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## GLOBAL COMMUNICATIONS in Fall 2019 (CM5001B)

<b>Course Code</b>	CM5001B	<b>Professor(s)</b>	Robert Payne, Tanya Elder, Waddick Doyle
<b>Prerequisites</b>	None	<b>Office Number</b>	Grenelle 3-4
<b>Class Schedule</b>	MR: 13:45-15:05 in Q-A101	<b>Office Hours</b>	Doyle: Mon 17:00–18.30, Payne: Fri 10:30–12.00, Elder: Tue 13:30–15:00
<b>Credits</b>	4	<b>Email</b>	rpayne@aup.edu, telder@aup.edu, wdoyle@aup.edu
<b>Semester</b>	Fall 2019	<b>Office Tel. Ext.</b>	

## Course Description

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This course introduces students to the study of global communications; basic history, key concepts, major theories and practices of communications studies. It also introduces research methods for studying the globalization of media and culture. Students learn a mixture of qualitative approaches. They also study a variety of research methodologies and learn how to create research projects and develop thesis-writing skills. They learn how various disciplines—(economics, political science, anthropology, sociology, linguistics) deal with issues of globalization of communications and how to take stands on philosophical and political issues. Students learn practical skills to research and evaluate research as an essential part of their education, indispensable training for conducting research projects and evaluating research articles in other communication studies courses.

## Course Learning Outcomes

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What sort of human phenomena do we study in communication studies?

What are the methods at our disposal for understanding, analyzing, and producing communications?

How does one conduct a professional research project in communications studies?

What are the social, political, and philosophical assumptions that underlie particular research methodologies? What are the strengths and weaknesses of each methodology?

Students will also develop the following skills for academic research in communications: drafting a literature review,

producing an appropriate bibliography, and distinguishing between an annotated bibliography and a literature review;

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thinking through and justifying the choice of an appropriate method;  
demonstrating a working knowledge of this method by collecting data and producing some initial findings based on appropriate analysis;  
recognizing the advantages and difficulties of the method chosen;  
recognizing and using internationally accepted standards for documentation and style.

## General Education

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### Course Outline

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#### Week I

**Monday September 2nd:**

#### **Introduction to MA study and critical thinking**

Required reading: Wallace and Wray, *Critical Reading and Writing for Postgraduates*, Chapters 1 + 4

#### **PART I. THEORIES OF COMMUNICATION AND GLOBAL MEDIA (DOYLE)**

**Thursday September 5th:**

#### **What is Global Communications?**

1. Micro and Macro communications: from ethnography to Global Internet governance; Interpersonal and mass communications; Human communication/ mediated communications/ Mechanical, non-human and post-human communications; Interactive communications versus network communications

2. Ritual versus Transmission: The Transmission Communication Model; and Shannon Weaver Model; The ritual communication Model; James Carey (network model to be developed in later classes)

Reading 1: Rantanen, "The message is the medium: an interview with Manuel Castells". Available online at: [http://www.giovanninavarria.com/pdf\\_docs/castells/castells-gmc-Interview.pdf](http://www.giovanninavarria.com/pdf_docs/castells/castells-gmc-Interview.pdf) Please come to class with some notes and questions on the readings.

Assignment given: Forms groups of 3 Choose a country. Discuss its media policy and its media

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freedom, its relation to colonialism and the impact of digital media on the country: oral presentation and written report.

## **Week 2**

### **Monday September 9th**

#### **Imagining the Global**

Tradition, Modernity and Policy. How should Bhutan deal with electronic media? What policy for Morocco for mobile phones and social networks?

Examples: Television in Bhutan :

<https://www.youtube.com/watch?v=BZPKjLtVT04>

Mobile phone and social media policy in Turkey

Comparing Japan, USA and France and thinking about Turkey

Reading 1: Darling-Wolf, Introduction, *Imagining the Global*. Available here:

<https://quod.lib.umich.edu/cgi/t/text/textidx?cc=nmw;c=nmw;idno=12748915.0001.001;rgn=full%20text;view=toc;xc=1;g=dcu>

### **Thursday September 12th:**

#### **Preparing a literature review**

Required reading: Luker, *Salsa Dancing into the Social Sciences*, Chapter 5

## **Week 3**

### **Monday September 16th**

#### **History of Communications**

Cables and empires; Markets and consumption; Transnational corporations

Reading: Thussu, Chapters 1-3

Recommended Reading: McPhail, *Global Communication*, 117- 24

### **Thursday September 19th**

#### **Liberal Theories of Media: Guest lecture, Matthew Fraser**

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Reading 1: Ali Shah S. Z. and Ali A, "The Role of Press Freedom in Economic

Development: A Global Perspective", *The Journal of Media Economics*, Feb 2013

Reading 2: Curran James, "The Liberal Theory of the Press Freedom" in Curran, *Theories of the Media*:

[http://ls-tlss.ucl.ac.uk/coursematerials/PUBLG043\\_73672.pdf](http://ls-tlss.ucl.ac.uk/coursematerials/PUBLG043_73672.pdf)

Reading 3: Vaidhyathan, selections from *The Googlization of Everything*

#### **Week 4**

**Monday September 23rd**

#### **WTO vs UNESCO; Networks versus Netflix**

Schiller, Media Imperialism; McPhail, Electronic colonialism; Couldry, Data Imperialism; GAFAM versus the Nation State

Reading 1: Couldry, N. and Meijas U. "Data Colonialism: Rethinking Big Data's Relation to the Contemporary Subject", *Television & New Media*, September, 201

Reading 2: Darling-Wolf, Chapter 1: "Un-American Idols: How the Global/National/Local Intersect":

<https://quod.lib.umich.edu/n/nmw/12748915.0001.001/1:4/imagining-the-globaltransnational-media-and-popularculture?g=dculture;rgn=div1;view=fulltext;xc=1>

Recommended: Hamelink, pp. 65 to 82

**September 28: Compulsory excursion to UNESCO: Access to information day**

**Thursday September 26th**

#### **Presentation of Nation Reports**

Global Flows: hip hop, fashion, manga; Concept of contra-flow; Culture, Law and Economy as influencers of media development; Understanding French communication and media

Reading: Doyle French Television ( "French Television" and "Canal Plus" in *'Contemporary World' Television*, Edited by Sinclair, John, University of California Press (and BFI) 2004

Global Flows: hip hop, fashion, manga

Darling-Wolf, chapters 3, 4, 5 read at least one

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Discussion of Popular culture and Turkey

Neo-Ottoman Cool: Turkish Popular Culture in the Arab Public Sphere. By: Kraidy, MarwanM., Al-Ghazzi, Omar, Popular Communication, 15405702, Jan-Mar2013, Vol. 11, Issue 1

### **Week 5**

**Monday September 30th**

**Local, Global and National mediated realities**

Reading 1: Darling-Wolf, chapters 6, 7 and Conclusion

Reading 2: Couldry and Hepp, *Mediated Reality pp TBD*

*Turkey ; Nation, Islam, pan Caucasian media.*

**Thursday October 3rd**

**Presentation of Nation Reports**

### **Week 6**

**Monday October 7th**

## **PART II: MODELS OF COMMUNICATION AND CULTURAL ANALYSIS (ELDER)**

**Thursday October 10th**

**The Multiple Flow approach – Two step model and Diffusion of Innovation model – From Lazarsfeld and Katz to Roger**

Reading: Ch 6 and 7, Windahl, Signitzer and Olsen Using Communication Theory, An Introduction to Planned Communication

Recommended: Singal and Dearing (2006) Text on Bb

### **Week 7**

**Monday October 14th**

**The Network Approach**

Reading: Ch 8, Windahl, Signitzer and Olsen Using Communication Theory, An Introduction to

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Planned Communication

Rogers and Kincaid (1981) Text on Bb

**Thursday October 17th**

**Social Marketing and – Product, price, place and promotion**

Reading: Ch 10, Windahl, Signitzer and Olsen Using Communication Theory, An Introduction to Planned Communication

**October 16th Mid-semester**

**Week 8**

**Monday October 21st**

**Behavioral Change Communication – Health Education and the Ebola**

Reading: Communication and Behavioral Change, CIO publication 2009

<https://www.environment.gov.scot/media/1408/understanding-behaviour-change.pdf>

Case study: Ebola

**Thursday October 24th**

**User and Gratification Theory and Reception theory**

Reading: Ch 15, Windahl, Signitzer and Olsen Using Communication Theory, An Introduction to Planned Communication

McQuail (2005) Ch 'Audience, Theory and Research Traditions' and 'Audience Formation and Experience'

**Week 9**

**Monday October 28th**

**Cultural Perspectives and Ethnography**

Carey "A Cultural Approach to Communication" in *Communication as Culture*

Kapchan, "Gender on the market: Moroccan women and the revoicing of tradition"

***October 30th– November 3rd, fall break (no classes)***

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## **Tuesday October 29th to 3rd November: Trip to Istanbul**

### **Week 10**

**Monday November 4th**

#### **Doing Ethnography: Participant Observation**

Lindlof and Taylor, Ch. 5 Producing Data: Participating Observing and Recording Social Action, in Qualitative Communication Research methods.

Conauergood "Performing as a Moral Act: Ethical Dimensions of the Ethnography of Performance"

**Thursday November 7th**

#### **Interviewing – Focus on in-depth interviews**

Hammersely and Atkinson "*Insider accounts: listening and asking questions*"

Deacon, Chapter 4, "Asking Questions in Researching Communication. A Practical Guide to Methods in Media and Cultural Analysis"

Lindlof and Taylor, Chapter 6, Producing Data: Qualitative Interviewing in Qualitative Communication Research Methods

### **Week 11**

***November 11th– 12th, Armistice Break (no classes)***

**Thursday November 14th**

**Presentation of the interview and the participatory observation**

## **PART III: TEXTUAL ANALYSIS METHODS (PAYNE)**

### **Week 12**

**Monday November 18th**

**Writing a literature review**

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Required: Bring scholarly sources for literature review

**Thursday November 21st**

**Discourse analysis I**

Required reading: Gill, "Discourse Analysis for Media Studies"

Literature review assignment due

**Week 13**

**Monday November 25th**

**Discourse analysis II**

Required: Bring to class two print news articles on the topic of migration or refugees

**Thursday November 28th**

**Semiotic analysis I**

Required reading: Rose, *Visual Methodologies*, Chapter 6

**Week 14**

**Monday December 2nd**

**Semiotic analysis II**

Required: Bring to class two colour-printed advertisements

**Thursday December 5th**

**Final exam preparation**

Semiotic and discourse analysis assignments due

**December 12th– 18th, Final Exam: Presentation of research proposal**

## **Textbooks**

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This course doesn't have any textbook.

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## Attendance Policy

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Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. The French Department, for example, has its own attendance policy, and students are responsible for compliance. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Attendance at all exams is mandatory.

**IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.**

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and especially during the Drop/Add and Exam Periods.

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## Grading Policy

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Final grades will be calculated as follows:

Part I (Doyle) 30% (Nation report, globalization essay)

Part II (Elder) 30% (Interview assignment, participatory observation, in class exercises)

Part III (Payne) 30% (discourse analysis, semiotic analysis, literature review)

Final Exam 10% (Oral presentation of research proposal)

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**Other**

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