Culture, Media and Globalization

**Class code**  MCC-UE 9400 - 002

**Instructor Details**  Professor Daya Thussu

**Class Details**  Culture, Media and Globalization

Fall 2013

Thursdays 9.30-12.30
Location to be confirmed.

**Prerequisites**  N/A

**Class Description**  This course will explore, through a series of lectures and discussions, how the process of globalization is transforming media internationally, with a particular emphasis on the audio-visual media. It will also examine the impact of new technologies, especially the Internet, on global communications. Emphasizing the transnational context of media and culture, the course will aim to approach global media and cultural production from a wide range of theoretical frameworks relevant to contemporary condition - from political economy to cultural analysis.

Lectures, seminars and discussions

**Desired Outcomes**

- to provide an overview of the phenomenon of globalization;
- to explore the complex nature of the globalization process;
- to examine the economic and political context of media globalization;
- to explore changing nature of global communications and the critical role played by international policy and regulatory organizations;
- to engage in critical analysis of theoretical debates surrounding globalization and about cultural, national and transnational identities.

**Assessment Components**

Class presentation (25% of total grade); (20 minutes); Mid-term paper (25%); (1,500 words)
Final paper (50%) (3,000 words)
Failure to submit or fulfil any required course component results in failure of the class.

**Assessment Expectations**

**Grade A:** To gain an A grade, you will have met all the criteria for a B. You will demonstrate a sophisticated understanding of the topic and critical engagement with the relevant literature. The work should have intellectual coherence and originality of argument.

**Grade B:** You will be awarded a B if you have produced a focused and well-researched piece
of work which demonstrates a good understanding of the topic. You will have constructed a clear piece of analysis which uses relevant examples and demonstrates engagement with the theoretical issues.

**Grade C:** You will be awarded a C if you demonstrate that you have gone beyond lecture notes and used some relevant examples and academic sources to produce a clear argument that shows an understanding of the key aspects of the topic.

**Grade D:** You will be awarded a D if you have demonstrated some knowledge of the topic and evidence of having used at least two secondary sources. However, you will have based your essay largely on lecture notes and failed to develop an original answer to the question.

**Grade F:** F indicates failure

<table>
<thead>
<tr>
<th>Grade conversion</th>
<th>NYU in London uses the following scale of numerical equivalents to letter grades:</th>
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<tbody>
<tr>
<td>A=94-100</td>
<td></td>
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<tr>
<td>A-=90-93</td>
<td></td>
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<tr>
<td>B+=87-89</td>
<td></td>
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<tr>
<td>B=84-86</td>
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<tr>
<td>B-=80-83</td>
<td></td>
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<tr>
<td>C+=77-79</td>
<td></td>
</tr>
<tr>
<td>C=74-76</td>
<td></td>
</tr>
<tr>
<td>C-=70-73</td>
<td></td>
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<tr>
<td>D+=67-69</td>
<td></td>
</tr>
<tr>
<td>D=65-66</td>
<td></td>
</tr>
<tr>
<td>F=below 65</td>
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</tbody>
</table>

Where no specific numerical equivalent is assigned to a letter grade by the class teacher, the mid point of the range will be used in calculating the final class grade (except in the A range, where 95.5 will be used).

**Grading Policy** NYU in London aims to have grading standards and results in all its courses similar to those that prevail at Washington Square.

**Attendance Policy** NYUL has a strict policy about course attendance. **No unexcused absences are permitted.** While students should contact their class teachers to catch up on missed work, you should NOT approach them for excused absences.

Excused absences will usually only be considered for serious, unavoidable reasons such as personal ill-health or illness in the immediate family. Trivial or non-essential reasons for absence will not be considered.

Excused absences can only be considered if they are reported in accordance with guidelines which follow, and can only be obtained from the appropriate member of NYUL’s staff.

**Please note that you will need to ensure that no make-up classes – or required excursions - have been organised before making any travel plans for the semester.** See also section 11.1 - Make up days.
Absence reporting for an absence due to illness

1. On the first day of absence due to illness you should report the details of your symptoms by e-mailing absences@nyu.ac.uk including details of: class(es) missed; professor; class time; and whether any work was due including exams. Or call free (from landline) 0800 316 0469 (option 2) to report your absences on the phone.

2. Generally a doctor’s note will be required to ensure you have sought treatment for the illness. Contact the Gower Street Health Centre on 0207 636 7628 to make an appointment, or use HTH general practitioners if you cannot get an appointment expediently at Gower Street.

3. At the end of your period of absence, you will need to complete an absence form online at http://bit.ly/NuCl5K. You will need to log in to NYU Home to access the form.

4. Finally you must arrange an appointment to speak to Nigel Freeman or Donna Drummond-Smart on your first day back at class. You must have completed the absence form before making your appointment.

Supporting documentation relating to absences must be submitted within one week of your return to class.

Absence requests for non-illness reasons

Absence requests for non-illness reasons must be discussed with the Academic Office prior to the date(s) in question – no excused absences for reasons other than illness can be applied retrospectively. Please come in and see us in Room 308, 6 Bedford Square, or e-mail us at academics@nyu.ac.uk.

Further information regarding absences

Each unexcused absence will be penalized by deducting 3% from the student’s final course mark. Students are responsible for making up any work missed due to absence.

Unexcused absences from exams are not permitted and will result in failure of the exam. If you are granted an excused absence from an examination (with authorisation, as above), your lecturer will decide how you will make-up the assessment component, if at all (by make-up examination, extra coursework, viva voce (oral examination), or an increased weighting on an alternate assessment component, etc.).

NYUL 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. If timely attendance becomes a problem it is the prerogative of each instructor to deduct a mark or marks from the final grade of each late arrival and each early departure.

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.

Please refer to the Student Handbook for full details of the policies relating to attendance. A copy is in your apartment and has been shared with you on Google Docs.

Late Submission of Work

Written work due in class must be submitted during the class time to the professor. Late work should be submitted in person to a member of NYU London staff in the Academic Office (Room 308, 6 Bedford Square) during office hours (Mon – Fri, 10:30 – 17:30). Please also send an electronic copy to academics@nyu.ac.uk for submission to Turnitin.

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 more than 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.

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**Plagiarism Policy**

Plagiarism: the presentation of another piece of work or words, ideas, judgements, images or data, in whole or in part, as though they were originally created by you for the assignment, whether intentionally or unintentionally, constitutes an act of plagiarism.

Please refer to the Student Handbook for full details of the plagiarism policy.

**All students must submit an electronic copy of each piece of their written work to www.turnitin.com and hand in a printed copy with the digital receipt to their professor. Late submission of work rules apply to both the paper and electronic submission and failure to submit either copy of your work will result in automatic failure in the assignment and possible failure in the class.**

**Electronic Submission**

The Turnitin database will be searched for the purpose of comparison with other students’ work or with other pre-existing writing or publications, and other academic institutions may also search it.

In order for you to be able to submit your work onto the Turnitin website, you will need to set up an account:

1) Go onto the Turnitin website [http://www.turnitin.com](http://www.turnitin.com)
2) Click ‘Create Account’ in the top right hand corner
3) Select user type of ‘student’
4) Enter your class ID & Turnitin class enrolment password (these will be e-mailed to you after the drop/add period, or contact academics@nyu.ac.uk if you have misplaced these).
5) Follow the online instructions to create your profile.

To submit your work for class, you will then need to:

1) Log in to the Turnitin website
2) Enter your class by clicking on the class name
3) Next to the piece of work you are submitting (please confirm the due date), click on the ‘submit’ icon
4) Enter the title of your piece of work
5) Browse for the file to upload from wherever you have saved it (USB drive, etc.), please ensure your work is in Word or PDF format, and click ‘submit’
6) Click ‘yes, submit’ to confirm you have selected the correct paper (or ‘no, go back’ to retry)
7) You will then have submitted your essay onto the Turnitin website.
8) **Please print your digital receipt and attach this to the hard copy of your paper before you submit it to your professor** (this digital receipt appears on the web site, immediately after you submit your paper and is also sent to your e-mail address). Please also note that when a paper is submitted to Turnitin all formatting, images, graphics, graphs, charts, and drawings are removed from the paper so that the program can read it accurately. Please do not print the paper in this form to submit to your lecturers, as it is obviously pretty difficult to read! You can still access the exact file you uploaded by clicking on the ‘file’ icon in the ‘content’ column.

Please also see the Late Submission of Work policy, above.
Students must retain an electronic copy of their work for one month after their grades are posted online on Albert and must supply an electronic copy of their work if requested to do so by NYU in London. **Not submitting a copy of a piece of work upon request will result in automatic failure in the assignment and possible failure in the class.** NYU in London may submit in an electronic form the work of any student to a database for use in the detection of plagiarism, without further prior notification to the student.

Penalties for confirmed cases of plagiarism are set out in the Student Handbook.

### Required Text(s)

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<thead>
<tr>
<th>Title</th>
<th>Author(s)</th>
<th>Publisher</th>
<th>ISBN</th>
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</table>

### Supplemental Text(s) (not required to purchase as copies are in NYU-L Library)

<table>
<thead>
<tr>
<th>Title</th>
<th>Author(s)</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modernity at Large: Cultural Dimensions of Globalization</td>
<td>Appadurai, A.</td>
<td>University of Minnesota Press</td>
</tr>
<tr>
<td>The Rise of Network Society</td>
<td>Castells, M.</td>
<td>Blackwell.</td>
</tr>
<tr>
<td>Communication Power</td>
<td>Castells, M.</td>
<td>Oxford University Press.</td>
</tr>
<tr>
<td>Media and Power</td>
<td>Curran, J.</td>
<td>Routledge.</td>
</tr>
<tr>
<td>De-Westernizing Media Studies</td>
<td>Curran, J. and M. Park</td>
<td>Routledge.</td>
</tr>
<tr>
<td>Understanding Media Economics</td>
<td>Doyle, G.</td>
<td>Sage.</td>
</tr>
<tr>
<td>The Global Media - The New Missionaries of Corporate</td>
<td>Herman, E. and R. McChesney</td>
<td>Polity.</td>
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</table>
Capitalism, Cassell.


Internet Research Guidelines

Consult websites listed in the required text book

Additional Required Equipment

N/A

Session 1

5 Sep. 2013

**Introduction – communication and culture in a global context**

History and definitions. What is new about globalization?

**Essential reading:** Chapter 13 in *International Communication – A Reader*


Mid-term paper due on October 10

Session 2

12 Sep.

**The political-economic context of global communication and culture**

Transnational politics? Transnational corporations and globalization?

**Essential reading:** Chapter 2 in *International Communication – A Reader*


Mid-term paper due on October 10
Session 3

Theorizing globalization

**Essential reading:** Chapter 10 in *International Communication – A Reader*


Mid-term paper due on October 10

Session 4

The global communications infrastructure

The global satellite system; the privatization of space

**Essential reading** Chapter 1 in *International Communication – A Reader*


Mid-term paper due on October 10

Session 5

The global media marketplace

Multimedia conglomerates: media localization and regionalization

**Essential reading:** Chapter 11 in *International Communication – A Reader*


Mid-term paper due on October 10

Session 6

News in a global context

The role of news agencies; setting the global news agenda

**Reading:** Chapter 9, in *International Communication – A Reader*


**Mid-term paper due**

Session 7

Infotainment international

Information as entertainment


Final paper due on December 5
| Session 8 | The world of entertainment  
The Hollywood hegemony |
|-----------|---------------------------------------------------|
| 24 Oct.   | **Essential reading:** Chapter 14, in *International Communication – A Reader*  
**Additional reading:** Trumpbour, J., Hollywood and the World: Export or Die  
|           | Final paper due on December 5 |

| Session 9 | Glocalization of popular music  
The MTV phenomenon |
|-----------|---------------------------------------------------|
| 31 Oct.   | **Essential reading:** Chapter 26 in *International Communication – A Reader*  
|           | Final paper due on December 5 |

| Session 10 | Cultures of globalization  
Globalization as Westernization? |
|------------|---------------------------------------------------|
| 14 Nov.    | **Essential reading:** Chapter 23 in *International Communication – A Reader*  
|           | Final paper due on December 5 |

| Session 11 | Contra-flow in global television  
The South-North media flows, ‘geo-linguistic’ television |
|------------|---------------------------------------------------|
| 15 Nov. (Make-up Friday) | **Essential reading:** Chapter 12 in *International Communication – A Reader*  
Chapter 12 in *International Communication – A Reader* |
|           | Final paper due on December 5 |

| Session 12 | Towards a transnational culture?  
Diaspora, hybridity and cultural identity |
|------------|---------------------------------------------------|
| 21 Nov.    | **Essential reading:** Chapter 24 in *International Communication – A Reader*  
|           | Final paper due on December 5 |
Session 13
Global communities and the Internet
Cyber culture; the global digital divide

28 Nov.

Essential reading: Chapter 3 in *International Communication – A Reader*


Final paper due on December 5

Session 14
Summing up and review of course

5 Dec.

Final paper due

Session 15
Feedback on final paper

12 Dec.

Classroom Etiquette

Toilet breaks should be taken before or after class or during class breaks.

Food & drink, including gum, are not to be consumed in class.

Mobile phones should be set on silent and should not be used in class except for emergencies.

Laptops are only to be used with the express permission of the teacher.

Please kindly dispose of rubbish in the bins provided.

Required Co-curricular Activities

N/A

Suggested Co-curricular Activities

Public lectures and seminars at the LSE, SOAS and UCL

Your Instructor

Daya Thussu is Professor of International Communication and Co-Director of India Media Centre at the University of Westminster in London. Among his key publications are: *Media and Terrorism: Global Perspectives* (Sage, 2012); *Internationalizing Media Studies* (Routledge, 2009); *News as Entertainment: The Rise of Global Infotainment* (Sage, 2007); *Media on the Move: Global Flow and Contra-Flow* (Routledge, 2007); *International Communication - Continuity and Change*, third edition (Bloomsbury, forthcoming); and *Electronic Empires - Global Media and Local Resistance* (Arnold, 1998). His latest book is *Communicating India’s Soft Power: Buddha to Bollywood*, to be published by Palgrave, New York. Professor Thussu is the founder and Managing Editor of the Sage journal *Global Media and Communication*. 