



COURSE OUTLINE

CMN314 Global Communication

Course Coordinator: Harry Dugmore (hdugmore@usc.edu.au) **School:** School of Business and Creative Industries

2022 | Semester 1

USC Sunshine Coast
USC Moreton Bay

**BLENDED
LEARNING**

Most of your course is on campus but you may be able to do some components of this course online.

Online

ONLINE

You can do this course without coming onto campus.

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

Global Communication looks at how power operates in and through communication systems and how the strategic use of communication by governments and social movements works. It examines how propaganda and disinformation are constructed and transmitted in the digital age. The course also examines the rise and role of celebrity power in contemporary culture, in a world increasingly dominated by the rapid uptake of social media and an upsurge of the 'platform power' of large multinational IT corporations.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
BLENDED LEARNING			
Learning materials – Self-directed, online, pre-workshop asynchronous material, including readings and videos.	1hr	Week 1	13 times
Tutorial/Workshop 1 – In-class tutorial	2hrs	Week 1	10 times
Seminar – On campus face-to-face whole of cohort seminar (recorded but not streamed)	2hrs	Week 4	3 times
ONLINE			
Learning materials – Self-directed, online, pre-workshop asynchronous material, including readings and videos.	1hr	Week 1	13 times
Tutorial/Workshop 1 – Interactive zoom tutorial	2hrs	Week 1	10 times
Seminar – Whole-of-cohort seminar and information session	2hrs	Week 4	3 times

1.3. Course Topics

Understanding Global Communication systems, infrastructure and governance.

Political economy and global media corporations (and 'flows' of international journalism and information).

Development, globalisation, glocalisation, neo-liberalism, mediatisation, commodification, as key theoretical concepts and constructs in Global Media.

Public Sphere and Network theory; public opinion and audience perspectives on communication.

Celebrity culture and consumerism in global media.

Big Data, algorithmic automation, micro-targeting and the rise of – and resistance to – 'Platform Power'.

Intercultural communication and communication flows/adoption/adaption.

Public Relations as practice, and as part of 'persuasive industries'.

2. What level is this course?

300 Level (Graduate)

Demonstrating coherence and breadth or depth of knowledge and skills. Independent application of knowledge and skills in unfamiliar contexts. Meeting professional requirements and AQF descriptors for the degree. May require pre-requisites where discipline specific introductory or developing knowledge or skills is necessary. Normally undertaken in the third or fourth full-time study year of an undergraduate program.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES	GRADUATE QUALITIES
On successful completion of this course, you should be able to...	Completing these tasks successfully will contribute to you becoming...
1 Appreciate and engage with perspectives on globalisation and theories of global communication.	Knowledgeable Sustainability-focussed
2 Recognise media and communication practices in intercultural, multicultural and international contexts.	Engaged
3 Interrogate the global public sphere, global publics and the role and scope of global organisations.	Creative and critical thinker
4 Deconstruct strategies deployed in transnational relations in the civil, public and corporate spheres.	Ethical Sustainability-focussed

5. Am I eligible to enrol in this course?

Refer to the [USC Glossary of terms](#) for definitions of "pre-requisites, co-requisites and anti-requisites".

5.1. Pre-requisites

Not applicable

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

CMN251

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

Short written conceptual overviews of the selected core concept will be submitted in weeks 2 to 4, and general feedback will be given to the class on these contributions. Selection and discussion of topics for Task 2 and Task 3 will take place with the supervisor to ensure viable topics are developed for each assignment.

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Written Piece	Individual	20%	From a choice of topics, students will write three 300-words mini-essays on three topics of their choosing and choose one image that encapsulates each concept (Overall 3x300 words; 1000 word maximum)	Week 5	Online Assignment Submission with plagiarism check
All	2	Oral and Written Piece	Individual or Group	35%	Max 15 minutes oral presentation (approximately 15 ppt slides) with the accompanying script.	Week 9	Online Assignment Submission with plagiarism check
All	3	Report	Individual	45%	2000 words	Week 13	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Core concepts

GOAL:	This task has been designed to build your knowledge of key global communication concepts and theories, and your understanding of the technological infrastructure underpinning global communication in the digital age. Concepts such as Moore's law, mediatisation, commodification, globalisation, cultural flows and homogenisation, among others, will be explored.
PRODUCT:	Written Piece
FORMAT:	This task is to be written in a professional format. These three short essays will require a specific format, to be announced in class, eg Wikipedia entries, or journalistic format, or formal academic format. A single image that captures the core meaning and significance of each chosen topic will be selected and presented, and briefly explained.

CRITERIA:	No.	Learning Outcome assessed
	1 Knowledge of debates surrounding globalisation	1 2 3
	2 Understanding of global communication theories and concepts	1 2 3 4
	3 Appreciation of intercultural and international communication practices	2 3

All - Assessment Task 2: Country News Media System Analysis

GOAL:	This task has been designed to enable you to analyse the news media system of a selected developing nation-state, and assess how global communication systems, policy and infrastructure impact on the country's news media ecosystem. Via looking at a particular issue, and via comparing that state's news media with Australia's news ecology, and approach to the same issue, you'll demonstrate an understanding of how local and global news media shape nations and how nations in turn, shape their news media.	
PRODUCT:	Oral and Written Piece	
FORMAT:	This task is to be presented and written in a professional format, as an audiovisual presentation with an accompanying script. You will be provided with or will select one global issue (e.g. refugees, terrorism, climate change, human trafficking, cultural and human rights etc) to determine how a selected developing nation overall political economy and culture shape its news media coverage of the issue and influence its international communication and reputation. By way of extended conclusion, this will be compared to coverage of the same issue in the Australian media.	
CRITERIA:	No.	Learning Outcome assessed
	1 Appropriate selection of global issue and nation state	1 3 4
	2 Sophisticated analysis of news media system using relevant models and theories	2 3
	3 Sophisticated analysis of news stories using empirical methods	1 2
	4 Excellent critique of media system and nation state ideology using relevant literature	1 2 4
	5 Theoretically informed analysis of the impact of country news media system on international communication and reputation	1 2 3

All - Assessment Task 3: Global Social Change Communication Campaign

GOAL:	This task has been designed to enable you to analyse and evaluate a global social change communication campaign.	
PRODUCT:	Report	
FORMAT:	This task is to be written in a professional format. You will individually identify a global social change communication campaign and undertake secondary research to discern the issue, goal, objectives, target public/s, key messages, catchphrases, ethical considerations, strategy and tactics used. You will offer a critical analysis of the global campaign, identifying online counter-discourses and overall efficacy.	
CRITERIA:	No.	Learning Outcome assessed
	1 Selection of relevant global social change campaign	1 2 3
	2 Application of appropriate theories and methods	1
	3 Clear identification of the campaign process	2 3
	4 Sophisticated deconstruction of messages and discourses	3 4
	5 Identification of ethical communication issues	2 4

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Canvas site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

There are no required/recommended resources for this course.

8.2. Specific requirements

Nil

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the [online induction training for students](#), and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Canvas, are electronically checked through Turnitin. This software allows for text comparisons to be made between your submitted assessment item and all other work to which Turnitin has access.

10.2. Assessment: Additional Requirements

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%

The course is graded using the Standard Grading scale

You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:

- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.

- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.

- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. SafeUSC

USC is committed to a culture of respect and providing a safe and supportive environment for all members of our community. For immediate assistance on campus contact SafeUSC by phone: [07 5430 1168](tel:0754301168) or using the [SafeZone](#) app. For general enquires contact the SafeUSC team by phone [07 5456 3864](tel:0754563864) or email safe@usc.edu.au.

The SafeUSC Specialist Service is a Student Wellbeing service that provides free and confidential support to students who may have experienced or observed behaviour that could cause fear, offence or trauma. To contact the service call [07 5430 1226](tel:0754301226) or email studentwellbeing@usc.edu.au.

10.5. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the [Learning Advisers](#) web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.6. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to [Student Hub](#), email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.7. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, [AccessAbility Services](#) can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to [Student Hub](#), email AccessAbility@usc.edu.au or call 07 5430 2890.

10.8. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website: <https://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching>

10.9. Student Charter

USC is committed to excellence in teaching, research and engagement in an environment that is inclusive, inspiring, safe and respectful. The [Student Charter](#) sets out what students can expect from the University, and what in turn is expected of students, to achieve these outcomes.

10.10. General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au