

CMNS2510: Global Media Industries

Singapore PSB

Trimester 2 - 2024 (Singapore)



THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

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 1 2 hour(s) per week(s) for 4 week(s) starting Week 9
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 email
Teaching Staff	Mr Clarence Fu Clarencefu.Fu@newcastle.edu.au Consultation: In class or by email
School Office	School of Humanities Creative Industries and Social Sciences Social Sciences Building Callaghan CHSF-PSB-Singapore@newcastle.edu.au +61 2 4985 4500

SYLLABUS

Course Content	<ol style="list-style-type: none">1. Theories used to evaluate, understand, and direct change for the international media industries2. Comparative case studies of international media systems including infrastructure, technology, legal and ethical contexts3. The socio-cultural impact of international media including: cultural imperialism and transculturation; globalisation; and contraflow4. The influence of new media technologies5. The developing roles and job descriptions of contemporary media practitioners in a global-local milieu.
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Course Learning Outcomes	On successful completion of this course, students will be able to: <ol style="list-style-type: none">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.
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Course Materials

SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	6 May	Introduction to Global Media Industries: Factual Media, Fictional Media, and Synthetic Media	Introduction to coursework, Group and Topic allocation	
2	13 May	The Development of Global Media Industries: Perspectives and Practices	ONE-HOUR TUTORIAL	
3	20 May	Taste Making in Global Media Industries: How We Determine What Is 'Good'	ONE-HOUR TUTORIAL	
4	27 May	Adaptation, Glocalisation, and Diffusion of Global Media	ONE-HOUR TUTORIAL	

5	3 Jun	News Media and Diasporic Media	ONE-HOUR TUTORIAL	
6	10 Jun	Infotainment and Docutainment	ONE-HOUR TUTORIAL	Assessment 2 (Country Case Study) in class
Recess				
7	24 Jun	Slow Media and Unscripted Media	ONE-HOUR TUTORIAL	
8	1 Jul	'Mukbang' and Food Media	ONE-HOUR TUTORIAL	
9	8 Jul	Films, Games, and Animations	TWO-HOUR TUTORIAL Group Presentations: Topics for Weeks 3 and 4	Assessment 1 (Group Presentation) in class
10	15 Jul	Livestreaming and E-Commerce	NO LECTURE. TWO HOUR TUTORIAL Group Presentations: Topics for Weeks 5 and 6	Assessment 1 (Group Presentation) in class
11	22 Jul	Evolution, Continuity, and Change in Global Media Industries	NO LECTURE. TWO-HOUR TUTORIAL Group Presentations: Topics for Weeks 7 and 8	Assessment 1 (Group Presentation) in class
12	29 Jul	Looking Forward: What's Next for Global Media Industries?	NO LECTURE. TWO-HOUR TUTORIAL Group Presentations: Topics for Weeks 9 and 10	Assessment 1 (Group Presentation) in class Assessment 3 (Report)
13	5 Aug			
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	During tutorials in Weeks 9-12	Group	25%	2, 3
2	Country Case Study	Week 6 in class	Individual	35%	2, 3
3	Report	Week 12 in class	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 Description

Presentation

You will present on selected topics from the course outline in groups. In the 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.

Each group will present for a total of 15 minutes, which comprise approximately 3 minutes of presentation per student and 5 minutes for the group to respond to questions from the

Weighting	class. Group presentations will be scheduled in Weeks 9-12. The groups and topics will be allocated during Week 2 tutorials. Approval must be sought to increase the group size.
Length	25%
Due Date	15-minute group presentation
Submission Method	During tutorials in Weeks 9 -12
Assessment Criteria	In class, online
Return Method	Available on Canvas
Feedback Provided	Online
Opportunity to Reattempt	Online - Quantitative and qualitative feedback
	Students WILL NOT be given the opportunity to reattempt this assessment.

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.

In your case study analysis, you will identify the cultural, economic, and technological factors that influence how the global media product is received by or promoted to the audiences in two countries. Specific examples relating to the consumption or promotion of the global media product, which can include news reports, posters, screenshots, and links to relevant digital media content, must be provided in your case study analysis and used to substantiate your findings. Academic referencing (APA 7th edition) is required for all scholarly, industry, and creative sources used in the assessment.

Weighting	35%
Length	1,800 words
Due Date	Week 6 in class
Submission Method	Online
Assessment Criteria	Available on Canvas
Return Method	Online
Feedback Provided	Online - Quantitative and qualitative feedback
Opportunity to Reattempt	Students WILL NOT be given the opportunity to reattempt this assessment.

Assessment 3 - Report

Assessment Type	Report
Description	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. 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.

Weighting	40%
Length	2,500 words
Due Date	Week 12 in class
Submission Method	Online
Assessment Criteria	Available on Canvas
Return Method	Online

Feedback Provided Online - Quantitative and qualitative feedback
Opportunity to Reattempt Students WILL NOT be given the opportunity to reattempt this assessment.

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:

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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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