USC

Course Outline

Code: CMN314
Title: Global Communication

School: Creative Industries
Teaching Session: Semester 2
Year: 2019
Course Coordinator: Dr Umi Khattab, ukhattab@usc.edu.au
Course Moderator: Dr Karen Sutherland, ksutherl@usc.edu.au

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 introduces you to the many facets of globalisation. The course offers interdisciplinary perspectives on how peoples, cultures, organisations and nations connect via forms of mediated and non-mediated communication. You will engage with debates on the global public sphere, digital divide, cultural flow, diaspora, post-colonialism, cultural imperialism, multiculturalism and propaganda. You will deconstruct the strategic use of soft power and diplomacy in transnational relations and analyse the rise of virtual citizenship and sub-cultures in the online environment.

1.2   Field trips, WIL placements or activities required by professional accreditation

Activity	Details
Nil	Nil

2.   What level is this course?

300 level Graduate - Independent application of graduate knowledge and skills. Meets AQF and professional requirements. May require pre-requisites and developing level knowledge/skills. Normally taken in the 3rd or 4th 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?

Specific Learning Outcomes On successful completion of this course, you should be able to:	Assessment tasks You will be assessed on the learning outcomes in task/s:	Graduate Qualities or Professional Standards mapping Completing these tasks successfully will contribute to:
Appreciate and engage with perspectives on globalisation and theories of global communication	1, 2 and 3	Knowledgeable Sustainability focused

Specific Learning Outcomes On successful completion of this course, you should be able to:	Assessment tasks You will be assessed on the learning outcomes in task/s:	Graduate Qualities or Professional Standards mapping Completing these tasks successfully will contribute to:
Recognise media and communication practices in intercultural, multicultural and international contexts	2	Engaged
Interrogate the global public sphere, global publics and the role and scope of global organisations	3	Creative and critical thinkers
Deconstruct strategies deployed in transnational relations in the civil, public and corporate spheres	3	Ethical Sustainability focused

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 Enrolment restrictions
Nil

5.2 Pre-requisites
Nil

5.3 Co-requisites
Nil

5.4 Anti-requisites
CMN251

5.5 Specific assumed prior knowledge and skills (where applicable)
Nil

6. How am I going to be assessed?

6.1 Grading scale
Standard – High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL)

6.2 Details of early feedback on progress
Practice quizzes will be conducted during workshop sessions in weeks 2 and 3. A draft copy of your task 2 assignment will be peer reviewed with formative feedback provided by the tutor in a 2-hour workshop session early in the semester.

6.3 Assessment tasks

Task No.	Assessment Product	Individual or Group	Weighting %	What is the duration / length?	When should I submit?	Where should I submit it?
1	Quiz/zes	Individual	25%	25 multiple choice questions; 50 minutes	Week 4 in class	Quiz (Online Test)
2	Oral, and Written Piece	Choice	10 % oral; 15% written	20 minutes oral presentation in 15 ppt slides	Week 8 oral presentation in class; written ppt slides due by Week 8 Friday 5 pm	Online Assignment Submission with Plagiarism check
3	Report	Individual	50%	3000 words	Week 13, Friday 5 pm	Online Assignment Submission with Plagiarism check
			100%			

Assessment 1: Online Quiz

Goal:	This task has been designed to build your knowledge and understanding of globalisation and global communication concepts and theories
Product:	Quiz/zes
Format:	You will complete a 50-minute multiple choice quiz of 25 questions on blackboard during the workshop session. Questions will cover lectures and readings from the first phase of the course. Practice quizzes will be held in the first phase of the course.
Criteria:	You will be assessed as follows: • Knowledge of debates surrounding globalisation • Understanding of global communication theories and concepts • Appreciation of intercultural and international communication practices • Each question will be awarded 1 mark totalling 25 (25%)

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 its role in global communication
Product:	Oral and Written Piece
Format:	This task is to be presented and written in a professional format. You will work individually or as a team and select one global issue (e.g. refugees, terrorism, climate change, human trafficking, cultural and human rights etc) to determine how a selected developing nation state's political-economy and culture shape its news media coverage of the issue and influence its international communication and reputation.
Criteria:	Your oral and written report will be assessed on the following: • Appropriate selection of global issue and nation state • Sophisticated analysis of news media system using relevant models and theories • Sophisticated analysis of news stories using empirical methods • Excellent critique of media system and nation state ideology using relevant literature

	• Theoretically informed analysis of the impact of country news media system on international communication and reputation • Excellent team collaboration (for team work) • Correct English • Professional formatting and presentation in oral and written forms Details with rubric and template on Blackboard

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, catch phrases, strategy and tactics used. You will identify the client, sponsor/s and where known, the agent/consultant. You will gauge the professional ethical standards inherent in the campaign. You will offer a critical analysis of the global campaign identifying online counter-discourses. Structure and details can be found on Blackboard.
Criteria:	You will be assessed based on the following: • Selection of relevant global social change campaign • Application of appropriate theories and methods • Clear identification of the campaign process • Sophisticated deconstruction of messages and discourses • Identification of ethical communication issues • Sophisticated evaluation and analysis • Professional presentation of report Details with rubric and template on Blackboard

7.   What are the course activities?

7.1   Directed study hours

The directed study hours listed here are a portion of the workload for this course. 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.

Location:	Directed study hours for location:
Sippy Downs	Lecture: 1 hour Computer workshop: 2 hours

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

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

8.1   Prescribed text(s) or course reader

Nil

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 as a student 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. It is also your responsibility to familiarise yourself with the University's general health and safety principles by reviewing the online Health Safety and Wellbeing training module 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 Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2 Assessment: Additional requirements

Eligibility for Supplementary Assessment

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

a) The final mark is in the percentage range 47% to 49.4%
b) The course is graded using the Standard Grading scale
c) You have not failed an assessment task in the course due to academic misconduct

10.3 Assessment: Submission penalties

Late submission of assessment tasks will 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 and supply the required documentation to negotiate an outcome.

10.4 Study help

In the first instance, you should contact your tutor, then the Course Coordinator. Additional assistance is provided to all students through Academic Skills Advisers. To book an appointment or find a drop-in session go to Student Hub.

Contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au

10.5 Wellbeing Services

Student Wellbeing Support Staff are available to assist on a wide range of personal, academic, social and psychological matters to foster positive mental health and wellbeing for your success. Student Wellbeing is comprised of professionally qualified staff in counselling, health and disability Services.

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, mental health issue, learning disorder, injury or illness, or you are a primary carer for someone with a disability, AccessAbility Services can provide assistance, advocacy and reasonable academic adjustments.

To book an appointment with either service go to Student Hub, email studentwellbeing@usc.edu.au or accessability@usc.edu.au or call 07 5430 1226

10.6 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:
http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching

10.7 General Enquiries

In person:
- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **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