MCC-UE 9400,  
Culture, Media and Globalization

NYU London: Fall 2018

Instructor Information

- Dr Kiran Hassan
- ++7871690657
- Instructor office hours & office location: To be shared in class

Course Information

- Tuesdays 4:30pm till 7:30pm
- Room 102

Course Overview and Goals

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.

Upon Completion of this Course, students will be able to:

* 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.

Course Requirements

Grading of Assignments

The grade for this course will be determined according to these assessment components:
Assignments/Activities | Description of Assignment | % of Final Grade | Due
--- | --- | --- | ---
Class attendance and participation | 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. | | 
15 minute individual presentations | Giving a presentation on a chosen theme/issue relevant to the course. The presentation should articulate clear understanding of the desired topic and offer applicable examples. | 25% | Throughout the term
Mid-term paper | The mid-term essay will be designed for students to show a focused and well-researched piece of work which demonstrates a good understanding of the course. The essay should demonstrate an analysis, an argument supported by evidence, and not a description. | 25% (1500 words) | Due on 9th October 2018
Final paper | Same guidelines should be followed as the mid-term essay. Because of the 50% mark more detailed research and sophisticated analysis is expected. | 50% (3000 words) | Due on 11th December 2018

Failure to submit or fulfill any required course component results in failure of the class

Grades
Letter grades for the entire course will be assigned as follows:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Percent</th>
<th>Description</th>
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<tbody>
<tr>
<td>A</td>
<td>Example: 93.5% and higher</td>
<td>To gain an A grade, you will demonstrate a sophisticated understanding of the topic and critical engagement with the relevant literature. Intellectual coherence and originality of argument in your work will be appraised</td>
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<tr>
<td>B</td>
<td>Example: 82.5% - 87.49%</td>
<td>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. Construction of a clear piece of</td>
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<tr>
<td>Letter Grade</td>
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<tr>
<td>B</td>
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<td>analysis with the use of relevant examples and engagement with the theoretical issues will make you eligible for a B grade.</td>
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<tr>
<td>C</td>
<td>Example: 72.5% - 77.49%</td>
<td>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</td>
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<td>D</td>
<td>Example: 62.5% - 67.49</td>
<td>You will be awarded a D if you have demonstrated some knowledge of the topic and you will have based your essay largely on lecture notes, failing to develop an original answer to the question.</td>
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<tr>
<td>F</td>
<td>Example: 59.99% and lower</td>
<td>F indicates failure</td>
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**Course Materials**

**Required Textbooks & Materials**

**Optional Textbooks & Materials**
• Miller, T; N. Govil; R. Maxwell and J. McMurrie (2001) Global Hollywood, BFI.

Resources
- **Access your course materials:** [NYU Classes](nyu.edu/its/classes)
- **Databases, journal articles, and more:** [Bobst Library](library.nyu.edu)
- **NYUL Library Collection:** [Senate House Library](catalogue.libraries.london.ac.uk)
- **Assistance with strengthening your writing:** [NYU Writing Center](nyu.mywconline.com)
- **Obtain 24/7 technology assistance:** [IT Help Desk](nyu.edu/it/servicedesk)

### Course Schedule

<table>
<thead>
<tr>
<th>Session/Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Assignment Due</th>
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<tbody>
<tr>
<td>2018</td>
<td>History and definitions. What is new about globalization?</td>
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<tr>
<td>Session 2 11th Sept</td>
<td>The political-economic context of global communication</td>
<td><strong>Required reading:</strong> Chapter 2 in International Communication – A Reader, &quot;The new public sphere: global civil society, communication</td>
<td>Mid-term paper due on 9th October 2018</td>
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<td>2018</td>
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<tr>
<td>Session 3</td>
<td>Theorizing globalization</td>
<td>Required reading: Chapter 10 in International Communication – A Reader. “The forces and limits of homogenization” by Daniel Hallin and Paolo Mancini</td>
<td>Mid-term paper due on 9th October 2018</td>
</tr>
<tr>
<td>18&lt;sup&gt;th&lt;/sup&gt; September 2018</td>
<td>The global communications infrastructure</td>
<td>Required reading: Chapter 1 in International Communication – A Reader. “Satellites as worldwide change agents” by Joseph N. Pelton.</td>
<td>Mid-term paper due on 9th October 2018</td>
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<tr>
<td>Session 4</td>
<td>The global media marketplace</td>
<td>Required reading: Chapter 11 in International Communication – A Reader. “The media system goes global” by Robert McChesney.</td>
<td>Mid-term paper due on 9th October 2018</td>
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<tr>
<td>25&lt;sup&gt;th&lt;/sup&gt; September 2018</td>
<td>The global media marketplace</td>
<td>Required reading: Chapter 11 in International Communication – A Reader. “The media system goes global” by Robert McChesney.</td>
<td>Mid-term paper due on 9th October 2018</td>
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<tr>
<td>Session 5</td>
<td>The global media marketplace</td>
<td>Required reading: Chapter 11 in International Communication – A Reader. “The media system goes global” by Robert McChesney.</td>
<td>Mid-term paper due on 9th October 2018</td>
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| Session 6 9th October 2018 | News in a global context  
The role of news agencies; setting the global news agenda | Required reading: Chapter 9, in International Communication – A Reader. "Media imperialism reformulated" by Oliver Boyd – Barrett.  
| Session 7 16th October 2018 | Infotainment  
| Session 8 Friday the 19th October 2018 | The world of entertainment  
The Hollywood hegemony | Required reading: Chapter 14, in International Communication – A Reader. "Not yet the post-imperialist era" by Herbert I. Schiller  
| Session 9 23rd October 2018 | Glocalization of popular music  
The MTV phenomenon | Required reading: Chapter 26 in International Communication – A Reader. "Hybridity in cultural globalization" by Marwan M. Kraidy  
Additional reading: Nederveen Pieterse, J. (1994) Globalisation as | Final paper due on 11th December 2018 |
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<tr>
<td>Session 10</td>
<td><strong>Cultures of globalization</strong>&lt;br&gt;Globalization as Westernization?</td>
<td>Required reading: Chapter 23 in International Communication – A Reader. “Disjuncture and difference in the global cultural economy” by Arjun Appadurai Additional reading:</td>
<td>Final paper due on 11th December 2018</td>
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<td>30th October 2018</td>
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<td>Session 11</td>
<td><strong>Contra-flow in global media</strong>&lt;br&gt;South-North media flows, 'geo-linguistic' television</td>
<td>Required reading: Chapter 12 in International Communication – A Reader. “Mapping global media flow and contra-flow” by Daya Kishan Thussu.</td>
<td>Final paper due on 11th December 2018</td>
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<td>13th November 2018</td>
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<td>20th November 2018</td>
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<td>Session 13</td>
<td><strong>Global communities and the Internet</strong>&lt;br&gt;Cyber culture; the global digital divide and dividends</td>
<td>Required reading: Chapter 3 in International Communication – A Reader. “Overcoming the three digital divides” by Eli Noam. Additional reading: Globalization and the structure of new media industries, by Terry Flew and</td>
<td>Final paper due on 11th December 2018</td>
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<td>27th November 2018</td>
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<td>Session 14</td>
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<td>Stephen McEhinney in the Handbook of new media edited by Leah A.</td>
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<td>4th of December</td>
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<td>Lievrouw and Sonia Livingstone(2002)</td>
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<td>2018</td>
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<td>Required reading: Chapter 1 in China’s media go global edited by Daya</td>
<td>Final paper due on 11th December</td>
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<td>: The global context by Daya Kishan Thussu</td>
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<td>Additional reading: Social Media, Media Freedom and Pakistan’s War on</td>
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<td>Terror by Kiran Hassan, The Round Table, Vol.107, No. 2, (April 2018)</td>
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<td>pp.189-202</td>
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<tr>
<td>Final 11th December</td>
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<td>Final paper due</td>
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<td>2018</td>
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**Co-Curricular Activities**

- Suggested trips
  Public lectures and seminars relevant to the course at the LSE, SOAS, King’s and UCL

**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.

**NYUL Academic Policies**
Attendance and Tardiness

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

Assignments, Plagiarism, and Late Work

• You can find details on these topics and more on this section of our NYUL website (https://www.nyu.edu/london/academics/academic-policies.html) and on the Policies and Procedures section of the NYU website for students studying away at global sites (https://www.nyu.edu/academics/studying-abroad/upperclassmen-semester-academic-year-study-away/academic-resources/policies-and-procedures.html).

Classroom Conduct

Academic communities exist to facilitate the process of acquiring and exchanging knowledge and understanding, to enhance the personal and intellectual development of its members, and to advance the interests of society. Essential to this mission is that all members of the University Community are safe and free to engage in a civil process of teaching and learning through their experiences both inside and outside the classroom. Accordingly, no student should engage in any form of behaviour that interferes with the academic or educational process, compromises the personal safety or well-being of another, or disrupts the administration of University programs or services. Please refer to the NYU Disruptive Student Behavior Policy for examples of disruptive behavior and guidelines for response and enforcement.

Disability Disclosure Statement

Academic accommodations are available for students with disabilities. Please contact the Moses Center for Students with Disabilities (212-998-4980 or mosescsd@nyu.edu) for further information. Students who are requesting academic accommodations are advised to reach out to the Moses Center as early as possible in the semester for assistance.

Instructor Bio

Dr Kiran Hassan has a master’s degree in Social Anthropology from the London School of Economics and Political Science and a PhD in Political Communication from the Institute of Commonwealth Studies, University of London. She has taught International Relations and South Asian Politics at SOAS, University of London. Before this, she has been the South Asian expert at the International Institute for Strategic Studies in London. Her area of focus includes South Asian media and politics, Radicalization and Pakistan’s domestic and foreign policy. Prior to this, she has worked as Senior Research Associate at SAFMA (South Asia Free Media Association). She has also contributed to various diaspora research projects with the BBC World Service in London.
Dr Hassan’s publications include ‘Pakistani media and radicalization’ (2014) and ‘Social media, media freedom and Pakistan’s war on terror’ (2018) in world-renowned international journal on the Commonwealth, ‘The Round Table’ and a book chapter, in a book Media as Politics in South Asia (2017) edited by Steve D. McDowell and Sahana Udupa published by Routledge. She has extensively written on politics, media and South Asian regional relations. She has presented her research on various international academic conferences and policy platforms. She is currently an associate research fellow at the Institute of Commonwealth Studies, University of London.