Media &
Globalization

HU 4800
Michigan Technological University
Fall 2011
TR 9:35 – 10:50 a.m.
Walker Arts 134

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Humanities Department
Office: Walker Arts 341
Office/voicemail: x73260
Office hours: R 2-3 p.m. & by appt.
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Course Description

Contemporary discourses in media and cultural studies on globalization include such concepts as “Information Age,” “network society,” “global village, “global public sphere,” “Jihad vs. McWorld,” and “cultural (and media) imperialism” to name a few. Some critics of globalization associate it with a form of imperialism, or an homogenizing ideological force in the service of global capitalism, which is dominated by Western countries, and in particular, by the United States. Others, while acknowledging its uneven development, celebrate its potential to advance liberal democratic values in the movement towards a global civil society. At the same time, the very communication technologies that enable economic globalization also foster resistance to it, as marginalized groups and international non-governmental organizations are empowered through connectivity to make visible their issues and to push forward their agendas in tempering transnational corporations and the import of Western cultural production. To be sure, mass media and culture play complex roles in these debates.

In this class, we will frame our interrogation of globalization around the question of cultural flow and its relation to mass media by examining: 1) the development of modern societies and international communication systems, 2) the rise of transnational media industries and debates about their impact on local cultures, democracy, and the global public sphere, 3) the relation of media sovereignty to state sovereignty and the construction of national identity, 4) how the technologies of global communication are experienced in the reception of cultural products, and 5) the ways in which new technologies of global communication facilitate collaboration and cross-pollination among individuals and groups, thereby enhancing a process some scholars are claiming as “cultural globalization” and the movement toward a global civil society.

Some of the questions that we will grapple with include: To what extent do technologies of global communication accelerate modernist processes of standardization or the postmodern condition of fragmentation? How do technologies of global communication influence constructions of the self and Other, and how are the new territorial and temporal configurations of identity experienced? How have/do technologies of global communication contribute to or inhibit the practices of cultural expression in national, regional, and local contexts? When do technologies of global communication contribute to the maintenance of global power structures and when do they cultivate challenges to these structures? What roles do digital technologies play in the debates around the globalization of communication and culture?
Requirements and Grading

20%  Attendance and participation:
You are expected to arrive on time, having read the week’s assigned readings, and prepared to participate in discussions, so you should bring the readings to class. This includes how often and the quality with which you ask and answer questions, make relevant comments in class that demonstrate your efforts in understanding the reading materials, and the extent to which you can offer insight from examples in historical or contemporary media to illustrate points made in class, etc. More than two absences will affect your final grade. If you have eight absences or more you will NOT receive a passing grade. Please be aware that absences are not an acceptable excuse for not having done the required work. You are expected to find out what you missed from a classmate in the event that you are absent. If you have a special problem with attendance, please bring it to my attention as soon as possible.

It is important to me that you demonstrate your commitment to participation in this class by arriving on time. I consider it a significant distraction for students to enter and exit at times other than the designated start and finish of the class. Your cooperation is appreciated.

10%  Critical reading log
Before the class meeting for a total of 10 times, you are required to post an abstract summary and critical response to the reading on the “Discussion” section of our Blackboard site. Each response should take the form of two brief paragraphs (about 200-300 words max). In the first paragraph, you should concisely abstract what you think is an (or the) important point the author is making. (This may vary slightly from person to person depending upon your subjective impression of the content.) The second paragraph should include a thoughtful observation or critical question as a response from you, that is, your analysis. Keep in mind, responses could also include your observations on various connections or points of departure among the authors that we read and the discussions that we have. More details will follow.

Please note also that the Critical Reading Log is a mandatory course requirement worth a full 10% of your final grade, the approximate value of a whole letter grade. An “A” student failing to fulfill this requirement will get a “B,” a “B” student will get a “C,” and so forth. I urge you to keep this in mind.

Please initial here to acknowledge that you are aware of this requirement: ____

20%  Mid-term exam – take home, scheduled for Thursday, Oct. 13.

25%  Final exam – take home, scheduled for Thursday, Dec. 8.

25%  Research paper: You will produce a research paper (8-10 pages) on a topic using themes and concepts discussed in class as well as your own research. You will be expected to draw heavily from the class readings as well as conduct your own outside research. Topics for the final paper must be approved by me. More details will follow.

Required Texts:
Additional readings are posted on Blackboard. (If you print these out, please do so with a double-sided printer.)

****Note: All students are required to bring the week’s current readings to class as part of their effective participation in the course.

**Evaluation Standards and Policies:**

A = Excellent. Work is outstanding work in all respects. This work demonstrates comprehensive and solid understanding of course material, and presents thoughtful interpretations, well-focused and original insights, and well-reasoned commentary and analysis. Writing demonstrates impressive understanding of readings, discussions, themes and ideas. Includes skillful and precise use of source materials, illuminating examples and illustrations, and fluent expression, which is well organized and grammatically polished.

B = Good. This work demonstrates a thorough and accurate understanding of course material, presents a reasonable degree of insight and broad levels of analysis. Written work reflects competence, but is somewhat general or a bit vague, or otherwise lacking in precision, and stays at a general or predictable level of understanding. Although analytical, writing presents more description than analysis. Arguments are solid but not thoroughly original or polished. Source materials, examples, illustrations are used appropriately and articulation/writing is clear. Papers have been carefully proofread.

C = Adequate/fair. This work demonstrates somewhat fragmented understanding of readings, discussions, themes and ideas. Shows acquaintance with reading and ideas, but not intellectual engagement. Written work is choppy and arguments somewhat difficult to follow, examples are vague or irrelevant, and ideas are imprecise. Source materials may be used inadequately or inappropriately, and arguments lack concrete, specific examples and illustrations, are incomplete or expressing some significant errors or weaknesses. Writing/articulation veers toward underdeveloped ideas, off-topic sources or examples, personal anecdotes, creative writing etc., or may be loaded with typos and other technical errors.

D = Unsatisfactory. This work demonstrates a serious lack or error in understanding, and fails to express acquaintance with readings, discussions, themes, and ideas, in short, the most rudimentary aspects of the course. Written work is choppy, fractured and unclear. Arguments follow little logical development, or work presents little discernable argument whatsoever. Sources may be used entirely inappropriately or not at all, and writing/articulation appears deficient.

F = Failed/Unacceptable. This work does not demonstrate understanding of topics, ideas, and readings. This also includes the grade for work not submitted or attempted, or work that has been plagiarized.

**For your research paper, please follow this format: in the upper left corner, include your name, course name, date, and assignment heading or paper title (no title pages). Type all work, double space, number all pages using a header in the upper right hand corner, and STAPLE multiple pages (no paper clips, please). Follow a formal style manual for guidelines on citations, quotations, bibliography, etc. Make sure you edit/proofread your paper before submitting. Your grade will partly be based on your ability to follow the norms and conventions of writing using Standard English styles and conventions. Also please see the forthcoming handout: “Content, Style & Form.”

Recommended style manuals:


Turabian, Kate. *A Manual for Writers of Term Papers, Theses, and Dissertations.* 6th
**LATE PAPERS are subject to a drop in a letter grade, unless approved by me.**

**PLAGIARISM is not tolerated and will result in failing the assignment and possibly the course.**

Here is how the University defines plagiarism:

Plagiarism: Knowingly copying another's work or ideas and calling them one's own or not giving proper credit or citation. This includes but is not limited to reading or hearing another's work or ideas and using them as one's own; quoting, paraphrasing, or condensing another's work without giving proper credit; purchasing or receiving another's work and using, handling, or submitting it as one's own work.

Please note that all materials used in the construction of your written work (notes, outlines, rough drafts, etc.) should be saved until you have received a passing grade from me.

University Policies:
Academic regulations and procedures are governed by University policy. Academic dishonesty cases will be handled in accordance with the University's policies. For more information on this serious breach of conduct, see:
http://www.studentaffairs.mtu.edu/dean/judicial/policies/academic_integrity.html

If you have a disability that could affect your performance in this class or that requires an accommodation under the Americans with Disabilities Act, please see me as soon as possible so that we can make appropriate arrangements. The Affirmative Action Office has asked that you be made aware of the following:

Michigan Tech complies with all federal and state laws and regulations regarding discrimination, including the Americans with Disabilities Act of 1990. If you have a disability and need a reasonable accommodation for equal access to education or services at Michigan Tech, please call the Dean of Students Office, at 487-2212. For other concerns about discrimination, you may contact your advisor, department head or the Affirmative Action Office, at 487-3310

For more information on these policies, see:
Affirmative Action:
http://www.admin.mtu.edu/aoa/
Disability Services:
http://www.admin.mtu.edu/urel/studenthandbook/student_services.html#disability
Equal Opportunity Statement:

**Course Schedule (subject to change)**

<table>
<thead>
<tr>
<th>Date</th>
<th>Read (due by this date)</th>
<th>BB= supplemental readings on Blackboard</th>
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APPROACHES TO THEORIZING MEDIA & GLOBALIZATION

Perspectives: What does globalization mean?

2) TR Sept 1  Pieterse, chpt 1 “Globalization: Consensus and Controversies” (15)
   Barber: “Jihad Vs. McWorld” (9) BB

3) T Sept 6  Pieterse, chpt 3 “Globalization and Culture: Three Paradigms” (18)

HISTORICAL, ECONOMIC, SOCIAL-POLITICAL CONTEXTS

Modernity and global communications

4) TR Sept 8  Thompson: “The Media and the Development of Modern Societies (36) BB

5) T Sept 13  Thompson: “Globalization of Communication” (29) BB

Political economy perspectives

6) TR Sept 15  Harvey: “Modernization” (18) BB
   Ritzer: “McJobs: McDonaldization and Its Relationship to the Labor Process (7) BB

   McPhail: “The Role of Global Advertising” (14) BB

8) TR Sept 22  McPhail: “Global Issues, Music and MTV” (18) BB
   Thussu: “Infotainment Inc.: The Ascent of a Global Ideology” (13) BB

Entertainment and news flows problematized

9) T Sept 27  Hafez: “Film and Program Imports: Entertainment as the Core of Media Globalization (18)
   Hafez: “Introduction” (6)

10) TR Sept 29  Hafez: chpt 1 “Theory: Structural Transformation of the Global Public Sphere? (17)

11) T Oct 4  Hafez: chpt 2 “International Reporting—‘No Further than Columbus…’” (32)

12) TR Oct 6  Hafez: chpt 3 “Satellite Television” (26)

13) T Oct 11  Hafez: chpt 6 “International Broadcasting” (10)
   Hafez: chpt 9 “Media Capital” (9)

14) TR Oct 13  *****EXAM 1*****

THE NATION-STATE, MEDIA REGULATION, AND NATIONAL IDENTITY

Why the state matters

15) T Oct 18  Vick: “Exporting the First Amendment to Cyberspace: The Internet and State Sovereignty” (16) BB

*****NOTE: Oct. 21 is the last day to withdraw with a “W” on transcript

17) T Oct 25  Zhao, “The State, the Market, and Media Control in China” (30) BB

**TOPIC IDEA DUE: post on BB**

_Cyberspace and global flow_

       Zuckerman: “Intermediary Censorship” (13) BB

19) T Nov 1  Hafez: chpt 5 “The Internet” (18)
       Castells: “The New Public Sphere: Global Civil Society…” (10) BB

_CULTURAL AND EXPERIENTIAL PERSPECTIVES OF GLOBALIZATION_

20) TR Nov 3  Appadurai: “Disjuncture and Difference in the Global Cultural Economy” (21) BB

**PRELIMINARY TOPIC WORKSHEET DUE (in class)**

_Post-modern identities and the local subject_

21) T Nov 8  Hafez: chpt 7 “Media and Immigration” (14)
       Negus & Román-Veláquez: “Globalization and Cultural Identities” (15) BB

_Hybridization and cultural reception_

22) TR Nov 10 Pieterse, chpt 4 “Globalization as Hybridization” (25)

**FINAL TOPIC WORKSHEET DUE (upload on BB)**

23) T Nov 15 Ganti: “ ‘And Yet My Heart Is Still Indian…” (17) BB

24) TR Nov 17 Kraidy, “Introduction: Beyond al-Jazeera (18) BB
       Coutas: “Fame, Fortune, Fantasi: Indonesian Idol and the New Celebrity” (21) BB

Nov 22-26  _Thanksgiving Holiday --- enjoy!_

_NEW MEDIA AND CULTURAL TRANSFORMATIONS_

25) T Nov 29  Bennett: “New Media Power: The Internet and Global Activism” (16) BB

26) TR Dec 1  Khamis and Vaughn: “Cyberactivism in the Egyptian Revolution” (28) BB
       http://www.arabmediasociety.com/?article=769

27) T Dec 6  Smith: “Towards a Global Culture?” (18) BB

28) TR Dec 8  *****EXAM 2*****

_Course References:_


