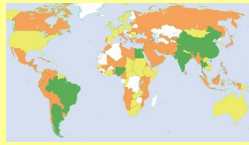


GLOBAL MEDIA MAPPING



Research & MULTI-MEDIA Project: Charting a Nation's Media, Arts & Cultural Environment(s)

In the early 1960s, a group of western media researchers developed a set of theories about global media and national development. Loosely called "MODERNIZATION THEORIES," these researchers proclaimed that if a "developing nation" was to ever "modernize" to the status of the G-8/20 wealthy nations, then one of the first steps they had to make was to TOTALLY revamp their media environment(s), their technological infrastructures, *and* their cultural outlooks. This not only meant that the nation had to create NEW MEDIA networks, but it also meant that each individual within that nation had to *consume* MORE MEDIA—more books, more newspapers, more films, more radio, more TV...(you get the picture). For these western scholars media consumption somehow EQUATED PROGRESS—national, economic, political, cultural, social, intellectual, etc.

But does it really? And if so, to what ends??? Will more media... more information access... more technology *actually* help fuel democracy and equality? Obviously, not everyone agreed with such a viewpoint. For many people and many nations, the impact of "modernization" was far more complex and multi-layered. Modernization wasn't always the panacea solution and "progress" wasn't so clearly simple once you to unravel some of the underlying threads.

With this research project, you will be doing just that—unravelling many threads. You'll be directly looking at some of the implications of a "**more-media-and-technology-mentality**" on a nation and its people. You will get a chance to examine the grounds upon which this theory is based your research of one country's media environment (**indicated on the back of this sheet**). The aim of this project is for you to chart the outlines this nation's media environment with the aim of exploring connections between its culture and its communication systems in the 21st Century. More specifically, you'll be creating a **WEB-BASED RESEARCH SITE** (a national "media map") in which will present information and seasoned analysis on each of the following areas:

PHASE#1: Questions 1-6 – GEO-POLITICS – BRANDING - MEDIA and Important STATS

- Five maps of the country with "Prisoners" of Geography and GEO-POLITICS Analysis.** For this section you'll need to analyze the nation's significant GEOGRAPHIC features and marvels with a focus on the overall constraints and GEO-politics which they place on the country and its people. Use the reading **Prisoners of Geography** (Tim Marshall) to help guide your analyses. **MAPS:** One should be a map of the nation itself, preferably a geo-political map. The next map should be of the country and its neighboring countries. Finally, you should have **three "thematic" maps** which represent specific features which are particularly important to that nation (i.e., agricultural production, population density, industry production...etc.). ALL FIVE MAPS should be beautifully presented and include descriptive captions on WHY they are relevant to your research.
- Global News "Skins & Stereotypes" – 6 articles from 3 different Global News Sources.** Your focus for this analysis is on the "global news skins" of the country. That is, an assessment of HOW the global news media (3 sources min) tend to represent the country as news to the WORLD (its people, history, culture, politics, economics, issues, etc.). What stories, issues, people, and types of events do news organizations repeatedly tend to cover? If those news stories are the only source of info about the country you or I are likely to get about the country, then what are we likely to think/believe about it as a place?
- NATION BRANDING and other Symbolic "Skins & Stereotypes" – 3 Different sources minimum.** Same idea as the global news skins/stereotypes. But for this analysis, you'll need to take a look at non-news sources (travel, culture, literary, arts, PR/marketing, etc.) and identify at least 3 significant ways in which the nation is typically and repeatedly "branded," symbolized and/or stereotyped. What are the repeated patterns of representation and how are they similar or different from the global news skins? Are they?
- DOMINANT Media Technology(ies) –** So what is the Dominant Media Technology (DMT) of the country and how can you tell? What patterns of use support your assessment? Have there been any recent shifts with DMT's in the country? Will there likely be any major shifts in the future? Supporting data/stats will be helpful here.
- Knowledge Monopolies (Media and POWER) –** Who are the specific individuals, organizations, and/or corporations which control the information and media spheres? Are there 1st tier and 2nd tier KM's? And what are their biases or viewpoints (political, economic, religious, philosophical, etc.)?
- Cross-referenced SIGNIFICANT Statistical information about the country and its inhabitants.** You will need to find the most recent statistics on the following ten (10) categories and post them in your site. CITATIONS FOR EACH! CROSS-REFERENCE EACH!

1. Literacy Levels—Men, Women, Children	6. Health Issues/Challenges (COVID19, AIDS, Cholera, other?)
2. Demographic Breakdowns (Age, gender, etc.)	7. Population Size/Changes
3. Rural/urban Media Access/Use Stats—Web, Phone, TV, Radio, etc.	8. U.N. (Human Development Index Ranking)
4. Ethnic & Religious Compositions	9. External Debt—IMF, World Bank, other...
5. Agricultural and Industrial Products	10. Avg. household income or PPP?

PHASE#2: Questions 7-13 – CULTURE-EDUCATION-TOURISM-SPORT-HEALTH AND HAPPINESS

- Annotations of 10 substantial articles/books,** which have been published about the nation's media/culture by a major world or national periodical within the last five years. An "Annotations" page should be included in your site as a discrete page. At least 3 of your final sources need to be books.
- A minimum of 12 IMAGES, 3 Video Clips, and 3 MUSIC clips with DESCRIPTIVE captions.** These should help illustrate the breadth/diversity of culture(s) in the country. The music clips should be included in your site, and each should include descriptions about the music/song as well as about the artist(s) who created them. **DESCRIPTIVE CAPTIONS.** Each image should have a descriptive caption (5Ws).
- A minimum of THREE interviews/transcripts** in which you've successfully contacted and received information from someone who is **actually from** the country you are examining, or, someone who has spent a fair amount of time (more than a year) working, living, or studying there. (Resources: ZOOM, email, IG, Facebook, Facetime, etc.). Ideally, each of these people should be informed and/or have a knowledgeable perspective about media, arts, culture, etc.

10. **TOURISM**—The Good, The Bad, The Ugly? How has tourism impacted the country? How has it influenced its people? Its cultural priorities and stereotypes? Its natural ecosystems and environments? Its economy? Has “tourist culture” taken over parts of the country? Economic segregation?
11. **EDUCATION – FAMILY - WORK**— What are the roles of education, family life, and work? To what degree is **media education** practiced (or not) in the country? What forms does it take? Who initiates it and for what purposes? Is it TECHNOLOGY-centric? Does it happen at various ages/stages? If it does not exist to any great degree, why not? How do media-technologies shape personal, work, or family life?
12. **Food – Health – Happiness?** — Almost no matter where you are in the world, daily interpersonal and intercultural communication often occurs around these three things→food, health, happiness. So what are the realities (and ideals) in this country? What has been the impact of **COVID-19**?
13. **The Culture of SPORTS-ATHLETICS?** In many nations around the world, sports plays an incredibly important role in community and national culture. What role(s) does it play in this country? What are the dominant sports? How are they viewed, celebrated, ingrained in society (or not)? Are they gender stratified? Do they lead to rivalries?

PHASE#3: Questions 14-20 – POWER-RIFTS-INFLUENCE-COMPARISON

14. **TWO country COMPARISON data.** You will need data and background information on **two different** but **appropriately** chosen comparison countries. These should be chosen carefully. You will want data/info which allows you to **triangulate** your research and make thoughtful comparative assessments.
15. **Cultural Sovereignty/FREEDOM(s)?** — To what degree does **CULTURAL SOVEREIGNTY** exist in this nation? How much of the media **ACTUALLY** produced/consumed is homegrown vs. that which is produced in other countries (Hollywood, Bollywood, Cairo, U.K., France, Apple, Netflix, Microsoft, MTV, etc.). This goes for music, TV, films, software, news, etc.
16. **FOREIGN MEDIA INFLUENCE:** What are the MAJOR and minor forms of foreign media/cultural influence? How pervasive are they? How do these streams of foreign influence aspects of the culture, pop-culture, entertainment, language, schooling, youth, etc.?
17. **INFLUENCES-ALLIES-ENEMIES:** From a political, economic, and cultural vantage points, what other countries are the major influencers or allies? And by contrast, who are the “enemies” or cultures which serve as the “adversaries.” (long or short term)
18. **Cultural, Economic, Racial, Ethnic, Political RIFTS/TENSIONS/DIVIDES?** An assessment of any important cultural, economic, racial, or political rifts/tensions within the country? These could be based on money\$\$, race, language, religion, ethnicity, gender, age, etc. They could also involve **distinct subcultures**.
19. **Timeline**—A timeline overview of major media/cultural changes which have occurred in the country. **What** changes occurred, **what/who** initiated them, and **when** did they occur? Make certain that you **TARGET** this timeline and that you cite appropriately. **Do not plagiarize.**
20. **FOUR BIG PICTURE and OVERARCHING FOCAL POINTS to this Research Project**

- ✓ **FOCAL POINT #1: THE DISTINCTIVE MEDIA, ARTS, and CULTURAL ENVIRONMENT(s)**—**What are the SIGNIFICANT, interesting, distinctive, and unique media, arts, and cultural features of the nation?** This should be the **CENTRAL RESEARCH ANALYSIS SECTION** of your site in which you **analyze, make sense of, and put into perspective** the data/stats and other info you find about the country’s MEDIA, Arts, **and** CULTURAL ENVIRONMENTS. This should include analysis related to such things as literacy levels, computers, internet connections, TV households, MUSIC, literature, radios, movie theaters, Facebook, newspapers, magazines, telephones, **and any other significant information** you can find out about the country’s media and cultural environments environment. YOUR ANALYSIS should be based on **recent** and **accurate** information.
- ✓ **FOCAL POINT #2: MEDIA, POWER, CULTURE, RIFTS, & FREEDOM**—in this second analysis, you should identify, describe and **contextualize** the **dominant media technology** (or technologies) as well as the dominant **knowledge monopolies** (with specific information about the companies, who runs them and their affiliations). You should include an assessment of the **political and/or economic biases** of this country’s media. Is there just one TV station, one newspaper, and one radio station in this country which are all controlled by the state? Is there freedom of the press in this country? Does this country buy its media content from outside sources? From whom? Why? What influence might these outside sources have on the values and beliefs of this country’s people? **RIFTS**—An assessment of any important cultural, educational, economic, racial, or political rifts/tensions within the country? These could be based on money\$\$, race, language, religion, ethnicity, gender, age, etc.
- ✓ **FOCAL POINT #3: COMPARISONS WITH 2 OTHER APPROPRIATELY CHOSEN NATIONS (NOT the United States)** —This analysis should detail how the country you are researching compares to no less than **TWO** similarly sized countries. Statistical information will be essential here. GEO-POLITICS as well. However, your focus should be on making educated and interesting comparisons based on that data.
- ✓ **FOCAL POINT #4: COMMUNICATING TO THE WORLD...NOW and in the FUTURE.** The focus of this section of your site should be on **the various ways** the country represents itself to the rest of the world. **HOW** and **WHY?** How does the country “communicate” itself to other nations? Through its **cultural events, art, architecture, advertising, geography, history, kinds of people**, etc. What specific kinds of values, icons, stories, places, people or products does it explicitly try to feature? What’s the overarching sensibility the country appears to purvey to the world? What’s **left out** of this picture? Why?

IMPORTANT! CITATIONS via ENDNOTES! Complete bibliographic and end note CITATIONS for ALL print books and articles, websites, interviews, on-line articles, images, maps, and statistical information. **Plagiarism** (including the use of ChatGPT) will result in a failing grade for the assignment ... and for the course.)

Due Dates and Important Notes:

Phase #1: DUE THURS. NOV. 2ND Complete Questions 1-6. . For this initial phase, you will need to research and analyze how the nation is branded” (both how it brands itself and is branded by international news/information sources). Use the **Nation Branding** and **Prisoners of Geography** readings along with other lecture/discussion/readings we’ve covered to focus your analysis. . **For this first phase, this information will be submitted in a PDF format.**

★ **Phase #2: DUE THURS NOV. 16TH** Complete Questions 7-13. This includes the ANNOTATED BIBLIOGRAPHY of 10 SOURCES, MUSIC, work, family, etc. Obviously, a fair amount of background research will be required for this project. **Note:** Each annotation should be 4-5 sentences long and provide a synopsis of that article, book, or site. For this project you may need to **inter-library loan** several books. **Do this ASAP!**

✓ **Phase #3: DUE TUES. DEC. 5TH + COMPLETE RESEARCH PROJECT** PHASE 3 IS WHERE YOU PUT ALL OF THE PIECES TOGETHER INTO ONE COMPREHENSIVE PROJECT. This project should be conceived of and presented as a polished and cohesive **WEB RESEARCH SITE** in Adobe XD, **Illustrator** or **DreamWeaver!** This is **NOT** a research paper shoved into a web format. You should have a **minimum of 12-15 linked pages** within your site. It should be **MEDIA RICH** and involve multiple forms of media (i.e. text, images, audio, etc.) **all PROFESSIONALLY PRESENTED.** Ultimately, you will be evaluated on the depth of your research, your analysis, your writing, and your site architecture/design. **CREATIVITY COUNTS!** You should include BOTH a Citations/END NOTES page and a **BIBLIOGRAPHY** page in your site.