

## Chapter 10

# Multiple Dimensions of Media Communication Skills: New Demands for Transnational, Trans-Cultural Knowledge Exchange

**Michael Singh**

*University of Western Sydney, Australia*

**Guihua Cui**

*University of Western Sydney, Australia*

### **ABSTRACT**

*This chapter develops a conceptually informed and empirically grounded account of professionals navigating and negotiating media communication skills and carving out spaces for transnational, trans-cultural knowledge production and exchange (Singh, 2009). This chapter is intended to help engineering and IT professionals better understand the ways in which different approaches to media communication skills can shape transnational, trans-cultural knowledge flows by illustrating different ways to create East/West or South/North exchanges. This chapter focuses on building grassroots professional partnerships locating media communication skills in bottom-up dispositions to periphery/centre exchanges of knowledge. This chapter concludes with methodological reflections on media communication skills in the life history of a professional in this field to provide an indication of ways of envisioning and designing grassroots or bottom-up approaches to transnational, trans-cultural knowledge exchange.*

DOI: 10.4018/978-1-4666-0243-4.ch010

## INTRODUCTION

This chapter uses life history research (Goodson & Sikes, 2001) to better understand media communication skills in the context of transnational, trans-cultural production and exchange (Singh, 2009). Specific focus is placed on Western higher education in preparing engineering and IT professionals via international education, global research networks and student mobility (Chubin, Donaldson, Olds & Fleming, 2008; Singh, Kenway & Apple, 2005). Consider for a moment the case of Australia which has the highest proportion of international students in higher education in the OECD: 20 per cent in 2006. Education is Australia's third largest export industry, with the higher education sector accounting for 60 per cent of all education export revenue in 2007 (Bradley, 2008, p. 12).

However, compared with OECD countries, a 'relatively low proportion of Australia's higher degree students are international students' (Bradley, 2008, p. 12). Evidence for this chapter is drawn from the data collected from twenty four research students from China who are a part of this small cohort. Further, a risk to Australian higher education is that international students from China are 'concentrated in a narrow range of subject fields' (Bradley, 2008, p. 12), mostly in management and commerce. Those in this study had worked in China for up to eighteen years prior to coming to Australia, albeit with very little knowledge of media communication skills. In 2008-10 they came to Sydney (Australia) for a Western research education. Many had long dreamed of studying in an English-speaking country. Their imaginings had been incited by mass media images and communication.

Using life history research this chapter addresses the questions of how media communication skills is defined and engaged by their professional practices, and how this may enhance their likely benefits. The life history method used to generate and analyse evidence for this study is explained

in terms of the symbiotic relationships between individual professionals and the multiple societies to which they belong. The chapter then proceeds to analyse the media communication skills for the possibilities these present for transnational, trans-cultural knowledge exchange, specifically for connecting intellectual projects in Australia and China (Singh, 2009). The first section of this chapter situates this study in a review of the literature which provides an initial conceptualization of media communication skills.

## Globally Networked Media Communication Skills

Globally networked media communication skills represent an extension to e-learning which has been defined as:

*A wide set of applications and processes allied to training and learning that includes computer-based learning, online learning, virtual classrooms and digital collaboration. These services can be delivered by a variety of electronic media, including the intranet, internet, interactive TV and satellite. (Beamish et al, cited in Mihhailova, 2006, p. 271).*

In so far as location-independence and asynchronicity are distinctive traits of media communication skills, it is then possible for globally networked media communication skills to emerge (Singh, Kenway & Apple, 2005). It is claimed that telecommunication technology has 'shattered the boundaries' (Chen, 2003, p. 37) of institutions, making possible 'the formation of regional, national, and even global learning communities'. Negroponte (cited in Chen, 2003, p. 37) imagined that in the digital age there would be 'less dependence upon being in a specific place at a specific time.' However, every professional is situated in a specific place and time, networking with other professionals who are situated in other places around the world perhaps in different time

13 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

[www.igi-global.com/chapter/multiple-dimensions-media-communication-skills/64012](http://www.igi-global.com/chapter/multiple-dimensions-media-communication-skills/64012)

## Related Content

---

### The Smart Women – Smart State Strategy: A Policy on Women's Participation in Science, Engineering and Technology in Queensland, Australia

Alexandra Winter (2010). *Women in Engineering, Science and Technology: Education and Career Challenges* (pp. 1-20).

[www.irma-international.org/chapter/smart-women-smart-state-strategy/43200](http://www.irma-international.org/chapter/smart-women-smart-state-strategy/43200)

### Computational Methods and Technologies: Reflections on Their Impact on Design and Education

Ning Guand Michael J. Ostwald (2012). *Computational Design Methods and Technologies: Applications in CAD, CAM and CAE Education* (pp. 412-419).

[www.irma-international.org/chapter/computational-methods-technologies/62960](http://www.irma-international.org/chapter/computational-methods-technologies/62960)

### Bridging Product Design with Materials Properties and Processing: An Innovative Capstone Course

Andrew M. Bodratti, Chong Chengand Paschalis Alexandridis (2015). *Handbook of Research on Recent Developments in Materials Science and Corrosion Engineering Education* (pp. 1-20).

[www.irma-international.org/chapter/bridging-product-design-with-materials-properties-and-processing/127435](http://www.irma-international.org/chapter/bridging-product-design-with-materials-properties-and-processing/127435)

### Peer Feedback in Software Engineering Courses

Damith C. Rajapakse (2014). *Overcoming Challenges in Software Engineering Education: Delivering Non-Technical Knowledge and Skills* (pp. 111-121).

[www.irma-international.org/chapter/peer-feedback-in-software-engineering-courses/102324](http://www.irma-international.org/chapter/peer-feedback-in-software-engineering-courses/102324)

### Developing Conversations: Supporting Learning with a Group Support System

Martin Read, Tony Gearand Sam Groves (2014). *International Journal of Quality Assurance in Engineering and Technology Education* (pp. 94-111).

[www.irma-international.org/article/developing-conversations/104669](http://www.irma-international.org/article/developing-conversations/104669)