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


Session 1

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*


Session 2

The political-economic context of global communication and culture
Transnational politics? Transnational corporations and globalization?

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


Session 3

Theorizing globalization

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


Session 4

The global communications infrastructure
The global satellite system; the privatization of space

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


Session 5

The global media marketplace
Multimedia conglomerates: media localization and regionalization

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


Session 6

News in a global context
The role of news agencies; setting the global news agenda
**Session 7**

**Infotainment international**
Information as entertainment


**Session 8**

**The world of entertainment**
The Hollywood hegemony

**Essential reading:** Chapter 14, in *International Communication – A Reader*


**Session 9**

**Glocalization of popular music**
The MTV phenomenon

**Essential reading:** Chapter 26 in *International Communication – A Reader*


**Session 10**

**Cultures of globalization**
Globalization as Westernization?

**Essential reading:** Chapter 23 in *International Communication – A Reader*


**Session 11**

**Contra-flow in global media**
South-North media flows, 'geo-linguistic' television

**Essential reading:** Chapter 12 in *International Communication – A Reader*


**Session 12**

**Towards a transnational culture?**
Diaspora, hybridity and cultural identity

**Essential reading:** Chapter 24 in *International Communication – A Reader*

**Session 13**

**Global communities and the Internet**

Cyber culture; the global digital divide and dividends

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


**Session 14**

**Mapping BRICS media**

Global implication of the rise of media in non-Western world

**Essential reading:** Introduction in Thussu and Nordenstreng (eds.) (2015) *Mapping BRICS Media*

**Additional reading:** ‘BRICS Building NWICO 2.0’ in Thussu and Nordenstreng (eds.) (2015) *Mapping BRICS Media*.

**Session 15**

**Course review and feedback**

**Final paper due**

**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

**Estimated Travel Costs**

N/A

**Suggested Co-curricular Activities**

Public lectures and seminars at the LSE, SOAS, King’s 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: *Mapping BRICS Media* (Routledge, 2015); *Communicating India’s Soft Power: Buddha to Bollywood* (Palgrave/Macmillan, 2013); *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). Professor Thussu is the founder and Managing Editor of the Sage journal *Global Media and Communication*.

**NYU GLOBAL ACADEMIC POLICIES**
Policies and procedures for Global Academic Centres, including policies on academic integrity and the Study Away Standard, can be found here: https://www.nyu.edu/about/policies-guidelines-compliance/policies-and-guidelines/student-services.html

Absences: Key information on NYU London’s absence policy, how to report absences, and what kinds of absences can be excused can be found here: http://www.nyu.edu/london/academics/attendance-policy.html

NYU London work submission policies can be found here: http://www.nyu.edu/london/academics/academic-policies.html