Instructor Details

Todd Nesbitt, Ph.D.
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Office telephone: 224 221 281
Mobile telephone: 737 429 171

Consultation Hours: By appointment, at NYU, or at Legerova 72, Praha 2, 1st floor

Class Details

Global Media Seminar
Mondays 16:30-19:30
Location to be confirmed.

Prerequisites

None

Class Description

This course aims to bring together diverse issues and perspectives in the rapidly evolving and changing area of international/global communication. Through a historical perspective, a framework will be established for the appreciation of the development of the immense scope, disparity, and complexity of this rapidly evolving field. Students will be encouraged to critically assess shifts in national, regional, and international media patterns of production, distribution, and consumption over time, leading to a critical analysis of the tumultuous contemporary global communication environment. Essential concepts of international communication will be examined, including trends in national and global media consolidation, cultural implications of globalization, international broadcasting, information flows, international communication law and regulation, and trends in communication and information technologies. The focus of the course will be international, with a particular emphasis on the Czech Republic.

The course will take the form of an interactive lecture/seminar combination, with two field trips to key local sites related to global media, and special guest speakers.

Desired Outcomes

Upon completion of this course, students should be able to:

1. Understand the relationship between communication and empire
2. Explain how the privatization of communications industries affects global communication
3. Understand the political economy of global media
4. Describe the effect of the global digital divide
5. Detect and explain the phenomena of cultural globalization
6. Predict the future of global media, and international economic and political stability

Assessment
### Components

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Value</th>
<th>Due Date</th>
<th>Details</th>
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<tbody>
<tr>
<td>Professionalism</td>
<td>15%</td>
<td>Daily</td>
<td>Positive contribution to class activities.</td>
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<tr>
<td>Case Study</td>
<td>30%</td>
<td>TBA</td>
<td>Leading the class through a case study</td>
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<tr>
<td>Reaction Paper</td>
<td>10%</td>
<td>Week following RFE/RL visit</td>
<td>Paper reflecting on field trip</td>
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<tr>
<td>Midterm Exam</td>
<td>20%</td>
<td>25 March</td>
<td>Based on: Classes 1 - 6 (Lecture, discussion and required readings)</td>
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<tr>
<td>Final Exam</td>
<td>25%</td>
<td>TBA – Check final exam schedule for details</td>
<td>Based on: Classes 8 - 14 (Lecture, discussion and required readings)</td>
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**Professionalism:** As a grade, professionalism is similar to participation, but it means more than just active involvement in the classroom (although that is a basic tenet). Being a professional means demonstrating the following knowledge and skills: (a) being accountable and taking responsibility; (b) leadership; (c) integrity and honesty; (d) being engaged with the topic and the class; (e) communicating clearly; and (f) striving for excellence in all endeavors. Specifically, it means things like following up without being told to follow up; doing what you are supposed to do when you are supposed to do it and as well as you can do it; arriving on time and ready to “work;” keeping the faculty member aware of any situations that might impinge upon your performance; and fostering a relationship of mutual respect. NYU policy on attendance applies. Please familiarize yourself with this policy or see your instructor for clarification.

**Case Study:** Students will be required to actively participate in a forum for the discussion of global communication problems. This involves studying various approaches to issues, and taking part in the analysis of them as a class. The goal of this assignment is to critically examine controversial ‘real world’ issues affecting national media systems today in a simulated global context.

**Reaction Paper:** Students will write a reaction paper based on a practical part of the course. A successful reaction paper demonstrates critical thinking by integrating information and ideas without simply repeating or restating information or observations.

**Exams:** Two examinations will be taken, one during week six of the course and a final exam covering all course content during the final examination period. Test format will consist of a mixture of short answer and essay questions covering all readings, lecture, hand-out and class discussion content.

### Assessment Expectations

**Grade A:** Outstanding work featuring a comprehensive, inquisitive and dedicated approach to all tasks in and outside of class.

**Grade B:** Above average work.

**Grade C:** Satisfactory work, basic general knowledge of course concepts.

**Grade D:** Passable work, limited competence in course concepts.

**Grade F:** Failure to exhibit understanding of basic course concepts.
**Grade conversion**

A=94-100  
A-=90-93  
B+=87-89  
B=84-86  
B-=80-83  
C+=77-79  
C=74-76  
C-=70-73  
D+=67-69  
D=65-66  
F=below 65

**Grading Policy**

NYU Prague aims to have grading standards and results similar to those that prevail at Washington Square. At the College of Arts and Sciences, roughly 39% of all final grades are in the B+ to B- range, and 50% in the A/A- range. We have therefore adopted the following grading guideline: in any non-Stern course, class teachers should try to ensure that no more than 50% of the class receives an A or A-. A guideline is not a curve. A guideline is just that-it gives an ideal benchmark for the distribution of grades towards which we work.

**Attendance Policy**

Each unexcused absence will result in your final grade being reduced by 3%. Absences only for medical reasons will be excused. To obtain an excused absence, you are obliged to supply either a doctor’s note or corroboration of your illness by a member of the housing staff (either an RA or a Building Manager). Absences due to travel will not be excused.

**Late Submission of Work**

Late papers will be reduced at a rate of 10% per day.

**Plagiarism Policy**

According to the Liberal Studies Program Student Handbook, plagiarism is defined as follows:

Plagiarism is presenting someone else’s work as though it were one’s own. More specifically plagiarism is to present as one’s own a sequence of words quoted without quotation marks from another writer, a paraphrased passage from another writer’s work; facts or ideas gathered, organized and reported by someone else, orally and/or in writing. Since plagiarism is a matter of fact, not of the student’s intention, it is crucial that acknowledgment of the sources be accurate and complete. Even where there is no conscious intention to deceive, the failure to make appropriate acknowledgment constitutes plagiarism.
The College of Arts and Science’s Academic Handbook defines plagiarism similarly and also specifies the following:

“Presenting an oral report drawn without attribution from other sources (oral or written), writing a paragraph which, despite being in different words, expresses someone else’s idea without a reference to the source of the idea, or submitting essentially the same paper in two different courses (unless both teachers have given their permission in advance).

Receiving help on a take-home examination or quiz is also cheating – and so is giving that help – unless expressly permitted by the teacher (as in collaborative projects). While all this looks like a lot to remember, all you need to do is give credit where it is due, take credit only for original ideas, and ask your teacher or advisor when in doubt.”

“Penalties for plagiarism range from failure for a paper, failure for the course or dismissal from the university.” (Liberal Studies Program Student Handbook)

### Required Text(s)
A course reader is available in the library.

### Supplemental Texts(s) (not required to purchase as copies are in NYU-P Library)
A course reader is available in the library.

### Internet Research Guidelines

### Additional Required Equipment

### Session 1
February 11
The Heart of Europe and Global Media: Survey and Case Study

**Reading:**

### Session 2
Friday, February 15 (make up for Monday classes)
International Communication History I: Dawn of European Imperialism to the Telephone

**Reading:**

**Assignment:**
Reading Review questions

### Session 3
February 18
International Communication History II: Broadcasting and Empire

**Reading:**
<table>
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<tr>
<th>Session 4</th>
<th>Guest Lecture &amp; Cold War Museum Tour</th>
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<td>February 25</td>
<td>TBA</td>
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**Assignment:**
Reading Review questions

<table>
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<tr>
<th>Session 5</th>
<th>International Communication History III: Cold War Communication - Critical Reflections</th>
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<td>March 4</td>
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**Reading:**

<table>
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<tr>
<th>Session 6</th>
<th>RFE/RL Field Trip</th>
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<td>March 11</td>
<td>TBA</td>
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**Assignment:**
Reading Review questions

<table>
<thead>
<tr>
<th>Session 7</th>
<th>Intro to International Communication Theory: A Survey</th>
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<td>March 18</td>
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**Reading:**
Lerner (1963) Toward a Communication Theory of Modernization: A Set of Considerations (17 pages)
Thussu (2009) International Communication Theory (20 pages)

*Reaction Paper Due in class*

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<tr>
<th>Session 8</th>
<th>Midterm Exam</th>
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<tr>
<td>March 25</td>
<td>Readings weeks 1-7</td>
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<th>Fall Break</th>
<th>April 1 – 5</th>
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<tr>
<th>Session 9</th>
<th>Discourses of Globalisation: A Communications Perspective</th>
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<td>April 8</td>
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**Reading:**
Friedman (2000) *And the Walls Came Tumbling Down & The Golden Straightjacket* (29+8 pages)
Fukuyama (1989) *The End of History?* (16 pages)
Ghemawat (2007) *Why the world isn’t flat* (6 pages)
Session 10
The New Global Media Environment I: Legal & Political Context

April 15
Reading:
Gershon (2002) The TNMC and the Economics of Global Competition (21 pages)
Chalaby (2007) From Internationalization to Transnationalization (6 pages)

Assignment:
Reading Review questions

Session 11
The New Global Media Environment II: Order and Influence

April 22
Reading:
Nesbitt (2004) TNMC Eco, Socio & Cult Implications (5 pages)
Schiller (2011) Power Under Pressure: Digital Capitalism in Crisis (18 pages)

Assignment:
Reading Review questions

Session 12
The Media and Cultural Globalization I: Entertainment Flows

April 29
Reading:
Ogan (2002) Communication and Culture (21 pages)

Assignment:
Reading Review questions

Session 13
The Media and Cultural Globalization II: News Flows

May 6
Reading:
Thussu (2009) Turning Terrorism into a Soap Opera (7 pages)

Assignment:
Reading Review questions

Session 14
Prospects and Concerns: Constriction vs. Expansion

May 13
(last day of classes)
Reading:
Chan & Ma (2002) Transculturating Modernity (17 pages)
Padovani & Nordenstreng (2005) From NWICO to WSIS (10 pages)

Assignment:
Reading Review questions

Session 15
Final Exam
Classroom Etiquette
A professional and cooperative approach is encouraged, please see ‘professionalism’ section for more details. It is expected that mobile communication devices will not be intrusive to the class.

Required Co-curricular Activities
Attempts to consume regular mass media in the Czech Republic strongly encouraged! Even if it means spending an hour with a dictionary trying to read a newspaper/magazine article, or watching a sitcom or the news on television and absorbing what is possible. Also, following global media events through sources such as iwantmedia.com highly recommended!