Culture, Media & Globalization - MCC-UE9400001

Syllabus Spring 2015
Tomas Klvana, Ph D
Monday, 03.00 p.m. – 05.50 p.m. tomasklvana@me.com, office hours by appointment

NOTE: Students majoring in Journalism and Mass Communication (CAS) or Communication Studies (Steinhardt) may take this course in conjunction with JOUR-UA 9298, Media and Society, for credit in the major

Course description:
A veritable buzzword globalization refers to several newly emerged trends. To name the three most visible ones these are the economy, culture and politics. Media do not only describe and interpret globalization but also are its important part. A study of globalization is inherently diverse and eclectic. So is this course. Students will read, watch, analyze and discuss. In class discussions and writings they are expected to engage questions connected to globalization, culture and the media. Through a series of lectures and discussions the course explores how the process of globalization transforms the media and examines the impact of new technologies on global communications. Emphasizing the transnational context of media and culture the course approaches 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 Policy:
NYU Prague aims to have grading standards and results similar to those that prevail at Washington Square. We have therefore adopted the following grading guideline: in any non-Stern course, class teachers try to ensure that no more than 50% of the class receives an A or A-. A guideline is not a curve. A guideline gives an ideal benchmark for the distribution of grades towards which we work.

Grade A: Excellent work demonstrating a critical and observant approach to the subject, sound research and an ability to express thoughts cogently and persuasively.

Grade B: Very good work.

Grade C: Satisfactory work.

Grade D: Passable work.

Grade F: Failure to achieve a passable standard.

Grade conversion:

Grades will be based on the following breakdown:
Class Participation and Readings 15%
Midterm Exam 25%
Paper 25%
Final Exam (essays in class) 35%

The 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.
Attendance:
Absences only for medical reasons and for religious observance 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). To be excused for religious observance, you must contact the instructor and the Associate Director via e-mail one week in advance of the holiday. Your absence is excused for the holiday only and does not include days of travel associated with the holiday. Unexcused absences will be penalized with a two percent deduction from your final course grade for every week of classes missed.

Late submission of work:
Submitting an assignment late will proportionately decrease points attainable. Ten percent off the grade will be deducted for each 24 hours after the deadline.

Mandatory Readings (the Course Reader and small number of copies of the 4 books are available in the library. Students are strongly encouraged to purchase the electronic editions of Luke/Harding, Shirky, Morozov and Lanier):

- The Course Reader - (excerpts and chapters)
- Clay Shirky - Cognitive Surplus: Creativity and Generosity in a Connected Age
- Evgeny Morozov - The Net Delusion: How Not to Liberate the World
- Jaron Lanier - Who Owns the Future?

Films and videos (to be watched and analyzed in class - mandatory):

- Kony 2012, a campaign video by The Invisible Children
- Stand-Up Comedy by Maz Jobrani (excerpts)
- Interviews with Wajeeha al Huwaider, a Saudi Arabian female activist
- Rais Le Bled - videoclip by El General, a Tunisian hip hop artist
- The Gate of Heavenly Peace (documentary film dir. by Richard Gordon and Carma Hinton), excerpts
- Moving the Mountain (docudrama film dir. by Michael Apted)
- Before the Rain (feature film directed by Milcho Manchevski)
- Interview with Naomi Klein

Optional Readings:

Anthony Giddens - The Runaway World
Thomas Friedman - The Lexus and the Olive Tree
Thomas Friedman - The World is Flat
Thomas Friedman - Hot, Flat and Crowded
Clay Shirky - Here Comes Everybody
Evgeny Morozov - To Save Everything Click Here
Jaron Lanier - You are Not a Gadget: A Manifesto
Samuel Huntington - The Clash of Civilizations and the Remaking of World Order
Benjamin Barber - Jihad versus McWorld: Terrorism’s Challenge to Democracy
Francis Fukuyama - The End of History and the Last Man
Robin Wright - Rock the Casbah
Naomi Klein - No Logo
### CLASS SCHEDULE

<table>
<thead>
<tr>
<th>Session</th>
<th>Date</th>
<th>Topic</th>
<th>Required readings</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Monday, Feb 2</td>
<td>Communication and Culture in a Global Context</td>
<td><em>Havel V., The Need for Transcendence in the Postmodern World (speech delivered in Independence Hall, Philadelphia, July 4, 1994)</em> - (Course Reader)</td>
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<td>2</td>
<td>Monday, Feb 9</td>
<td>WikiLeaks: A Global Revolution in Journalism</td>
<td><em>Leigh &amp; Harding - WikiLeaks: Inside Julian Assange's War on Secrecy; Chapters 1-10</em></td>
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<td>3</td>
<td>Monday, Feb 16</td>
<td>WikiLeaks: A Global Revolution in Journalism</td>
<td><em>Leigh &amp; Harding - WikiLeaks: Inside Julian Assange's War on Secrecy; Chapters 10-end</em></td>
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<td>4</td>
<td>Monday, Feb 23</td>
<td>Defining Globalization; What is New about Current Globalization</td>
<td><em>Sen, A., How to Judge Globalism; Wasserstrom, J., China’s Brave New World</em> - (Course Reader)</td>
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<td><strong>In-Class Video:</strong> Kony 2012, a campaign video by The Invisible Children</td>
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<td>5</td>
<td>Monday, March 2</td>
<td>The Global Digital Age: An Optimistic View</td>
<td><em>Clay Shirky - Cognitive Surplus: Creativity and Generosity in a Connected Age</em></td>
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<td>6</td>
<td>Monday, March 9</td>
<td>The Global Digital Age: A Pesimistic View</td>
<td><em>Evgeny Morozov - The Net Delusion: How Not to Liberate the World: Chapters 1 - 5</em></td>
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<td><strong>In-Class Film:</strong> The Gate of Heavenly Peace (documentary film dir. by Richard Gordon and Carma Hinton), excerpts</td>
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<td>7</td>
<td>Monday, March 16</td>
<td>MIDTERM EXAM</td>
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<td>8</td>
<td>Monday, March 23</td>
<td>The Global Digital Age: A Pesimistic View</td>
<td><em>Evgeny Morozov - The Net Delusion: How Not to Liberate the World: Chaps. 6 - 11</em></td>
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<td><strong>In-Class Film:</strong> Moving the Mountain (docudrama film dir. by Michael Apted)</td>
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<td>9</td>
<td>Monday, March 30</td>
<td>The Challenge of Fundamentalism</td>
<td><em>Lechner, F. J., Global Fundamentalism and Kurzman, Ch., Bin Laden and Other Thoroughly Modern Muslims</em> - (Course Reader)</td>
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In-Class Videos: Stand-Up Comedy by Maz Jobrani (excerpts); Interviews with Wajeeha al Huwaider, a Saudi Arabian female activist; Rais Le Bled - videoclip by El General, a Tunisian hip hop artist

**Spring Break - April 6-10**

**Session 10**  Monday, April 13
Culture, Culture/Civilization, Civilizations
*In-Class Film:*
Before the Rain (feature film directed by Milcho Manchevski)

**Session 11**  Monday, April 20
A New Kind of Global Economy
*Required readings: Jaron Lanier - Who Owns the Future? Prelude, Part One - Part Three*

**Session 12**  Monday, April 27
A New Kind of Global Economy
*Required readings: Jaron Lanier - Who Owns the Future? Parts Four and Five*

**Session 13**  Monday, May 4
A New Kind of Global Economy
*Required readings: Jaron Lanier - Who Owns the Future? Part Six - Conclusion*

**Session 14**  Monday, May 11 (last day of classes)
Course Review
*In-Class Video: Interview with Naomi Klein*

**Session 15**  Monday, May 18  FINAL EXAM