

MECO3605: Issues in Global and Digital Media

89 FINAL MARK

Week 1: Media Globalisation

Overview: Interconnectedness of the media, corporations and politics

- **Globalisation:** an intricate process that refers to the intensification of global interconnectedness, whereby borders have become increasingly porous to create a world full of movement and mixture (Inda & Rosaldo, 2002)
- **Aspects of globalisation:** (Held et. al., 2013)
 1. Political: global governance, international law, NATO
 2. Economic: trade, financial services, TNCs, migration
 3. Environmental: global commons, interdependence, pollution, migration
 4. Cultural: global media, Western popular culture and discourses
 5. Technological: communication, information, transport

Class test:

- Always better to pick A GLOBAL/INTERNATIONAL CASE STUDY for this course
- Section A: define 5 concepts/key words - no more than 100 words each
- Section B: Select one essay question only (no more than 500/800 words each question)

Relevance to today:

- Covid pandemic has revealed in stark terms that the global supply chains we have created over the past 70 years are increasingly fragile/vulnerable --> revealed the persisting inequalities in the world.
 - Since the ending of World War 2 (when migration increased rapidly) and nascent technologies such as the computer invented by Alan Turing (during the war) proliferated worldwide.
- Involves the study of the industry, the cultures and global trends e.g., Amazon made daily news at the beginning of the pandemic (stock price surged in April 2020 - increased over 20% in the first quarter). Bezos's fortune increased by \$36B between March and June 2020 (at the peak of the crisis - millions of workers lost their jobs).

Theories in the course:

- **Markets are manufactured** - produced by economic and political frameworks in society - this communication theory explicates how corporations (intersubjective reality) such as Amazon emerge as such powerful and global entities driving much of the global economy's expansion.
- **Regulations, frameworks** (e.g., taxation frameworks - particularly corporation tax of 30% in Aus), policy reform - how do they impact global companies and media channels?
- **Datafication** - critically evolving around data collection and analysis e.g., cloud computing - should concern us; corporations and politics collect location data about how the virus spreads such as government check in and the COVID app - deliberately opaque that undermines accountability
 - Analysts can obscure complex social realities -lasting impact on our civil liberties and right to equalities - disproportionate groups on disadvantaged groups
 - Privacy, security and civil liberties curtailed - releasing data on vulnerable groups can leave them more exposed to targeted violence and suppression.

- **State and corporate surveillance** are rapidly developing - automated judgements can be misleading and detrimental (Oscar Ghandi - contribute to a community of disadvantage - widens the schism between the elite and lower-socio economic groups in the global society)
- **Acceleration of our dependency on technology in everyday life** - pros and cons of tech e.g., arguably using zoom instead of transportation leads to lower carbon emissions that helps the climate crisis (more complex than this but the point is to analyse the relationship between communication technologies and broader social/political/economic issues)
 - E.g., Computer learning and impact of data centers on the climate crisis - **global footprint of global communication systems can be compared to the carbon footprint of aviation industry**
- Impact of digital labour - **part of the "digital proletariat"**
- **News** that is not a mere commodity, but rather a **"public good"**
- **Disrupters of the global digital cultures** e.g., **WikiLeaks that have intervened in global communication networks**
- Global giants in the WEST (WEIRD economies: western, educated, industrial, rich and democratic) and CHINA

Week 2: Cloud computing and the globalisation of informational capitalism

Overview:

- Cloud is at the basis of communication systems worldwide, corporate surveillance and information capitalism
- Desktop, server, mobile, laptop, network, database, WIFI or data etc., online storage of docs and photos
- Materiality of the cloud, especially depicted in the 'sky' or 'above human existence' has a positive connotation --> this is purely a marketing scheme
- <https://vimeo.com/95044197> - 'the cloud' (factories around the world consuming huge amounts of energy - NOT IMMATERIAL AT ALL - data matrixes)
- **Critical questions about the 'cloud':**
 1. **CAN THE CLOUD BE A PUBLIC UTILITY?**
 2. **IS IT IN THE PUBLIC INTEREST (not the interest of the global corporations)?**

Definition:

- Cloud computing refers to the aggregation of data storage and processing power in large data centers, typically accessed by users over the Internet
- Cloud computing "involves the storage, processing, and distribution of data, applications, and services for individuals and organizations"(Mosco, 2014,17). 17)

Big Data: "the capacity to search, aggregate and cross-reference large data sets" (Boyd and Crawford, 2012: 663).

Myths of cloud computing: [reading this week](#) was a **seminal text in the cloud communication scholarship realm** (data is developed with multiple myths i.e., offers us many opportunities - since the 90s when the Internet was developed which was seen as a new era of democracy (technocrats contention).