

## Assignment information

In this holistic assignment, students will be given questions that engage with different aspects of the unit. Students will be asked to choose **one question** that deals with a topic they feel confident with. In answering the question, the students will create a 1,500 word written element.

### ASSIGNMENT QUESTIONS ( Please choose one)

- It can be argued that globalisation shapes identities, in an economic, cultural and political way, but it does so through its encounter with the local. Use one example from contemporary media to examine the notion of 'glocalisation'.
- Looking at the global '-scapes', reflect on the ways in which mobility transcends local boundaries promoting 'transnational' and 'transcultural' communication. Use a case study from contemporary global media to investigate the amplified interconnectivity we are currently witnessing across different cultures.
- How is mobility shaped by the new media? Explore the relationship between media and migration through one specific example
- As you answer this question, you should consider the complexities inherent in 'hashtag activism', the politics of erasure and the possibilities (or impossibilities) that come with this practice. Find an example in contemporary media and analyse it critically.
- What is the relation between online media and labour within the new digital economies? Explore this question by presenting a case study that takes into consideration both the positive and negative aspects connected to the power relations and new forms of economy thus established.

In this essay, student must choose one case study to answer the question. With the case study student chosen, the essay must contain following elements related to the case

**5 images (original and non-original images are accepted),**

**1 audio visual or film content (original and non-original content is accepted) (this could be just like link)**

**2 x 150 word written submissions (i.e. original/non-original: writings and reflections; poetry or lyrics; or more academic analyses and/or reflections).**

The 1,500-word essay must contain a reflection on the case study and a critical examination of academic resources related to the chosen question.

The essay will be thus divided: 1000 words of critical analysis in answer to the question and a 500-word explanation about the case study you have chosen or imagines you used (content and design) and its connection to the essay.

Students must use Harvard referencing in their essays and include an alphabetized list of references at the end of their work Essays should be formatted using 1.5 or double spacing.

### Reading list

Carah, N. & Louw, E. (2015) *Media & Society: Production, Content & Participation*. London: Sage.

Devereux, E. (2014) *Understanding the Media*. London: Sage (3rd Edition).

#### Further Reading

Deuze, M. (2012) *Media Life*. Cambridge: Polity Press

Flew, T. (2013) *Global Creative Industries*. Cambridge: Polity.

Fuchs, C. (2015) *Culture and Economy in the Age of Social Media*. London: Routledge

Goggin, G. (2012). *New Technologies and the Media*. Basingstoke: Palgrave Macmillan  
Van Dijk, J. (2013) *The Culture of Connectivity: A Critical History of Social Media*. Oxford: Oxford University Press