
MEDIA GLOBALIZATION in Spring 2019 (CM2006B)

Course Code	CM2006B	Professor(s)	Noemie Oxley
Prerequisites	None	Office Number	Grenelle, 3rd floor
Class Schedule	MR: 15:20-16:40 in G-113	Office Hours	By appt.
Credits	4	Email	noxley@aup.edu
Semester	Spring 2019	Office Tel. Ext.	

Course Description

What is globalization? Why study the media? What is the relationship between media and globalization? What are the consequences of media globalization on our lives and identities?

This course critically explores these questions and challenging issues that confronts us today. It addresses different approaches to global information exchange, and takes in account that globalization is a multi-dimensional, complex process of profound transformations in all spheres – technological, economic, political, social, cultural, intimate and personal.

Throughout this course, we will explore a set of notions and theories, including globalization, mass media, ideology, cultural imperialism, media flow and contra-flow. We will confront these theories to case studies helping us to understand the impact of globalization on societies and our lives. Specific topics include the comparison of global media – including television, film, and radio, U.S. influence on world cultures, international perceptions of the United States, the North/South split between information-rich and information-poor countries, the role of English as a world language, and the impact of the digital revolution – especially social networks and Internet – on our experience of the world.

Course Learning Outcomes

Know and understand the key issues of globalization and the subsequent economic and cultural effects.

Distinguish between global, transnational and international communication

Understand the mapping of media globalization – both macro structures and micro processes and understand the Global North/Global South divide between information-rich and information-poor countries in the world.

Identify a diversity of global perspectives – not only dominant/Western views but also marginalized, alternative and counter-hegemonic positions

Consider the relationship between tradition and modernity and the role that globalized media play in their shifting relationship.
Understand the different ways of producing news and entertainment across the world.
Able to compare, contrast and analyze critically media and media usage from different cultural traditions
Appraise the advantages and disadvantages of the role of English as a global language.

General Education

The general education program at AUP consists of four requirements: Speaking the World, Modeling the World, Mapping the World, and Comparing Worlds Past and Present.

Course Outline

January

Week I – 21st-24th: Introduction to the course

Monday 21st - Session I

TOPICS : Introduction to the course

Thursday 24th - Session II

TOPICS: Media Globalization and Globalization, Introduction to key terms and issues.

READINGS: Anthony Giddens, "REITH LECTURES 1999: Runaway World", http://downloads.bbc.co.uk/rmhttp/radio4/transcripts/1999_reith1.pdf; Chapter 5 from *The Media Student's Book on Globalization*

January 27 – last day to drop/add courses online

Week II - 28h – 31st : Media Globalization and Empire

Monday 28th - Session I

TOPICS: Media Globalization and the Colonial Empire.

READINGS: Daya Kishan Thussu. *International Communication. Continuity and Change*, Chapter 1

Thursday 31st - Session II

TOPICS: Media Globalization and US Empire

READINGS: Ch. 7 and 8 of Thomas L. MCPHAIL *Global Communication. Theories, Stakeholders, and Trends*. Also see this website: <http://www.investopedia.com/stock-analysis/021815/worlds-top-ten-media-companies-dis-cmcsa-fox.aspx>

February

Week III - 4th – 7th: Globalization and Media Globalization Theories

Monday 4th - Session I

TOPICS: History of long-distance Communication

READINGS: Hamelink, Ch. 3, "The History of Long-distance Communication".

Thursday 7th - Session II

TOPICS: Philosophies for Media Systems

READINGS: Ch. 5 of McKenzie *Comparing Media from around the world*.

Week IV – 11th - 14th: Media Conglomerates

Monday 11th - Session I

TOPICS: Electronic Colonialism and World System theories

READINGS pp. 11-27 of Thomas L. MCPHAIL *Global Communications*

Thursday 14th - Session II

TOPICS: In-Class Group Presentations: Analyzing a Media Conglomerate.

Week V – 18th -21th: De-convergence and Audiences perceptions of the global

Monday 18th - Session I

TOPICS: Media Deconvergence

READINGS: Yong Jin. *De-Convergence of Global Media Industries*.

Thursday 21th - Session II

TOPICS: Imagining the Global

READINGS: Fabienne Darling-Wolf Chapter “Imagining the Global: Transnational Media and Global Audiences”,
<https://quod.lib.umich.edu/n/nmw/12748915.0001.001/1:9/--imagining-the-globaltransnational-media-and-popular-culture?g=dculture;rgn=div1;view=fulltext;xc=1>

Week VI - 25th – 28st: Mapping Global Flow and Contra-Flow

Monday 25th - Session I

TOPICS: What is a Contra-Flow?

READINGS: Thussu, Daya. *Mapping Global Media flow and contra-flow*: Anandam P. Kavoori. *Thinking through contra-flows: perspectives from post-colonial and transnational cultural studies*.

Thursday 28th - Session II

TOPICS: Contra-Flow case study: How soap operas can change the world

READINGS: “Life Lessons: How soap operas can change the world”; The International telenovela debate and the contra-flow argument: a reappraisal”.

March

March 4th , March 15th, (included) spring break, no classes

March 22, Mid-semester grades due

Week IX – 18th – 21st : Media Convergence in the digital Age

Monday 18th – Session I

TOPICS: Midterm Exam

Thursday 21st - Session II

TOPICS: Media Convergence in the digital age

READINGS: Henry Jenkins, *Media Convergence*

Week X – 25th- 28th : Media Convergence II; Media Diaspora

Monday 25th – Session I

TOPICS: Media consumption of the news in the age of convergence.

READINGS: Mikko Villi, Jane Matikainen, and Irina Khaldarova: “Recommend, Tweet, Share: User-distributed content (UDC) and the Convergence of News Media and Social Networks.

Thursday 28st – Session II

TOPICS: Media and the Diaspora

READINGS: Karim, *The Media of Diaspora*

April

Week XI – 1st -4th: Diaspora II; Cosmopolitanism

Monday 1st - Session I:

TOPICS: Media and the Diaspora, case study

READINGS: “I have great desires to look beyond my world: Trajectories of Information and Communication Technology Use among Ghanaian living abroad”

Thursday 4th - Session II

TOPICS: Cosmopolitanism

READINGS: “How real is Cosmopolitanism in Europe”, *Sociology*, 42(6).

April 5th, Last day to withdraw from a course/no credit option

Week XII - 8th – 11th: Globalization and the News, global news?

Monday 8th - Session I

TOPICS: The CNN effect

READINGS: Piers Robinson, “The CNN Effect, The myth of news, foreign policy and intervention”

Thursday 11th - Session II

TOPICS: The Rise of Arab media

READINGS: Naomi Sakr, “Challenger of lackey?” The politics of news on Al-Jazeera

Week XIII -15th – 18th: Global News?

Monday 15th - Session I:

TOPICS: The Israel-Palestine conflict and the news

READINGS: “Media, Globalization, and the (Un)Making of the Palestinian Cause”

Thursday 18th - Session II:

TOPICS: Visit to Radio France Internationale.

Week XIV – 25th: Advertising, Branding and Globalization

Thursday 25th - Session II

TOPICS: Political Branding: Exporting ideology

READINGS In-class screening: *Our Brand is Crisis*.

May

Week XV - 29th – 2d: Advertising, Branding and Globalization; Global Public Sphere in the Digital Age

Monday 29th - Session I

Advertising, Branding and Globalization

TOPICS: Global advertising and national preference

READINGS: Thai Advertising

Thursday 2nd – Session II

TOPICS: What is the Global Public Sphere in the Digital Age?

READINGS: Dounia Mahloulou: “Rethinking the Public Sphere in a Digital Environment: Similarities between the Eighteenth and the Twenty-First Centuries”

Week XVI – 6th:

TOPICS: Conclusion to the course.

May 7th, Last day of classes, May 9h -12th, Reading days

May 13th – 17th, Final exams

Textbooks

This course doesn't have any textbook.

Attendance Policy

CONDUCT/CLASS POLICY

–Please be courteous and respectful at all times. You may disagree with someone, but please do so politely (a good way to start is by saying “I can see your point”). Make sure you attempt to understand each other before you contribute to the discussion.

–Please use restroom **before class**, except in an emergency (routine departures in the middle of the class are unacceptable). Frequent departures and arrivals *distract* the flow of class each time they happen. That said, of course emergencies happen.

–**Avoid conversations with people sitting around you.** They are distracting to all those around you.

–**You must check your AUP email once per day for important announcements.**

–**NO CELL PHONES ALLOWED DURING CLASS.**

–**Laptops and other electronic devices: Laptops are only allowed in class for specific researches. Bring pen and paper!**

FYI, research says that electronic devices (including laptops) in the classroom often impede learning. So why not taking notes on paper??

<http://www.psychologytoday.com/blog/hot-thought/201007/banning-laptops-in-classrooms-0>

<http://www.psychologicalscience.org/index.php/news/releases/take-notes-by-hand-for-better-long-term-comprehension.html>

ATTENDANCE POLICY

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.*

ENGLISH PROFICIENCY STATEMENT

As an Anglophone university, The American University of Paris is strongly committed to effective English language mastery at the undergraduate level. Most courses require scholarly research and formal written and oral presentations in English, and AUP students are expected to strive to achieve excellence in these domains as part of their course work. To that end, professors include English proficiency among the criteria in student evaluation, often referring students to the university Writing Lab where they may obtain help on specific academic assignments.

Grading Policy

COURSE REQUIREMENTS AND GRADING

In-class participation/attendance/short presentations (throughout the semester) – 20%

– You are expected to engage class discussion frequently and constructively. This requires not only keeping up with assigned readings, but also thinking critically about the ideas and examples at hand. Every class, you may be required to complete a short quiz by responding to three questions on the reading that were sent to you prior to class. Your

Mid-term In-class Exam – 30% – you will be able to choose from a set of essay questions on the course. Open-notes.

Assignments – 20 % – These four assignments, throughout the course, will focus on issues discussed in class. They will be divided in three essays and one group presentation.

Final paper – 30 % – Undertake a detailed analysis (2000 words max) of a case study of your choice reflecting the issues and theories of globalization seen in class.

Other
