UO Communication and Media – Assessment 2A – Student example.

Criteria	Outstanding performance	Exceeds core requirements	Meets core requirements	Does not meet requirements
Content (25%) Demonstrates knowledge of relevant key theoretical concepts, using specific terms and vocabulary correctly	Demonstrates thorough and sophisticated knowledge of key theoretical concepts and has extensive use of specific terms and vocabulary.	Demonstrates sound knowledge of theoretical concepts and uses a range of specific terms and vocabulary correctly	Demonstrates some understanding of key theoretical concepts and uses limited specific terms and vocabulary with some errors	Demonstrates little or no knowledge or understanding of concepts and theory, and does not use specific terms and vocabulary correctly
Critical thinking (20%) Demonstrates the capacity to go beyond description to analysis, illustrating theory with relevant examples	Demonstrates exceptional critical thinking in relation to the choice of theory and its application to specific aspects of the topic domain	Demonstrates sound critical thinking and focus in the analysis and uses relevant examples from the topic domain	Demonstrates limited critical thinking in relation to theory and examples from the topic domain and may lack focus	Demonstrates minimal analysis or the analysis is incoherent and examples are inappropriate to the argument
Research (20%) Draws on relevant, credible academic sources to support assertions	Conducts extensive additional research, using six or more highly relevant and credible academic references, from sources beyond the course readings, in addition to course material, to support assertions	Conducts additional research beyond course readings, using four or five credible academic sources, including course material to support assertions	Conducts minimal or limited research, using two or three relevant, credible academic sources from the course readings to support assertions	Does not use credible academic sources, does not use a sufficient number of sources, and/or sources are not relevant to the analysis
Structure (10%) Content structure is logical and coherent. Paragraphing is used to sequence and present a clear argument	Develops a coherent argument in each section and paragraph, making logical and clear use of complex linking devices and related vocabulary	The structure of the essay is coherent, paragraphs are mostly clear with minor errors in the logic and presentation of the argument	Makes identifiable links between sections and within paragraphs, but the argument is basic or has some gaps	Does not make clear links between the sections of the essay, and the argument is unclear or has significant contradictions.
Referencing (15%) Sources are paraphrased, integrated, and referencing is correctly formatted using the UniSA Harvard Referencing System	Paraphrases, integrates and correctly formats sources to support the argument	Makes minimal errors in formatting, and sources are paraphrased and integrated	Paraphrasing and integration of sources has been attempted, but with some formatting errors.	Sources are cited individually, verbatim with no paraphrasing and numerous formatting errors
Expression (10%) Uses formal, objective and concise language with correct grammar and spelling	Makes no or minimal grammatical errors and spelling mistakes. Writing is of an exceptional standard, formal, objective and concise, using complex vocabulary accurately	Writes formally with few grammatical errors and mistakes. Writing is of a high standard, written formally and with precision	There are some grammatical and spelling errors, but meaning is not significantly compromised. Writing is generally formal, with only occasional errors and repetition of vocabulary	Makes a significant number of grammatical and/or spelling errors which compromise meaning. Writing lacks formality and objectivity and vocabulary is repetitive

this is a good attempt that exhibits knowledge of relevant theoretical concepts in relation to your chosen domain. Your written expression is very good and your referencing and research has been used well to support your argument. The structure is mostly logical and coherent but there is a tendency to describe and list theories rather than apply these fluently to your ideas and examples.

The second and third paragraphs for example, set the scene for your focus by describing the Silk Road in comparison to contemporary routes of globalisation before defining globalisation in the context of the political economy, but these paras read almost as thought bubbles as you try to interpret and recite what the concepts mean. You then go on to talk about historical developments of your domain, identifying social issues and implications of high-end and street fashion. Try instead to more fluently integrate each of the elements in every paragraph instead of separating out your analysis and exposition.

ESSAY

ASSESSMENT 2A

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Gorgeous cover page. Note that this is not an assessment requirement; no marks are allocated for this in the rubric.

Globalisation and the Fashion Industry

This essay will explore how the field of communication and media has shaped modern society, focusing on how the theories and concepts of globalisation are applied to the fashion industry. In particular, it will examine how the couture, or high-end fashion industry, has been affected by globalisation, and the rise of mass-market, or low-end fashion. The essay will explore not only the economic impact of globalisation on fashion, but the human and social impact. The essay will attempt to show both positive and negative factors of globalisation and will discuss how digital communications have both modernised and changed the fashion industry. The political economy of communications will also be addressed, including the relation between media and communications systems and how societies are organised.

Communication and media has played a strong role in the development of modern society, in particular, the areas of trade and economics. Developments throughout the years of superior communication systems, such as the postal and telephony systems, coincided with the world becoming more accessible through trade routes. The Silk Road was a network of global trade routes that existed for almost 3000 years, involving multiple routes, logistics hubs and multimodal transportation systems, that supplied a large number of valuable products and luxury goods (Hakz, Iyer & Seshadri 2012, p. xiii). The Silk Road connected the world in new ways, creating distribution systems, encouraging cross-cultural communications and inspiring future trade agreements. The Silk Road was a pre-modern version of globalisation that helped form the beginnings of a global society.

Globalisation is 'awareness of the world as a single place' (ed Chakravarty 2013), describing how the world is linked economically, politically and culturally (ed Chakravarty 2013). Communication and media drive these links, with global businesses now able to communicate with individuals around the world from one location. The Internet and digital media enables these communications, with information freely accessible and reaching billions of people. This is an example of how the political economy of communications aims to connect communications to the political and economical organisation of societies (Hardy 2014, p. 193), contributing to the fabric of both digital and real-life communities. The fashion industry is a good example of an industry being driven by globalisation, with communication and media at the forefront.

Corporations that were once based in one country are today 'increasingly integrated into the fabrics of societies' (Mosco 2008, p. 48), with brands becoming household names,

Very clear outline of the focus, aims, and scope of the essay. Informative writing that is very easy to read.

This paragraph is informative and based on quality writing. However, this reads like background information. If this is the body of your essay, this needs to clearly link to your thesis (major argument) about fashion.

Again, this is background info. Where is the analysis of the fashion industry?

easily accessible to billions of global consumers. Modern fashion has evolved considerably over the years, with a significant increase in the styles and types of clothing available to purchase, as well as the accessibility. As the 20th century experienced changes to economic conditions largely brought about by World Wars I and II, centres of fashion and culture emerged in different cities around the world (Cole & Deihl 2015, p. 52). After World War II, mass-market fashion targeted at the middle and working classes boomed, while high-end fashion sales dropped considerably. High-end fashion magazine production and readership also dwindled, giving rise to more low-end fashion publications that offered practical advice and affordable fashion, again targeting the middle and working classes.

Ok, here we go!

With the world being connected in new ways by increasingly open trade in the mid-20th century, fashion houses and mass-market manufacturers began making their goods in a multitude of countries and sending them around the world. These low-end clothes were often copies of high-end pieces, giving buyers the opportunity to mimic expensive clothes without the expense. Manufacturers in countries such as India and China were able to produce goods quickly and cheaply, providing more of a profit for companies. This embodies the economic doctrine of neoliberalism, 'favouring the workings of the free market, competition in terms of labour and production, and Western-style consumerism' *(ed. Chakravarty 2013, p. ??)* (ed Chakravarty 2013). Indeed, consumerism drives clothing production and sales, reinforced by marketing campaigns that push messages of consumption.

There are negatives to mass-market fashion, however, including cultural hegemony *(Heaselgrave 2018)* (University of South Australia 2018). By producing the same items of clothing that ship around the world, often ignoring cultural influences, the manufacturers are contributing to a homogenous society. Similarly, fashion communications and media are controlled by global corporations, publishing the same message to readers regardless of country. Social media campaigns by fashion companies also cross countries, ignoring cultural aspects and instead focusing on trends. On the opposite end of the scale, high-end fashion is more customised and individual, but is in a price range that is unaffordable to much of the population, creating an elitist industry.

Clothes were a status symbol well before this. What else happened in the 1950s to result in this boom?

High-end or couture fashion, with its hand-made clothes and luxury fabrics, is a symbol of wealth and opulence. It experienced a boom in the 1950s, where clothes were seen as a status symbol, and invoked the elegant luxury of the 19th century (Cole & Deihl 2015, p. 238). The trend for high-end fashion experienced a decline from the 1970s onwards, however, with changing economic conditions meaning that previous couture devotees

were now unable to afford high-end pieces. Couture houses began designing diffusion lines and licensed their designs to manufacturers that could produce inexpensive copies (Cole & Deihl 2015, p. 305). The status of couture fashion changed as well, with the view that it was inappropriate to wear expensive clothes when there was economic turmoil, such as the stock market crash of 1987 in the United States. *Good example. How did this impact the industry outside of the US?*

The digital revolution of the 90s and the 2000s, with the advent of the Internet, was the most important vehicle for fashion media and allowed it to truly expand, with a number of websites and blogs dedicated to reporting on the latest fashions. Magazines launched e-publications and the rise of street fashion and photography concentrated on 'real people' (Cole & Deihl 2015, p. 420), bringing different cultures to the forefront of fashion. Digital marketing often runs campaigns with short lifespans, focusing on fashion that typically *lasts a single season (?)* doesn't last a season (Barnes 2013, p. 195). This contributes to the consumerism of fast fashion: unsustainable clothes with high human and environmental costs, including poor or dangerous factory conditions and high textile waste.

The media and communications industry covered exposés on poor labour conditions in the fashion industry, such as the exposure of Nike sweatshops across Asia. This *timeframe?* *Which exposé are you referring to? Nike has been accused of this for decades.* particular exposé went viral, showing the world the economic and human impacts of the fashion industry on society. People were shocked at how poorly workers were being treated when producing mass-market fashion. This outrage echoed the outrage that German socialist philosopher Karl Marx felt, reiterating his sentiments on 'the bourgeois *Nice connection to theorists.* epoch': a select few corporations reaping the wealth gained from the exploitation of many (Socialist Review 2017). This social awareness and public protest would not have been possible without communication systems delivering information across the world.

In conclusion, communication continues to contribute to and drive the development of complex societies around the world. Globalisation has had a large impact on the fashion *True. What kind of communication systems are you referring to here? What was the impact of these exposes on the industry in the short term, and in the longer term?* industry, with both positive and negative effects. Media and communications has both been driven by and has driven globalisation, with new technologies influencing the production of clothing, as well as the buying by consumers. Where once high-end fashion had market share, changing economic and social conditions led to low-end or mass-market fashion being favoured by the population, relegating high-end fashion to the wealthy. Online communications have delivered fashion around the globe, both providing people with information and driving homogeneity through promoting only certain styles of fashion.

References Solid reference list with effective use of UniSA Harvard style.

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University of South Australia 2018, 'Negative views of globalisation', University of South Australia, Adelaide. It's not clear what type of resource this is. If this is a webpage, the URL and viewed date should be included. Also, note that the course Comm & Media was written by Fae Heaselgrave, so you should reference her as the author of this resource.