1. Description

The idea of the course is to get students acquainted with Latin American theories, practices and representations about the Media. In order to provide a complex perspective, the course will begin with a reflection about globalization, identities and local cultures and their tensions with the constitution of a global culture. The second and most important part of the course are the Latin American researches, perspectives and representations about the media, their place in contemporary societies, their active participation in the constitution of identities and the role in the construction of an agenda. This is how the course will introduce not only Latin American perspectives but also a global vision that will allow students to articulate global and local problems from a critical point of view. The denaturalization of the media, the identification of their constructions, representations and selections are some of the objectives of the course: to re-read media practices as a way to reflect about everyday practices.

2. Expectations, grading and attendance

2.1 Expectations

Students are expected to attend classes twice a week and to participate actively in them. NYU in Buenos Aires has a strict policy about course attendance: No unexcused absences are permitted.

Each week students must present a brief report (10-15 lines) of an article (not necessarily a complete one), a picture, a chart or a graphic from the local media using the concepts and the theories provided by the bibliography of the course. The idea of this task has a doble implication: on one side, it will help students with the articulation of theories and media practices and, on the other, will demand them to get acquainted with local media. For those who can not read fluently the language there are tools as “The Buenos Aires Herald” (a local newspaper written in English) or the identification of pictures, charts and graphics to fullfill the assignment. For the others (the ones who
can read Spanish) a list of local media (and their web location) will be provided at the beginning of the course.

The course also demands two written exams:
1) A **5-8 page midterm paper** based on a questionary provided in advance that will have to be handed in on time and printed (exams will not be graded if received by email).
2) **An 8-10 page final essay** about a list of topics provided in advance from which students will have to chose one or two. With the chosen topics, students are expected to select a part of the bibliography and the analysis provided in the course and present a reflection about Media, Latin America, practices and representations in tension with global processes. The essay must also be handed in on time and printed (essays will not be graded if received by email).

2.2. Grading policy:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class participation/attendance</td>
<td>30%</td>
</tr>
<tr>
<td>Weekly reports</td>
<td>20%</td>
</tr>
<tr>
<td>Midterm</td>
<td>20%</td>
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<tr>
<td>Final</td>
<td>30%</td>
</tr>
</tbody>
</table>

The course uses the following scale of numerical equivalents to letter grades:

<table>
<thead>
<tr>
<th>Numerical Grade</th>
<th>Letter Grade</th>
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<tbody>
<tr>
<td>100-93</td>
<td>A</td>
</tr>
<tr>
<td>92-90</td>
<td>A-</td>
</tr>
<tr>
<td>89-87</td>
<td>B+</td>
</tr>
<tr>
<td>86-83</td>
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<td>82-80</td>
<td>B-</td>
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<tr>
<td>79-77</td>
<td>C+</td>
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<tr>
<td>76-73</td>
<td>C</td>
</tr>
<tr>
<td>72-70</td>
<td>C-</td>
</tr>
<tr>
<td>69-67</td>
<td>D+</td>
</tr>
<tr>
<td>66-60</td>
<td>D</td>
</tr>
<tr>
<td>59-0</td>
<td>F</td>
</tr>
</tbody>
</table>

2.3 Attendance Policy

NYU Buenos Aires has a strict policy about course attendance. **No unexcused absences are permitted.**

Students should contact their class teachers to catch up on missed work but should NOT approach them for excused absences.
Absences due to illness must be discussed with the Assistant Director for Academics Affairs, María Pirovano Peña within one week of your return to class. A doctor note excusing your absence is mandatory. If students get sick on an exam day, they must let the Assistant Director for Academic Affairs know in advance about this, and they must see a doctor the same day in order to have their absence excursed.

Absence requests for non-illness purposes must be discussed with the Assistant Director for Academics Affairs, María Pirovano Peña prior to the date(s) in question. The first unexcused absence will be penalized by deducting 1.5% from the student’s final course mark. After that each unexcused absence will be penalized by deducting 3% from the student’s final course mark.

Students who have perfect attendance (100%) during the semester and have fulfilled all course requirements, i.e. class participation, meeting all deadlines, etc. will get extra points equivalent to 2% of the final grade.

Students are responsible for making up any work missed due to absence. NYU BA. also expects students to arrive to class promptly (both at the beginning and after any breaks) and to remain for the duration of the class. Three late arrivals or earlier departures (10 minutes after the starting time or before the ending time) will be considered one absence.

Each class has a duration of one hour and half or two hours. Missing one class represents one absence. For those courses that meet once a week (three hours block), missing one class represents two absences.

Holidays’ make up classes are mandatory as regular scheduled classes.

2.4 Exams and Submission of Work

Final Exam dates cannot be changed under any circumstance.
Mid term exam dates will be scheduled with each professor.
Unexcused absences from exams are not permitted and will result in failure of the exam. If you are granted an excused absence from examination (with authorization, as above), your lecturer will decide how you will make-up the assessment component, if at all (by make-up examination, extra coursework, or an increased weighting on an alternate assessment component, etc.).

Written work due in class must be submitted during the class time to the professor.
Late work should be submitted in person to the Assistant Director for Academics Affairs during office hours (Mon – Fri, 9.30 am to 5 pm), who will write on the essay or other work the date and time of submission, in the presence of the student. Another
member of the administrative staff can accept the work, in person, in the absence of the Assistant Director for Academics Affairs and will write the date and time of submission on the work, as above.

Work submitted within 5 weekdays after the submission time without an agreed extension receives a penalty of 10 points on the 100 point scale.

Written work submitted after 5 weekdays after the submission date without an agreed extension fails and is given a zero.

Please note end of semester essays must be submitted on time

Final essays must be submitted to the professor in print and electronic copy. If the student is not in Buenos Aires, he / she must send a printed copy via express postal mail (i.e. FeDEX, DHL, UPS, etc) to the NYU Center in Buenos Aires – Anchorena 1314 - (C1425ELF) Argentina. This copy must arrives before or on the date of established deadline.
Schedule

Week 1 (Agust, 31st and September 2nd)

Presentation. Overview of the course. Introduction to Media Studies in Latin America.


Week 2 (September 7th) [September 9th is a Jewish holiday and the teacher will not attend classes. The class will be recovered on September 24th]

Globalization, Media and Tradition


Complementary (and optional) readings for the class

Week 3 (September 14th and 16th)

Audiences, Everyday Life and “Mediapolis”

Complementary (and optional) readings for the class

Week 4 (September 21st, 23rd and 24th) [24th is the recovery day for September 9th]

CULTURAL IMPERIALISM AND COMMUNICATION


Complementary (and optional) readings for the class

Week 5 (September 28th and 30th)

COMMUNICATION THEORIES AND RESEARCH IN LATIN AMERICA


Complementary (and optional) readings for the class
Week 6 (October 5th and 7th)

COMMUNICATION AND THEORIES AND RESEARCH IN LATIN AMERICA: FIRST BALANCES


Midterm: students will be given the questionnaire for the exam.

Week 7 (October 19th and 21st)

COMMUNICATION AND MEDIATIONS


Week 8 (October 26th and 28th)

EMPIRICAL RESEARCH IN LATIN AMERICA ON TELEVISION AUDIENCES: ANOTHER BALANCE


Complementary (and optional) readings for the class
Week 9 (November 2\textsuperscript{nd})

**MEDIA AND POLITICS IN LATIN AMERICA**


Week 10 (November 9\textsuperscript{th} and 11\textsuperscript{th})

**CITIZENSHIP AND MEDIA**


Week 11 (November 16\textsuperscript{th} and 18\textsuperscript{th})

**DIGITAL CONVERGENCE AND CHANGE OF PRACTICES**


Week 12 (November 23\textsuperscript{rd} and 25\textsuperscript{th})

**DIGITAL CONVERGENCE AND POLITICAL ECONOMY OF COMMUNICATIONS**


**Week 13 (November 30th and December 2nd)**

**Advertising and Radio Regulations in Latin America**


**Week 14 (December 7th and 9th)**

**Media in Latin America: Balances and Hypothesis Towards the Future**

Individual presentations about possible interests for the final essay.
Closing remarks, questions and specifications for the essay.

**Final Exam**: students will be given the list of topics for the final essay.

**Week 15 (December 14th and 16th)**

**Final Exams**