

NYU Prague

JOUR-UA9505P01; MCC-UE9453P01 GLOBAL MEDIA SEMINAR: EAST-CENTRAL EUROPE (ISSUES & IDEAS) Fall 2018

Instructor Information

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- Office hours: by appt.

Course Information

- JOUR-UA9505P01; MCC-UE9453P01
- GLOBAL MEDIA SEMINAR: EAST-CENTRAL EUROPE (ISSUES & IDEAS)
- 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
- Mondays 3.00 p.m. – 5.50 p.m.
 - Kupka, RD

Course Overview and Goals

Very few industries have undergone so profound changes with the onset of globalization as media. The journalism business model has collapsed and is yet to be replaced with something viable. Digital communication and social networks have transformed ways we communicate and argue, vote, make a living, organize our economy and politics. The political, cultural and economic changes influenced by globalism and instantaneous digital communication, have caused us to question even basic assumptions of our lives. They shape how we prosper, dream and indeed fear. Some of the changes have been particularly radical in Central and Eastern Europe on its journey from the totalitarian communism to a liberal democracy. The course helps students sort out the changes and mutual influences among communication, culture, politics and the economy.

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

Students will understand key globalization trends and processes as they manifest themselves in culture, media, economy and politics. They will demonstrate an ability to use and apply relevant concepts, and gain insights into the world increasingly shaped by media, politics, markets, pop-culture and several other determining factors

Course Requirements

20 % -- Class Attendance, Activity and Participation (discussion moderated by professor, based on course readings, films and lectures; short quizzes based on readings)

20% -- Midterm Examination (several short essay-type answers; closed book and notes: students *will not be allowed* to use any course or internet resources)

30% -- Term Paper (6-page double-spaced paper demonstrating an ability to apply and argue course theory)

30% -- Final Examination (three hand-written essays in class; comprehensive; open notes and books: students *are allowed* to use the course resources)

A failure to submit or fulfill any of the above would result in the F grade for the course.

Letter Grades

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

Letter Grade	Percent
A	92.5% and higher
A-	90.0 – 92.49%
B+	87.5% - 89.99%
B	82.5% - 87.49%
B-	80% - 82.49%
C+	77.5% - 79.99%
C	72.5% - 77.49%
C-	70% - 72.49%
D+	67.5% - 69.99%
D	62.5% - 67.49%
D-	60% - 62.49%
F	59.99% and lower

Course Schedule

Week/Date	Topic	Reading	Assignment Due
Session 1 Monday, September 3	Communication in Post-Gutenberg Universe	Shirky (entire book); <i>In-class videos</i> – Clay Shirky	
Session 2 Monday, September 10	Communication in Post-Gutenberg Universe	Shirky (entire book); In-class film: Nobody Speak: Trials of the Free Press	
Session 3 Monday, September 17	Internet, Social Networks and Global Revolution in Journalism	<i>In-Class Film: We Are Legion</i> – The Story of the Hacktivists (2012). A documentary film by Brian Knappenberger	
Session 4 Monday, September 24	Internet, Social Networks and Global Revolution in Journalism	<i>Required viewing: We Steal Secrets</i> – The Story of WikiLeaks (2013). A	

Week/Date	Topic	Reading	Assignment Due
		documentary film by Alex Gibney. Watch on your own <u>before</u> the class session. Please allow 2 hours.	
Session 5 Monday, October 1	Democracy and Digital Communication	<i>Required readings:</i> Morozov - Chapters 1 – 6; Štětka & Mazák – Whither Slacktivism? <i>In-Class Video:</i> Kony 2012, a campaign video by The Invisible Children	
Session 6 Monday, October 8	Media and Europe in Crisis. Story of Central and Eastern Europe	<i>Required Reading:</i> European Media in Crisis, Parts I – III	
Fall Break October 13-21	Fall Break		
Session 7 Monday, October 22	Media and Europe in Crisis. Story of Central and Eastern Europe	<i>Required Readings:</i> 1. European Media in Crisis, Part IV <i>In-class Film:</i> Tickling Giants	
Session 8 Monday, October 29	<ul style="list-style-type: none"> • Review • Midterm Examination 		Midterm Examination
Session 9 Monday, November 5	Media, Culture and Globalization (From Boorstin to Giddens)	<i>Required Reading:</i> Havel - The Need for Transcendence in the Postmodern World	
Make-up Day Friday, November 9 (9am-5pm)	Make-up day for missed classes		
Session 10 Monday, November 12	Media, Culture and Globalization (From Giddens to Friedman and Beyond)	<i>In-class Videos:</i> Stand-Up Comedy by Maz Jobrani; Interviews with Wajeeha al Huwaider, a Saudi Arabian female activist; Rais Le Bled – video clip by El General, a Tunisian hip hop artist	
Session 11 Monday, November 19	Digital Trolls and Friends: Kremlin Propaganda in Central Europe	<i>Required Readings:</i> 1. Wilson – Four Types of Russian Propaganda 2. Pomerantsev – The Big Chill: The Battle for Central Europe 3. Chen – The Agency	TERM PAPER DUE (submit via NYU Classes)
Session 12 Monday, November 26	Global Media in Technological Disruption	<i>Required Readings:</i> 1. Zuboff – Disruption’s Tragic Flaw	

Week/Date	Topic	Reading	Assignment Due
		2. Lanier – Who Owns the Future? Parts One and Two <i>In-class Video: Lanier</i>	
Session 13 Monday, December 3	Global Media in Software Economy	<i>Required Readings:</i> 1. Zuboff The Secrets of Surveillance Capitalism 2. Lanier - Who Owns the Future? Parts Three, Six and the Conclusion	
Session 14 Monday, December 10 (last day of classes)	Global Media Seminar – Course Review	<i>In-Class Video: Charlie Rose Interviews Naomi Klein on Shock Doctrine</i>	
Session 15 Monday, December 17	Final exam		Final exam

Course Materials

Articles/Papers (all openly available online)

- Václav Havel – The Need for Transcendence in the Postmodern World
<http://www.worldtrans.org/whole/havelspeech.html>
- Václav Štětka, Jaromír Mazák – Whither Slacktivism? Political Engagement and Social Media Use in the 2013 Czech Parliamentary Elections. *Cyberpsychology: Journal of Psychosocial Research on Cyberspace*, Vol 8, No 3 (2014)
<https://journals.muni.cz/cyberpsychology/article/view/4316>
- Andrew Wilson – Four Types of Russian Propaganda. *Aspen Review Central Europe* 4/2015
<http://www.aspeninstitute.cz/en/article/4-2015-four-types-of-russian-propaganda/>
- Peter Pomerantsev –The Big Chill: The Battle for Central Europe. *World Affairs Journal*, Jan/Feb 2015 <http://www.worldaffairsjournal.org/article/big-chill-battle-central-europe>
- Adrian Chen – The Agency. *The New York Times*, June 2, 2015
http://www.nytimes.com/2015/06/07/magazine/the-agency.html?_r=0
- Shoshana Zuboff – Disruption’s Tragic Flaw. *Frankfurter Allgemeine Zeitung*, March 23, 2015
<http://www.faz.net/aktuell/feuilleton/debatten/the-digital-debate/shoshana-zuboff-on-the-sharing-economy-13500770.html>
- Shoshana Zuboff – The Secrets of Surveillance Capitalism. *Frankfurter Allgemeine Zeitung*, March 5, 2016 http://www.faz.net/aktuell/feuilleton/debatten/the-digital-debate/shoshana-zuboff-secrets-of-surveillance-capitalism-14103616.html?printPagedArticle=true#pageIndex_2

Books and Book Chapters (all available for purchase as e-books; very limited number of copies are in the NYU in Prague Library)

- Clay Shirky – *Cognitive Surplus: Creativity and Generosity in a Connected Age* (Entire book)
- Evgeny Morozov – *The Net Delusion: How Not to Liberate the World* (Chapters 1-6)
- *European Media in Crisis: Values, Risks and Policies*. Ed. Josef Trappel, Jeanette Steemers, Barbara Thomass. Routledge 2015 (Entire book)

- Jaron Lanier – Who Owns the Future? (*Part One, Part Two, Part Three, Part Six and the Conclusion*)

Films and videos

- We Are Legion: The Story of the Hacktivists (2012), a documentary film by Brian Knappenberger - https://www.youtube.com/watch?v=d-_2z8QIC1o
- We Steal Secrets: The Story of WikiLeaks (2013), a documentary film by Alex Gibney - http://www.dailymotion.com/video/x1v53f8_we-steal-secrets-the-story-of-wikileaks_tv
- Nobody Speak: Trials of the Free Press (2017), a documentary film by Brian Knappenberger
- Kony 2012. A campaign video by The Invisible Children, an NGO <https://www.youtube.com/watch?v=Y4MnpzG5Sqc>
- Tickling Giants (2016), a feature film directed by Sara Taksler
Stand-Up Comedy by Maz Jobrani (excerpts); Interviews with Wajeeha al Huwaider, a Saudi Arabian female activist; Rais Le Bled – video clip by El General, a Tunisian hip hop artist

Supplemental Texts

David Leigh, Luke Harding - Wikileaks: Inside Julian Assange's War on Secrecy

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

Naomi Klein - The Shock Doctrine

Course Policies

Attendance and Tardiness

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 Academic 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 2% percent deduction from your final course grade for every week of classes missed.

Please note that Friday, November 9 (9am – 5pm) is reserved as a make-up day for missed classes. Do not schedule any trips for this day.

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.

Academic Honesty/Plagiarism

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**)

Classroom Etiquette

Participation is a key expectation in this course – and includes being prepared for class discussions, being on time for class, and attending class regularly. Attendance implies being present, which is not possible if one is focused on a laptop or smart phone. The course involves many in-class activities, which can't be made up. Be prepared to discuss assigned readings. Listening to others when they are speaking is a positive way to participate. Participating in your team is also required, and poor team participation will result in lower grades. **Late assignments, lack of preparation for class discussion or presentations, and absences will result in a lower grade.** As in any professional situation, please explain any absence to the professor in advance, or as quickly as possible; an email is appropriate.

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.