Global Media Seminar: Latin America

<table>
<thead>
<tr>
<th>Class code</th>
<th>MCC-UE.9455.1.001</th>
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<tbody>
<tr>
<td>Instructor Details</td>
<td>Martín Sivak</td>
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<td></td>
<td><a href="mailto:martinsivak@gmail.com">martinsivak@gmail.com</a></td>
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<td>Office hours: Wednesday 6-7</td>
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<tr>
<th>Class Details</th>
<th>Global media Seminar: Latin America</th>
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<tr>
<td></td>
<td>Mondays and Wednesday 7-8.30</td>
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<td>Location to be confirmed.</td>
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| Prerequisites       | There are no prerequisites for this class. |

| Class Description   | Using a historical perspective, the course aims to acquaint students with Latin American theories, practices and representations of the media. Departing from a critical approach to Habra’s theory of the public sphere, the course will trace the arc of the media in Latin America since independence to the incumbent post-neoliberal area and the so-called “Media Wars”. Given that Argentina is facing an extraordinary conflict between the government and the Clarín media conglomerate (the largest of its kind in Latin America), the students will engage in the current incendiary debates about the role of the media, the new media law and the complex relationship between the media, politics and the state. |

<table>
<thead>
<tr>
<th>Desired Outcomes</th>
<th>The main outcomes of the seminar are:</th>
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<tr>
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<td>• To introduce students into the main lines of Latin American research on media.</td>
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<td>• To present different ways to approach and analyze media practices and representations</td>
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<td>• To get them in touch with local topics, problems, pieces of news, articles in order to articulate the readings and the major and most important local events during</td>
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their stay in Argentina.

**Assessment Components**

- One or two class presentation per student.

The course also demands two written exams:

1) **A 5-8 page midterm paper** based on a question 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.** Students are expected to select a part of the bibliography and the analysis provided in the course and present a reflection about the conflicts between the media and the Latin American governments. The essay must also be handed in on time and printed (essays will not be graded if received by email).

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Class participation/attendance/reports</td>
<td>30%</td>
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<tr>
<td>Midterm</td>
<td>30%</td>
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<tr>
<td>Final</td>
<td>40%</td>
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**Assessment Expectations**

**Grade A:** The student makes excellent use of empirical and theoretical material and offers well structured arguments in his/her work. The student writes comprehensive essays / exam questions and his/her work shows strong evidence of critical thought and extensive reading.

**Grade B:** The candidate shows a good understanding of the problem and has demonstrated the ability to formulate and execute a coherent research strategy.

**Grade C:** Work is acceptable and shows a basic grasp of the research problem. However, the work fails to organize findings coherently and is in need of improvement.

**Grade D:** The work passes because some relevant points are made. However, there may be a problem of poor definition, lack of critical awareness, poor research.

**Grade F:** The work shows that the research problem is not understood; there is little or no critical awareness and the research is clearly negligible.
# Grade conversion

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

Final Exam dates cannot be changed under any circumstance.

Mid term exam dates will be scheduled with each professor and it must be before the break.

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.

**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 arrive before or on the date of established deadline.
NYU Buenos Aires has a **strict policy about course attendance**.

- 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.
- **The date on the doctor’s note must be the date of the missed class or exam**
- 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.
- If students have more than two unexcused absences they will be penalized by deducting 50% of the class participation grade. Please be aware that in most of the courses the class participation grade is 20% of the final grade. So the 50% of the class participation grade would mean 10% of the final grade.
- If students have more than four unexcused absences they will fail the course.
- Intensive Languages Courses: students who have more than three unexcused absences will be penalized by deducting 50% of the class participation grade. Please be aware that in most of the courses the class participation grade is 20% of the final grade. So the 50% of the class participation grade would mean 10% of the final grade.
- Those students who have more than five unexcused absences will fail the course.
- 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.**
- 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.
- Please note that for classes involving a **field trip or other external visit**, transportation difficulties are never grounds for an excused absence. It is the student’s responsibility to arrive at an agreed meeting point in a punctual and timely fashion.
- Holidays’ make up classes are mandatory as regular scheduled classes.

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

**Plagiarism Policy**

The presentation of another person’s words, ideas, judgment, images or data as though they were your own, whether intentionally or unintentionally, constitutes an act of plagiarism.

All your written work must be submitted as a hard copy AND in electronic form to the instructor.

It is expected that the student follows the rules on academic honesty and intellectual integrity established by NYU University.

**Required Text(s)**


Macrory (2012), "Dilemmas of Democratisation: Media Regulation and Reform in Argentina" (Bulletin of Latin America Research, October 2012 ).


Mauersberger (2012), “To be prepared when the time has come: Argentina's new media regulation and the social movement for democratizing broadcasting”, Media


Salgado, A 2013: “A Public Sphere in Pinochet’s Chile” (mimeo).


Supplemental Texts(s) | No supplementary texts required.
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Internet Research Guidelines | Students will be given a list of webpages that will help them with the weekly assignments all along the semester.
Additional Required Equipment | No additional equipment required
### Week 1
February 11th and 13th


### Week 2
February 18th and 20th

LATIN AMERICAN PUBLIC SPHERE. THE PRESS AND THE INDEPENDENCE


### Week 3
25 the 27th

POPULISM AND THE MEDIA. ¿Pero Peronism against the Press?


### Week 4
March 4th and 6th

MEDIA AND CENSORSHIP. THE YEARS OF THE MILITARY RULE

- Alfonso Salgado (2013), “A Public Sphere in Pinochet’s Chile” (mimeo).


### Week 5
March 11th and 13th

MEDIA AND INEQUALITY


### Week 6
March 18th and 20nd

CULTURAL IMPERIALISM AND COMMUNICATION THEORIES


First paper due on March 20

**Week 7**
Spring Break
March 27
and 29th

**Week 8**
April 1\(^{th}\) and
3

- MEDIA AND POLITICS IN LATIN AMERICA


**Week 9**
April 8\(^{th}\) and
10

MEDIA REGULATION- DEMOCRATIZATION OR STATE CONTROL?

- Christof Mauersberger (2012) “To be prepared when the time has come: Argentina's new media regulation and the social movement for democratizing broadcasting”, Media Culture Society 34: 588

**Week 10**
April 15\(^{th}\) and
17

WILKELEAKS AND THE LATIN AMERICA MEDIA

- Selection of State department wires about the media and the Latin American Government in the last 10 years. Guest: Martín Becerra, leading scholar in media and politics and author of “Wiki media leaks”.

- 17. PBS’s Frontline: The Hugo Chávez Show

**Week 11**
April 22 and
24 rd

MEDIAS WARS OF THE NEW CENTURY. VENEZUELA AND ARGENTINA

- Selection of articles from The New Yorker, the New York Times and The Buenos Aires Herald about the conflict between Clarín and the Argentine government. Guest: A senior columnist of Clarín.

**BRAZIL - A CASE STUDY IN MEDIA**

**Week 12**

May 8th and 10th


Abstract of the research paper due on May 10th

**Week 13**

MEDIA AND POLARIZATION IN ARGENTINA: TWEETERS AND MEDIA WORKERS

May 15th and 17th

- Two Argentine tweeters will talk about the polarization between Kircherism and anti-Kirchnerism in the Buenos Aires twitter scene.

- Visit to a multimedia site (probably INFOBAE). Media Workers will explain the problems, benefits and dilemmas of the current media polarization.

**Week 14**

**Individual and mandatory presentations of the final paper**

May 22th and 24th

**Week 15**

Final paper due May 29

May 29th and 31st

**Classroom Etiquette**

The use of Blackberrys, phones and IPods in class are forbidden

**Required Co-curricular Activities**

These activities will be defined in the close future.

**Suggested Co-curricular Activities**

These activities will be defined in the close future.
Your Instructor

Martín Sivak is the author of five non-fiction books about South American politics, including a portrait of Evo Morales ("Jefazo") published in English as "Evo Morales: The extraordinary rise of the first indigenous president of Bolivia" (Palgrave, 2010), as well as in French, Italian and Chinese (forthcoming in 2013). His journalistic and academic articles have been published in book compilations in English and Spanish. Sivak holds a BA in Sociology (Universidad de Buenos Aires), a Master's Degree from the Institute for the Study of the Americas (University of London) and is completing a doctorate in Latin American History at New York University (NYU). He is currently teaching the course "Introduction to Latin American Studies" and "Global Media seminar: Latin America" at the NYU-Buenos Aires site, contributing to The New York Times (international edition) and Le Monde Diplomatique (Argentine edition) and writing his forthcoming book about the history of "Clarín," the largest media conglomerate in Latin America.