
GLOBAL COMMUNICATIONS in Spring 2019 (CM5001)

Course Code	CM5001	Professor(s)	Christy Shields, Robert Payne, Waddick Doyle
Prerequisites	None	Office Number	G, 3rd floor
Class Schedule	MR: 13:45-15:05 in G-102	Office Hours	Doyle, G306: Thurs: 4-6 pm Payne, G307: Mon 10am-12pm Shields, G304: Mon, Thurs: 4.45-6pm
Credits	4	Email	cshields@aup.edu, rpayne@aup.edu, wdoyle@aup.edu
Semester	Spring 2019	Office Tel. Ext.	

Course Description

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

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;
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

Course Outline

OUTLINE (This is not definitive and can be changed)

PART I. CRITICAL RESEARCH METHODS AND TEXTUAL ANALYSIS (Prof. Payne)

Week 1

Monday 21 January: Introduction to MA study and critical thinking

Required reading: Wallace and Wray, *Critical Reading and Writing for Postgraduates*, Chapters 1 + 2

Thursday 24 January: Introduction to research methods and critical reading

Required reading: Wallace and Wray, *Critical Reading and Writing for Postgraduates*, Chapter 4
Deacon et al., *Researching Communications*, Chapter 1
Darling-Wolf, *Imagining the Global*, Introduction

Week 2

Monday 28 January: Preparing a literature review

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

Assignment given: Literature Review due 21 February

Thursday 31 January: Writing a literature review

Required: Bring scholarly sources for literature review

Week 3

Monday 4 February: Discourse analysis I

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

Assignment given: Discourse Analysis due on Blackboard 12 noon, Monday 11 February

Thursday 7 February: Discourse analysis II

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

Week 4

Monday 11 February: Semiotic analysis I

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

Darling-Wolf, *Imagining the Global*, Chapter 3

Assignment given: Semiotic Analysis due on Blackboard 12 noon, Monday 18 February

Thursday 14 February: Semiotic analysis II

Required: Bring to class two colour-printed advertisements

Week 5

Monday 18 February : Finalising the Literature Review

PART II. COMMUNICATION THEORIES AND REALITIES OF MEDIA GLOBALIZATION

(Prof. Doyle)

Thursday 21 February: 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; Roman Jakobson and Shannon Weaver Model; The ritual communication Model; James Carey

Reading 1: Rantanen, "The message is the medium: an interview with Manuel Castells". Available online at:

http://www.giovaninavarria.com/pdf_docs/castells/castells-gmc-Interview.pdf

Please come to class with some notes and questions on the readings.

Assignment given: Choose a country. Discuss its media policy and its media freedom, its relation to colonialism and the impact of digital media on the country: oral presentation and written report.

Assignment due: Literature Review (submitted on Blackboard by 6pm)

Week 6

Monday 25 February: 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 Morocco; Comparing Japan, USA and France

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=dculture>

Thursday 28 February: History of Communications

Cables and empires; Markets and consumption; Transnational corporations

Reading: Thussu, Chapters 1-3

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

SPRING BREAK: March 4-15

Week 7

Monday 18 March: Liberal Theories of Media

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

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

Thursday 21 March

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

Week 8

Monday 25 March: 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: Darling-Wolf, chapters 3, 4, 5

Recommended Reading: Hamelink pp. 137-170

Thursday 28 March: Local, Global and National mediated realities

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

Reading 2: Couldry and Hepp, *Mediated Reality*

18.20: depart for Tunis with Professor Doyle

Week 9

Monday 1 April: Preparation for Globalization Paper

PART III. ETHNOGRAPHIC METHODOLOGIES (Prof. Shields)

Week 10

Thursday 4 April: Cultural Perspectives and Ethnography I

Geertz, "Thick Description" from *The Interpretation of Culture*

Carey, "A Cultural Approach to Communication", from *Communication as Culture*

Monday 8 April: Cultural Perspectives and Ethnography II

Marcus, "Ethnography in/of the World System: The Emergence of Multi-Sited Ethnography", *Annual Review of Anthropology*, 1995

Appadurai, *Modernity at Large: Cultural Dimensions of Globalization*, excerpts

Week 11

Thursday 11 April: Doing Ethnography: Participant Observation

Lindlof and Taylor, Ch 5 Producing Data: Participating Observing and Recording Social Action

in *Qualitative Communication Research Methods* Conquergood, "Performing as a Moral Act : Ethical Dimensions of the

Ethnography of Performance"

Watch: Deborah Kapchan's ethnological sensation (Video interview, 5m29 sec)

<https://vimeo.com/145319202>

Monday 15 April: Ethnographic Examples: In the Marketplace

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

De la Pradelle, *Market Day in Provence*, excerpts

Week 12

Thursday 18 April: Interviewing I: Overview

Textbooks

Title	Author	Publisher	ISBN	Required
NO Book				No

Attendance Policy

Attendance at all classes is mandatory. Active participation in discussions is a class requirement and forms a component of final grades. Unexcused absences from class will result in a lower grade for participation; excessive absence may result in failure. Please contact the professor in advance if an absence is likely. In all cases of absence, the responsibility for arranging to make up missed work rests solely with the student.

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.

Grading Policy

Final grades will be calculated as follows:

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

Part II (Doyle) 30% (nation report, globalization essay)

Part III (Shields) 30% (participant observation, interviewing assignments, class participation)

Final Exam 10%

Grading Scale:

Letter Grade Quantitative Qualitative

A 94-100 Superior (uniformly excellent in creativity, thoughtfulness and preparation)

A- 90-93

B+ 87-89 Very Good (exceeds the expected level of competence/preparation)

B 83-86

B- 80-82

C+ 77-79 Satisfactory (fulfills requirements at an average 4 level)

C 73-76

C- 70-72

D 60-69 Needs major improvement (falls short of average level of competence and preparation)

F Below 60 Fails/Unsatisfactory (fails to engage with components of the assignment/course)

IMPORTANT NOTES ON ASSIGNMENTS:

Formatting: All submitted work should be typewritten in 11- or 12-point type with one-inch margins. Pages should be numbered and your name should be clearly visible on the assignment. Your assignments should be either stapled or fastened together with a paper clip.

Submission: All assignments must be submitted in hard copy and in digital form as the professor requests. Assignments will not be accepted by email.

Citation: ALL written work must use correct citations. Any work without complete and correct references in MLA format will NOT be accepted. It is your responsibility to learn correct citational methods if they are unfamiliar. Visual material such as diagrams and photos that you have not produced yourself must also be correctly cited.

Lateness: Work submitted late will be penalised by a fraction of a letter grade per day, i.e.: A becomes A-, A- becomes B+, etc. This policy is not negotiable.

Writing skills: First assignments will be monitored for writing skills, and students whose writing needs to improve will be referred to the Writing Lab before the following assignments will be accepted for grading.

PLAGIARISM:

If you are found to have plagiarized any portion of any assignment YOU WILL AUTOMATICALLY FAIL THE COURSE AND BE REPORTED TO ACADEMIC AFFAIRS FOR POSSIBLE FURTHER SANCTION. There are no second chances. Plagiarism means submitting work that you did not yourself author. It also involves copying or paraphrasing the work of others without citing the work. This means do NOT copy and paste things from Wikipedia, do not borrow research from other sources without citing it, and do not have somebody else write your paper for you. This is an unacceptable behavior and there is NEVER

any reason that can justify your decision to commit such an act.

Other

STUDENT LEARNING GOALS:

CM5001 is the core course of the MAGC program. By the end of the course, students should be able to answer the following critical-analytical questions:

- What sort of human phenomena do we study in communication studies?
- What are the methods at our disposal for understanding, analyzing, and producing communications?
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- recognizing and using internationally accepted standards for documentation and style.

GRADUATE PROGRAM OBJECTIVES:

The course also meets the following learning objectives of the MAGC program:

1. to understand and be able to use quantitative and/or qualitative Communications research methodologies;

2. to be aware of key issues in debates about globalization and their relationship to forms of global media and culture;

3. to develop critical perspectives on the major concepts and theories in Media Studies, Communication Studies and Cultural Studies.