Course description:

A veritable buzzword, globalization refers to several newly emerged phenomena. To study it means to delve into several areas in which it manifests itself. These are, to name just the three most visible ones, the economy, culture and politics. In any of these dimensions globalization, as it is discussed in the last twenty years, functions through the media. Media does not portray globalization, but it is its important part. A study of globalization is inherently diverse and eclectic. So is this course. Students will read, watch films, analyze and discuss. In class discussions and writings they are expected to engage questions, issues, themes and topics connected to globalization, culture and the media.

This course will explore, through a series of lectures and discussions, how the process of globalization is transforming media internationally. It will also examine the impact of new technologies 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.

The course aims to:

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

Grading components:

Class Participation and Readings 10%
Midterm Exam 30%
Paper 25%
Final Exam (invigilated essay) 35%

Active participation is the cornerstone of this course. Students are required to come prepared to classes, having read all the required readings and ready to discuss them.

Academic honesty:
All students are expected to understand the meaning of academic honesty, and behave in accordance with the College’s policies on academic honesty as published in the Student Handbook/Honor Code.

SCHEDULE OF CLASSES

WEEK ONE
Course Overview,
Communication and culture in a global context - introduction

WEEK TWO
How to Grasp Globalization
- Defining globalization; What is new about current globalization

WEEK THREE
The Evolution of International Society and the Political-Economic Context
Required readings:
Havel V., The Need for Transcendence in the Postmodern World (speech delivered in Independence Hall, Philadelphia, July 4, 1994)
Sen, A., How to Judge Globalism
Wasserstrom, J., China’s Brave New World, pp. 125-195

WEEK FOUR
Theorizing Globalization
Required readings:
Thussu, Daya, Chapters 1 and 10 in International Communication – A Reader

WEEK FIVE
Cultures of Globalization
Required readings:
Thussu, Daya, Chapter 23 in International Communication – A Reader
Tomlinson, J., Cultural Imperialism
Barber, B., Jihad vs. McWorld

WEEK SIX
On the Way to a Transnational Culture and Ethics?
- Cosmopolitanism and increased globalized consciousness
- Moral theories from the ancient times till today
Required readings:
Thussu, Daya, Chapter 24 in International Communication – A Reader

WEEK SEVEN
MIDTERM EXAM

WEEK EIGHT
News in a Global Context
Required reading:
Thussu, Daya, Chapter 9 in International Communication – A Reader

WEEK NINE
PAPER DUE: The World of Entertainment
Required readings:
Thussu, Daya, Chapter 14 in International Communication – A Reader

WEEK TEN
Globalization: The Challenge of Fundamentalism
Required readings:
Lechner, F. J., Global Fundamentalism
Kurzman, Ch., Bin Laden and Other Thoroughly Modern Muslims

WEEK ELEVEN
Contra-Flow in Global Television
- The South-North media flows, 'geo-linguistic' television
Required readings:
Thussu, Daya, Chapter 12 in International Communication – A Reader

WEEK TWELVE
Global Communities and the Internet
- Cyber culture; the global digital divide
Required readings:
Thussu, Daya, Chapter 3 in International Communication – A Reader
In-class video clips:
Ken Auletta ‘Googled: The End of the World as We Know It’
The Social Network

WEEK THIRTEEN
Review of Course

WEEK FOURTEEN
FINAL EXAM

Supplemental (Optional) Readings


