COURSE SPECIFICATION DOCUMENT

Academic School / Department: Communications and the Arts

Programme: Communications and Media Studies

FHEQ Level: 6

Course Title: Contemporary Issues in Global Media

Course Code: COMM 6101

Total Hours: 160 (Lev 3-5) (4 US Credit)
Timetabled Hours: 45
Guided Learning Hours: 15
Independent Learning Hours: 100

Credit   16 UK CATS credits
    8 ECTS credits
    4 US credits

Course Description:

This course examines current media issues in relation to cultural, social, economic, and political aspects of global society. It views media as a key player in public culture and democracy, exploring how its role as vital source of entertainment and information is impacted by an evolving technological landscape, and by new challenges posed, such as sustainability and promotion of equality, inclusivity, and diversity, within the global village. It looks at media practices and professionals, considering the impact of celebrity politics and influencers on the media environment, while also addressing the relationship between the public, government, and media institutions, as it discusses ethics, law, and regulation. Ultimately, it seeks to consider the place of media in achieving a sustainable and just world.

Prerequisites:

70 Credits

Aims and Objectives:

This course aims for students gain a comprehensive understanding of contemporary issues in global media, investigating practices of media professionals and institutions, governance and policies, along with the impact and challenge of technological and social transformations. Students will develop their critical analytic skills, gain global perspectives and insights into media industries and professions, and be able to:

- critically engage within contemporary issues in global media studies, drawing on relevant and appropriate communication concepts and frameworks

- analyze the role of media in public culture and democracy, critically examining media functions, and the impact of globalisation, technological development, celebrity politics, and fragmentation on the media landscape

- evaluate relationship between media, government, industry, and citizens, though examining regulations and ethical practices in a global context

- assess social and political values and policies, such as sustainability and inclusion, equality, and diversity, within media industries, content, and practices

Programme Outcomes:

6AI; 6AIII; 6BI; 6BIII; 6CII

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the archive maintained by Registry and found at:
https://www.richmond.ac.uk/programme-and-course-specifications/

Learning Outcomes:

By the end of this course, successful students should be able to:

- Demonstrate systematic ability to critically engage with different paradigms in communications and media studies to address contemporary global issues in media environment.

- Demonstrate a systematic understanding of key scholars, texts and debates in communications and media studies, and the reflexive relationship between these and empirical practice.

- Demonstrate a systematic understanding of practical issues and problems communications and media industries, professionals, and users face (explicitly addressing Equality, Diversity and Inclusion/Education for Sustainable Development).

- Demonstrate a systematic understanding of major debates in communications and media studies, and using sophisticated disciplinary analysis that utilises knowledge from other cognate fields as is appropriate.

- Demonstrate the systematic ability to gather, organise and deploy highly complex ideas, evidence and information.

Indicative Content:

- Communication and media studies paradigms (e.g. political economy, cultural studies, media ecology, political communication)

- Information, truth, and trust (e.g. propaganda, spin, misinformation, deepfakes, privacy, surveillance, bias, fragmentation, algorithmic echo chambers)

- Consumer society, celebrity politics, and attention economy (e.g. reality tv, spectacle, info-tainment, influencers, para-social relationship, surveillance capitalism)

- Sustainability in media industry, production/consumption, and content (e.g. globalised production and distribution, international division of labour, framing of climate crisis)

- Ethical codes and legal standards of media professionals and industries (e.g. journalistic integrity, etc.)

- Regulation of media and technology industries (e.g. professional associations, governmental, citizen/user/consumer)

- Equality, diversity and inclusion (e.g. institutional policies, media representation, professional)

- Changing media landscape (e.g. AI)

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and located at: https://www.richmond.ac.uk/university-policies/

Teaching Methodology:

Course meetings will consist of interactive lectures on assigned readings, small group discussions, reflection activities and the presentation of audio-visual materials.

Indicative Text(s):

Benson, R. et al. (2024) *How Media Ownership Matters.* New York: OUP USA

https://global.oup.com/academic/product/how-media-ownership-matters-9780199931293?cc=gb&lang=en&

Ess, C. (2020) *Digital Media Ethics.* 3rd edn. Cambridge: Polity Press.

https://www.politybooks.com/bookdetail?book_slug=digital-media-ethics-3rd-edition--9781509533428

Fuchs, C. (ed.) (2012) *Internet and Surveillance: The Challenges of Web 2.0 and Social Media.* London: Routledge.

Horner, D. (2014) *Understanding Media Ethics*. London: Sage.

Kellner, D. (2002) *Media Spectacle.* London: Routledge.

Klein, N. (2023) *Doppelganger: A Trip into the Mirror World*. UK: Allen Lane.

McPhail, T. and Phipps, S. (2019) *Global Communication: Theories, Stakeholders, and Trends*, 5th edn. UK: Wiley.

Ngwainmbi, E. (ed.) (2019) *Media in the Global Context: Applications and Interventions*. USA: Springer.

Journals

Media and Society.

New Media and Society.

Political Communication.

See syllabus for complete reading list.

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
First edition document	Nov 2024	