

CMNS3320: Global Trends in Media and Communication

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 deepen their understanding of international media practice and theory and develop skills to assist them in working in a global environment. They will learn 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 12 week(s) starting Week 1
Tutorial
Face to Face On Campus
2 hour(s) per week(s) for 12 week(s)

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 Khadijah Seron Khadijah.Seron@newcastle.edu.au
Teaching Staff	Ms Fann Sim FannXuanYing.Sim@newcastle.edu.au Consultation: any request for face-to-face Student Consultation will be by email appointment only; consultations will usually be carried out during classes
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/enq +65 6390 9000 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	Topics will include: <ul style="list-style-type: none">• Theories used to evaluate, understand and direct change for the international media industries• Comparative case studies of international media systems• Infrastructure and technology• International legal and ethical contexts• The socio-cultural impact of international media including: cultural imperialism and transculturation; globalisation; and contraflow• The influence of new media technologies• Practical outcomes of international media influence relating to: the digital divide, and• 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: <ol style="list-style-type: none">1. Compare the role and function of the media in Australia with media systems in other countries.2. Analyse and discuss the cultural, historic, economic and political context of international media and communication.3. Evaluate the practical implications of a globalised media and communication industry on media practice.4. Construct a case to explain global media concepts and contexts.
Course Materials	See the CMNS3320 Course site for details.

SCHEDULE

Week	Week Begins	Topic	Learning Activity	Assessment Due
1	8 Jan	International media and me: what is international media studies? Using theory to understand international media	Introductions, course and assessment outline. Allocation of presentation topics and groups. Guidelines for presentations and forum participation and contribution. Theory activities.	
2	15 Jan	Overcoming geography – where does that leave us?	Discussion of geography, technology, the death of distance, and regulation of communication. Seminar presentation group time.	
3	22 Jan	The major players in media: ownership, regulation and control	Presentation – The major players in media Class activity: Case study on media power Country Case Study guidelines	In-class group presentations start
4	29 Jan	Mix and match? National media systems, social and political difference, and difficulties of global integration	Presentation – Mix and match? Class activity: Analysis of media systems (this activity will help with your case study assessment)	
5	5 Feb	Cultural Imperialism – is it all bad? (What's authentic culture anyway?)	Presentation – Cultural Imperialism Class activity: Cultural Imperialism Debate – Good, Bad or all just mixed up? There will be time allocated in this tutorial to discuss your country case study.	
Recess				
6	19 Feb	Major forces of globalisation and their relationship with international media.	Presentation – Major forces of globalisation and their relationship with international media. Class activity: Brainstorming globalisation	Country case study due Friday @2359hrs
7	26 Feb	Contraflow: emerging cultural powers and new flows of influence.	Presentation – Contraflow. Class activity: Show and Tell – bring a media product you consume (excluding Australia, UK and USA).	
8	4 Mar	New media technology: Brave new (social?) world.	Presentation – New media technology. Class activity: Group work: New media and your major. How will/does new media affect the area of your major (journalism, PR, etc.)?	
9	11 Mar	The information society, the digital divide and global distribution of power.	Presentation – The information society, the digital divide and global	

			distribution of power. Class activity: World summit on the information society. All group activity on digital divide.	
10	18 Mar	Ethics, morality, and international media.	Presentation – Ethics, morality, and international media. Class activity: Bring along an example of an international ethically grey media story/production/ practise. Essay guidelines discussed.	
11	25 Mar	The evolving and expanding role of media practitioners.	Presentation – The evolving and expanding role of media practitioners. Class activity: How will your major area interact with the evolving and expanding media?	
12	1 Apr	Revisiting the tribal satellite: do I have a future in international media?		Report due Friday @2359hrs
13	8 Apr		Additional Presentation sessions if needed	
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	In tutorials from Weeks 3-11 (a week will be allocated during Week 2's tutorial).	Group	25%	2, 3, 4
2	Country Case Study	@2359hrs, Friday Week 6.	Individual	35%	1, 2
3	Report	@2359hrs, Friday Week 12.	Individual	40%	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
Students, as part of a group of 2-3, will present on the week's topic from the course schedule (finalised in Week 2 tutorials). As a group, the students will need to prepare and present a 30 minute in-class presentation (20 mins presentation and 10 mins moderated).

Weighting

25%

Length

30 minute in-class presentation

Due Date

In tutorials from Weeks 3-11 (a week will be allocated during Week 2's tutorial).

Submission Method

In Class. Upload the slides in PDF format onto Canvas. Only one group member to upload.

Assessment Criteria

See detailed information on the CMNS3320 Course site

Return Method

Online.

Feedback Provided

Online.

Assessment 2 - Country Case Study

Assessment Type	Case Study / Problem Based Learning
Description	As a policy advisor working with the Department of Communications, you have been asked to prepare a briefing report for the Minister who is preparing to visit a foreign country to discuss approaches to media and communications policy with his/her counterpart in the government of that country. Select one of Brazil, Russia, India, China or South Africa (not your home country) and produce a 1800 word briefing report
Weighting	35%
Length	1800 words
Due Date	@2359hrs, Friday Week 6.
Submission Method	Online
Assessment Criteria	See detailed information on the CMNS3320 Course site
Return Method	Online.
Feedback Provided	Online.

Assessment 3 - Report

Assessment Type	Report
Description	To assess your understanding of international media and media practice, you will write a report on the role of a media professional in a country of your choice (NOT the United States or the United Kingdom or your home country). The report will be 2500 words.
Weighting	40%
Length	2500 words
Due Date	@2359hrs, Friday Week 12.
Submission Method	Online
Assessment Criteria	See detailed information on the CMNS3320 Course site
Return Method	Not Returned
Feedback Provided	Online.

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: <ul style="list-style-type: none">- 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: <ol style="list-style-type: none">1. the assessment item is a major assessment item; or2. 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; or4. 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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