act with honesty, fairness, trustworthiness and accountability in dealings with others. The School recognises and respects the unique histories and cultures of Aboriginal and Torres Strait Islander peoples, their unbroken relationship with the lands and the waters of Australia over millennia, and the validity of Aboriginal ways of knowing. We are dedicated to reconciliation and to offering opportunities for Aboriginal and Torres Strait Islander peoples to access and succeed in higher education.

OVERVIEW

Course Description	This course examines global issues in communication and media industries. Students will develop their understanding of international media practice and theory and gain skills to assist them in working in a global environment. They will explore the role of media professionals in society. The course examines variations in media systems around the world including how social, cultural, political, economic, and historical contexts influence and impact media practice.
Academic Progress Requirements	Nil
Assumed Knowledge	60 units at 2000 level
Contact Hours	Singapore PSB Lecture Face to Face On Campus 1 hour(s) per week(s) for 9 week(s) starting Week 1 Tutorial Face to Face On Campus 1 hour(s) per week(s) for 8 week(s) starting Week 2 2 hour(s) per week(s) for 4 week(s) starting Week 10
Unit Weighting Workload	10 Students are required to spend on average 120-140 hours of effort (contact and non-contact) including assessments per 10 unit course.

COURSE OUTLINE

CONTACTS

Course Coordinator **Singapore PSB**
Ms Fann Xuan Ying Sim
Fannxuanying.Sim@newcastle.edu.au

Consultation:
By E-mail. If you need a long consultation, e-mail me to set a time.

Teaching Staff Other teaching staff will be advised on the course Canvas site.

School Office **PSB Academy Enquiries**
Log your question or request to the PSB Program Executives at the following website:
<http://www.psb-academy.edu.sg/eng>
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SYLLABUS

Course Content

1. Theories used to evaluate, understand, and direct change for the international media industries
2. Comparative case studies of international media systems including infrastructure, technology, legal and ethical contexts
3. The socio-cultural impact of international media including: cultural imperialism and transculturation; globalisation; and contraflow
4. The influence of new media technologies
5. The developing roles and job descriptions of contemporary media practitioners in a global-local milieu.

Course Learning Outcomes **On successful completion of this course, students will be able to:**

1. Compare the role and function of the media in Australia, including indigenous media, with media systems in other countries.
2. Analyse and discuss the cultural, historic, economic, and political contexts of international media and communication.
3. Evaluate the practical implications of a globalised media and communication industry on media practice.
4. Construct a comparative case study to explain global media concepts and contexts.

Course Materials Available on Canvas

SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	8 Jan	Introduction to Global Media Industries: Factual Media, Fictional Media, and Synthetic Media	NO TUTORIAL	
2	15 Jan	The Development of Global Media Industries: Perspectives and Practices	ONE-HOUR TUTORIAL	
3	22 Jan	Taste Making in Global Media Industries: How We Determine What Is 'Good'	ONE-HOUR TUTORIAL	
4	29 Jan	Adaptation, Glocalisation, and Diffusion of Global Media	ONE-HOUR TUTORIAL	
5	5 Feb	News Media and Diasporic Media	ONE-HOUR TUTORIAL	
Recess				
6	19 Feb	Infotainment and Docutainment	ONE-HOUR TUTORIAL	Assessment 2 (Country Case Study) due Sunday midnight
7	26 Feb	Slow Media and Unscripted Media	ONE-HOUR TUTORIAL	
8	4 Mar	'Mukbang' and Food Media	ONE-HOUR TUTORIAL	
9	11 Mar	Films, Games, and Animations	ONE-HOUR TUTORIAL	
10	18 Mar	Livestreaming and E-Commerce	NO LECTURE. TWO-HOUR TUTORIAL Group Presentations: Topics for Weeks 3 and 4	Assessment 1 (Group Presentation) due during tutorial.
11	25 Mar	Evolution, Continuity, and Change in Global Media Industries	NO LECTURE. TWO HOUR TUTORIAL Group Presentations: Topics for Weeks 5 and 6	Assessment 1 (Group Presentation) due during tutorial.
12	1 Apr	Looking Forward: What's Next for Global Media Industries?	NO LECTURE. TWO-HOUR TUTORIAL Group Presentations: Topics for Weeks 7 and 8	Assessment 1 (Group Presentation) due during tutorial.
13	8 Apr		NO LECTURE. TWO-HOUR TUTORIAL Group Presentations: Topics for Weeks 9 and 10	Assessment 1 (Group Presentation) due during tutorial. Assessment 3 (Report) due Sunday midnight
Examination Period				
Examination Period				

ASSESSMENTS

This course has 3 assessments. Each assessment is described in more detail in the sections below.

	Assessment Name	Due Date	Involvement	Weighting	Learning Outcomes
1	Group Presentation (25%)	During tutorials in Weeks 10-13	Group	25%	2, 3
2	Country Case Study (35%)	Week 6 at Sunday midnight	Individual	35%	2, 3
3	Report (40%)	Week 13 at Sunday midnight	Individual	40%	1, 2, 3, 4

Late Submissions The mark for an assessment item submitted after the designated time on the due date, without an approved extension of time, will be reduced by 10% of the possible maximum mark for that assessment item for each day or part day that the assessment item is late. Note: this applies equally to week and weekend days.

Assessment 1 - Group Presentation

Assessment Type	Presentation
Description	In groups of no more than three, you will present on selected topics from the course outline. In the group presentation, your group must respond to specific discussion questions for their topic, integrate the course reading into their presentation, and provide examples of global media and/or global media industries. Every group must create presentation slides for the oral presentation and submit both the presentation slides and presentation script to Canvas for marking purposes. Academic referencing (APA 7th edition) is required for all scholarly, industry, and creative sources used in the assessment.
Weighting	25%
Length	30-minute group presentation
Due Date	During tutorials in Weeks 10-13
Submission Method	In Class Online
Assessment Criteria	Available on Canvas
Return Method	Online
Feedback Provided	Online - Quantitative and qualitative feedback

Assessment 2 - Country Case Study

Assessment Type	Case Study / Problem Based Learning
Description	For the case study, you will analyse a global media industry of your choosing and examine how a global media product from that industry is received by or promoted to the audiences in two countries. One of the countries you choose must be your home country (either the country of your birth or the country you spend the most time in). The global media product that you choose must be produced or promoted between 2020 and 2023. You should have a high degree of familiarity with and knowledge of the global media product or be able to commit time to watch/read the global media product.
Weighting	35%
Length	1,800 words (+/- 10%)
Due Date	Week 6 at Sunday midnight

Submission Method	Online
Assessment Criteria	Available on Canvas
Return Method	Online
Feedback Provided	Online - Quantitative and qualitative feedback

Assessment 3 - Report

Assessment Type	Report
Description	<p>You work for a global media company (YouTube, Apple TV Plus, Amazon Prime, Disney, Warner Bros Discovery, Electronic Arts, or Blizzard Entertainment) and have been tasked with writing a report to provide recommendations for or against adapting/globalising a global media product for an Asia-Pacific country. Your report will be used by your company to formulate strategies to ensure successful market entry and reception in the Asia-Pacific country. The global media product that you choose must be an existing media product or a media product that has been officially confirmed to be in production as of 2023.</p> <p>Your report must specify the global media company you work for, the global media product you recommend for or against adaptation/globalisation, the Asia-Pacific country you are targeting, as well as outline and substantiate the reasons for your recommendations. Your recommendations must draw links to the media consumption preferences and habits, digital media infrastructure, media regulations, and cultural aspects of the global media product to your selected Asia-Pacific country. Academic referencing (APA 7th edition) is required for all scholarly, industry, and creative sources used in the assessment.</p>
Weighting	40%
Length	2,500 words (+/- 10%)
Due Date	Week 13 at Sunday midnight
Submission Method	Online
Assessment Criteria	Available on Canvas
Return Method	Online
Feedback Provided	Online - Quantitative and qualitative feedback

ADDITIONAL INFORMATION

Grading Scheme

This course is graded as follows:

Range of Marks	Grade	Description
85-100	High Distinction (HD)	Outstanding standard indicating comprehensive knowledge and understanding of the relevant materials; demonstration of an outstanding level of academic achievement; mastery of skills*; and achievement of all assessment objectives.
75-84	Distinction (D)	Excellent standard indicating a very high level of knowledge and understanding of the relevant materials; demonstration of a very high level of academic ability; sound development of skills*; and achievement of all assessment objectives.
65-74	Credit (C)	Good standard indicating a high level of knowledge and understanding of the relevant materials; demonstration of a high level of academic achievement; reasonable development of skills*; and achievement of all learning outcomes.
50-64	Pass (P)	Satisfactory standard indicating an adequate knowledge and understanding of the relevant materials; demonstration of an adequate level of academic achievement; satisfactory development of skills*; and achievement of all learning outcomes.
0-49	Fail (FF)	Failure to satisfactorily achieve learning outcomes. If all compulsory course components are not completed the mark will be zero. A fail grade may also be awarded following disciplinary action.

*Skills are those identified for the purposes of assessment task(s).

Communication Methods

Communication methods used in this course include:

- Canvas Course Site: Students will receive communications via the posting of content or announcements on the Canvas course site.
- Email: Students will receive communications via their student email account.
- Face to Face: Communication will be provided via face to face meetings or supervision.

Course Evaluation Each year feedback is sought from students and other stakeholders about the courses offered in the University for the purposes of identifying areas of excellence and potential improvement.

Oral Interviews (Vivas) As part of the evaluation process of any assessment item in this course an oral examination (viva) may be conducted. The purpose of the oral examination is to verify the authorship of the material submitted in response to the assessment task. The oral examination will be conducted in accordance with the principles set out in the [Oral Examination \(viva\) Procedure](#). In cases where the oral examination reveals the assessment item may not be the student's own work the case will be dealt with under the [Student Conduct Rule](#).

Academic Misconduct All students are required to meet the academic integrity standards of the University. These standards reinforce the importance of integrity and honesty in an academic environment. Academic Integrity policies apply to all students of the University in all modes of study and in all locations. For the Student Academic Integrity Policy, refer to <https://policies.newcastle.edu.au/document/view-current.php?id=35>.

Adverse Circumstances The University acknowledges the right of students to seek consideration for the impact of allowable adverse circumstances that may affect their performance in assessment item(s). Applications for special consideration due to adverse circumstances will be made using the online Adverse Circumstances system where:

1. the assessment item is a major assessment item; or
2. the assessment item is a minor assessment item and the Course Co-ordinator has specified in the Course Outline that students may apply the online Adverse Circumstances system;
3. you are requesting a change of placement; or
4. the course has a compulsory attendance requirement.

Before applying you must refer to the Adverse Circumstance Affecting Assessment Items Procedure available at:
<https://policies.newcastle.edu.au/document/view-current.php?id=236>

Important Policy Information The Help button in the Canvas Navigation menu contains helpful information for using the Learning Management System. Students should familiarise themselves with the policies and procedures at <https://www.newcastle.edu.au/current-students/respect-at-uni/policies-and-procedures> that support a safe and respectful environment at the University.

This course outline was approved by the Head of School. No alteration of this course outline is permitted without Head of School approval. If a change is approved, students will be notified and an amended course outline will be provided in the same manner as the original.

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