

GLOBAL MEDIA MAPPING



Research Project #1: 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 EQUALED 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 viewpoints. 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:

1. **Five maps of the country with DESCRIPTIVE captions.** 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.
2. **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.
3. **Global News "Skins"** – An analysis of the "global news skin" of the country. That is, an assessment of HOW the global news media (3 sources min) tend to represent the country as news (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?
4. **Symbolic/Stereotype "Skins"** – Same idea as the global news skin. But for this, you'll need to take a look at 3-4 different **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** symbolized and/or stereotyped. What are the **repeated** patterns of representation and how are they similar or different from the global news skins?
5. **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.
6. **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.)?
7. **A section which details 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:

<ol style="list-style-type: none"> 1. Literacy Levels—Men, Women, Children 2. Demographic Breakdowns (Age, gender, etc.) 3. Rural/urban Media Access/Use Stats—Web, Phone, TV, Radio, etc. 4. Ethnic & Religious Compositions 5. Agricultural and Industrial Products 	<ol style="list-style-type: none"> 6. Health Issues/Challenges (AIDs, Cholera, etc.) 7. Population Size/Changes 8. U.N. (Human Development Index Ranking) 9. External Debt—IMF, World Bank, other... 10. Avg. household income
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8. **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).**
9. **Media – Education – Family - Work**— What are the roles of media in 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?
10. **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 are the costs, stresses, joys? Are they changing?

11. **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.
12. **A minimum of THREE emails/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, and/or studying in that country. (Resources: Skype, Facebook, Facetime, G-Translate, etc.). Ideally, each of these people should be informed and/or have a knowledgeable perspective about media, arts, culture, in the country.
13. **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.
14. **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?
15. **Cultural, Economic, Racial, Ethnic, Political Rifts/Tensions?** 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**.

FOUR Major Research and Written Analysis Sections:

- A. **Research/Analysis #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.
- B. **Research/Analysis Section #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 it work? 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.
- C. **Research/Analysis Section #3: MEDIA COMPARISONS**—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. However, your focus should be on making educated and interesting comparisons based on that data.
- D. **Research/Analysis Section #4: COMMUNICATING TO THE WORLD.** 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?

You should clearly and provocatively describe and detail the nation's **present-day media and communication environment(s)**. However, your analysis should include some assessment of how the nation fits into the **larger scope of the global media environment**. How does their media compare to other nations? What agendas do they have planned for the future? Do they seem to have a coherent plan? Do they have \$\$ to implement their plans? What are some of the hurdles or barriers this country faces? In general, what does the future look like for this country and its media environment?

CITATIONS via FOOTNOTES/ENDNOTES! Complete bibliographic AND intra-text citations for **ALL** references used. This means not only for all print books and articles consulted, but also for all websites, interviews, on-line articles, images, maps, and statistical information.

Due Dates and Important Notes:

Phase #1: DUE Thurs. Sept 27th → Initial Nation Branding + Map1 + Global News Skin Analysis. 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** reading and other lecture/discussion/readings we've covered to focus your analysis. This analysis should be approximately 2pgs single-spaced (hardcopy).

★ **Phase #2: DUE Thurs. Oct 11th → Complete Questions 1-7.** This includes the **ANNOTATED BIBLIOGRAPHY of 10 SOURCES, MAPS, Global News Skin(s), STATS, etc.** Obviously, a fair amount of background research will be required for this project. For this first phase you'll need to complete an **initial web site** which houses all of this information. **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 Thurs. Oct 25th → Complete Questions 8-15.** Description and analysis associated with questions 8-15.

✓ **Phase #4: COMPLETE RESEARCH PROJECT due on Thurs, Nov 8th!** This project should be conceived of and presented as a polished and **cohesive WEB RESEARCH SITE!** This is **NOT** a research paper shoved into an html 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!** Your site should be done in Adobe Muse, DreamWeaver, or other dedicated authoring/HTML. This should **NOT BE DONE WITH A TEMPLATE "Web WIZARD" OR BLOG Authoring TOOL** (i.e., Wordpress/WIX). You should include a bibliography/citations page as one of your linked pages.