
GLOBAL COMMUNICATIONS in Fall 2020 (CM5001A)

Course Code	CM5001A	Professor(s)	Waddick Doyle, Hannah Westley, Tanya Elder
Prerequisites	None	Office Number	LTM-108
Class Schedule	M: 09:00-10:35 in C-102 R: 14:30-16:05 in C-102	Office Hours	Tuesdays 16h45-18h45
Credits	4	Email	wdoyle@aup.edu, hwestley@aup.edu, telder@aup.edu
Semester	Fall 2020	Office Tel. Ext.	676

Course Description

COURSE DESCRIPTION:

This course introduces students to the study of global communications; basic history, key concepts, major theories and practices of communications studies. It also introduces research methods for studying the globalization of media and culture. Students learn a mixture of qualitative approaches. They also study a variety of research methodologies and learn how to create research projects and develop thesis-writing skills. They learn how various disciplines (economics, political science, anthropology, sociology, linguistics) deal with issues of globalization of communications and how to take stands on philosophical and political issues. Students learn practical skills to research and evaluate research as an essential part of their education, indispensable training for conducting research projects and evaluating research articles in other communication studies courses.

Course Learning Outcomes

Students will understand the variety of research methodologies available within the discipline to study and analyze global communications, and be able to apply and use some of them. Students will be aware of the history of world communications, the various national and trans-national media systems.

Students will understand of the relationship between states, market, corporations, international organizations and civil society actors in the establishment of global communications.

Students will be aware of issues of how digitization is changing communications and its cultural and political impact.

Students will be able to analyse insightfully media content, media policy, media markets.

Students will develop a knowledge of key theories and theorists in the field of communications.

Students will have some understanding of ethnographic method and interview techniques.

General Education

STUDENT LEARNING GOALS:

CM5001 is the core course of the MAGC program. By the end of the course, students should be able to answer the following critical-analytical questions:

- What sort of human phenomena do we study in communication studies?
- What are the methods at our disposal for understanding, analyzing and producing communications?
- How does one conduct a professional research project in communications studies?
- What are the social, political, and philosophical assumptions that underlie particular research methodologies? What are the strengths and weaknesses of each methodology?

Students will also develop the following skills for academic research in communications:

- drafting a literature review
- producing an appropriate bibliography, and distinguishing between an annotated bibliography and a literature review
- thinking through and justifying the choice of an appropriate method
- demonstrating a working knowledge of this method by collecting data and producing some initial findings based on appropriate analysis
- recognizing the advantages and difficulties of the method chosen
- recognizing and using internationally accepted standards for documentation and style.

GRADUATE PROGRAM LEARNING OBJECTIVES:

The course also meets the following learning objectives of the MAGC program:

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1. to understand and be able to use quantitative and/or qualitative Communications research methodologies;
 2. to be aware of key issues in debates about globalization and their relationship to forms of global media and culture;
 3. to develop critical perspectives on the major concepts and theories in Media Studies, Communication Studies and Cultural Studies.

Course Outline

CLASS SCHEDULE:

September

Week 1 – 23rd – 25th

Thurs 24th September

Professor: Waddick Doyle, Tanya Elder and Hannah Westley

Introductions: course structure; syllabus; assignments; learning to use the technology: students will be asked to create a flipgrid video “without the mask”

Topics:

1. Micro and Macro communications: from ethnography to Global Internet governance; Interpersonal and mass communications; Human communication/ mediated communications/ Mechanical, non-human and post-human

Communications; Interactive communications versus network communications

2. Ritual versus Transmission: The Transmission Communication Model; Roman Jakobson and Shannon Weaver Model; The ritual communication Model; James Carey

Please come to class with some notes and questions on the readings 3 and 4

Readings:

- 1.
- 2.

-
- 3.
 - 4.

Week II – 28th – 2nd

PART I: THE SENDER AND THE MESSAGE

Mon. 28th September – Introduction to Communication studies and the sender

Professor: Waddick Doyle

Readings:

Part 1:

Fiske J. Introduction to Communications studies Chapter One p 5 to 21

Available on AUP library website

<https://ebookcentral-proquest-com.proxy.aup.fr/lib/aup/reader.action?docID=958077&ppg=75>

Rantanen, "The message is the medium: an interview with Manuel Castells". Available online at:

http://www.giovanninavarria.com/pdf_docs/castells/castells-gmc-Interview.pdf

Please come to class with some notes and questions on the readings

Assignment given: Choose a country. Discuss its media policy and its media freedom, its relation to colonialism and the impact of digital media on the country: oral presentation and written report.

You should do this in groups of 3 or 4.

Detailed instructions are available on Blackboard

Please form groups and choose country by 1 October. It should not be your country of origin
Assignment due 12 October

Paper must include annotated bibliography (submitted on Blackboard by 6pm 12 October)

Part 2: Short history of technology and social change

Reading: Thussu D Chapter One and. Two (available on Blackboard)

Wed. 30th September

Museum visit to Arts et Metier.

Students will meet Waddick Doyle, Tanya Elder and Justin McGuinness at the museum at 3:00 pm. In small groups of 2-4, students will explore the history communication.

September 30th – last day to drop/add courses online

October

Thurs. 1st October – Global Communication

Professor: Waddick Doyle L2

Reading: Darling-Wolf, Introduction, *Imagining the Global*. Available here:

<https://muse.jhu.edu/chapter/1515557/pdf> Cables and empires; Markets and consumption; Transnational corporations

Reading: Thussu, Chapters 1-3

Recommended Reading: McPhail, *Global Communication*, 117- 24

Tradition, Modernity and Policy.

How should Bhutan deal with electronic media?

What policy for Morocco for mobile phones and social networks?

Examples: Television in Bhutan:

<https://www.youtube.com/watch?v=BZPKjLtVT04>

Week III – 5th – 9th

Mon. 5th October – Global Political Economy, Colonialism and Political interests

Professor: Waddick Doyle L3

Part 1: Global political economy

GAFAM versus the Nation State.

Reading: Jacques Fontanel. GAFAM, a progress and a danger for civilization. Financial Architecture; Forced Economic Development in the Context of External Shocks and Internal Inconsistencies, St. Petersburg State University of Economics (UNECON), Apr 2019, Saint-Petersburg, Russia. hal-02102188 <https://hal.univ-grenoble-alpes.fr/hal-02102188/document>

Part 2. WTO vs UNESCO; Networks versus Netflix; Schiller, Media Imperialism; McPhail, Electronic colonialism

Reference will be made to Thussu reading from last class

Make appointment with Michael Stoepel for nation review annotated bibliography

Part 3: Data Colonialism

Reading 1: Couldry, N. and Miens U. "Data Colonialism: Rethinking Big Data's Relation to the Contemporary Subject", *Television & New Media*, September, 201

Part 4: Darling-Wolf, Chapter 1: "Un-American Idols: How the Global/National/Local Intersect":

Reality TV in France

<https://quod.lib.umich.edu/n/nmw/12748915.0001.001/1:4/imagining-the-globaltransnational-media-and-popularculture?g=dculture;rgn=div1;view=fulltext;xc=1>

Recommended reading: Hamelink, pp. 65 to 82

Thurs. 8th October - Liberal Theory of the Press media

Professor: Waddick Doyle L4

Reading:

Part 1: Mishra, Pankaj *Liberalism According to The Economist*

Founded in 1843 to spread the doctrine of laissez-faire, the magazine has wielded influence like no other. But at what cost?

The New Yorker November 4, 2019

<https://www.newyorker.com/magazine/2019/11/11/liberalism-according-to-the-economist>

Curran James, "The Liberal Theory of the Press Freedom" in Curran, *Theories of the Media*:

http://ls-tlss.ucl.ac.uk/coursematerials/PUBLG043_73672.pdf

Part 2. Crypto currencies, Social media and power

Three short opinion pieces from Siva Vaidhyanathan

Vaidhyanathan, Siva *Regulating Facebook will be one of the greatest challenges in human history*. The Guardian 28 April 2019

<https://www.theguardian.com/commentisfree/2019/apr/28/regulating-facebook-will-be-one-of-the-greatest-challenges-in-human-history>

Vaidhyanathan, Siva *Facebook's Libra launch will extend its global domination: Cryptocurrency could wipe out many businesses and further concentrate corporate power* The Guardian, 18 June 2019

<https://www.theguardian.com/technology/2019/jun/18/facebook-libra-launch-cryptocurrency>

Vaidhyanathan, Siva, *Facebook's privacy meltdown after Cambridge Analytica is far from over*. The Guardian, 18 March 2019

<https://www.theguardian.com/uk-news/commentisfree/2019/mar/18/cambridge-analytica-bernoulli-privacy>

Review for Levy's new book Inside Facebook

<https://www.nytimes.com/2020/02/25/books/review/facebook-the-inside-story-steven-levy.html>

Week IV –12th – 16th

Mon. 12th October - Presentations

Professor Waddick Doyle L5

Nation Reports Due

Reading: NO READING

Oral Presentation of Nation Reports

Thur. 15th October - Global Flows and Scapes

Professor Waddick Doyle L6.

What is the relationship between the Global Flows: hip hop, fashion, manga; Concept of contra-flow; Culture, Law and Economy as influencers of media development; understanding French communication and media

Reading: Darling-Wolf, chapters 3, 4,

Talking about non-no: (Re)fashioning Race and Gender in Global Magazines

<https://quod.lib.umich.edu/n/nmw/12748915.0001.001/1:6/--imagining-the-globaltransnational-media-and-popular-culture?g=dculture;rgn=div1;view=fulltext;xc=1>

Chapter 4

Disjuncture and Difference from the Banlieue to the Ganba: Embracing Hip-hop as a Global Genre

<https://quod.lib.umich.edu/n/nmw/12748915.0001.001/1:7/--imagining-the-globaltransnational-media-and-popular-culture?g=dculture;rgn=div1;view=fulltext;xc=1>

Please provide the class with examples of non-western hip hop

Thinking about Korean television in North east India

<https://www.odditycentral.com/news/manipur-the-indian-state-ruled-by-korean-pop-culture.html>

Information Flows: Thinking about Wikileaks

Springer S. et al

Leaky Geopolitics: The Ruptures and Transgressions of WikiLeaks

http://www.unice.fr/crookall-cours/iup_geopoli/docs/crampton-wikileaks.pdf

Week V – 19th – 23rd

Mon. 19th October - Mid-semester

Professor: Waddick Doyle L7

Mids-emester Examination on-line

PART II – THE MESSAGE AND THE MEDIUM

Thurs. 23rd October – *The message*

Professor: Hannah Westley L1

Reading: “The Message,” chapter 13 in Windahl, Swen, Benno Signitzer, and Jean T. Olson. 2009. *Using Communication Theory: An Introduction to Planned Communication*. Vol. Second edition. Los Angeles: SAGE Publications. On Blackboard

Week VI – 26th – 30th

Mon. 26th October - *The medium*

Professor: Hannah Westley L2

Reading: “The Medium,” chapter 14 in Windahl, Swen, Benno Signitzer, and Jean T. Olson. 2009. *Using Communication Theory: An Introduction to Planned Communication*. Vol. Second edition. Los Angeles: SAGE Publications. On Blackboard

Thurs. 29th October - *Tools for analysis: Writing a lit review*

Professor: Hannah Westley L3

Reading: “Reviewing the Literature,” chapter 5 in Kristin Luker, *Salsa Dancing into the Social Sciences*, Harvard 2008. On Blackboard

October 28th, Mid-semester

November

Week VII – 2nd – 6th

Mon 2nd November – *Tools for analysis: semiotics and discourse analysis*

Professor: Hannah Westley L4

Reading: Darling-Wolf, chapter 2, “Holier-than-Thou: Representing the “Other” and Vindicating Ourselves in International News” in Darling-Wolf, F., *Imagining the Global: Transnational Media and Popular Culture Beyond East and West*.

<https://quod.lib.umich.edu/n/nmw/12748915.0001.001/1:5/--imagining-the-globaltransnational-media-and-popular-culture?g=dculture;rgn=div1;view=fulltext;xc=1>

Mon 6th November – *Tools for analysis: semiotics*

Professor: Hannah Westley L5

Reading: Rose, Visual Methodologies, Chapter 6. On Blackboard

Week VIII – 9th- 13th

Mon 9th November - *Tools for analysis - CDA*

Professor: Hannah Westley L6

Reading: Gill, “Discourse Analysis for Media Studies” On Blackboard

November 11th to 13th, Fall break (no classes)

PLANNED TRIP TO MARSEILLE

Week VIII – 16th- 20th

Mon. 16th November - class cancelled

PART III – THE AUDIENCE AND MEDIA EFFECTS

Thurs. 19th November - *Introduction to Active Audiences, Reception theory and Media Effects*

Professor: Tanya Elder L1

Reading: Ch 15, "The Audience" Windahl, Signitzer and Olsen *Using Communication Theory, An Introduction to Planned Communication* Sage Publications Ltd, 2009

Livingstone, Sonia. "Active Audiences? The Debate Progresses But Is Far From Resolved." *Communication Theory*, vol. 25, no. 4, Wiley Subscription Services, Inc., Nov. 2015, pp. 439–46, doi:10.1111/comt.12078

November 16th, Mid-semester grades due

Week IX – 23rd – 27th

Mon. 23rd November - *Three cross cultural studies on active audiences, reception and effects of media*

Professor: Tanya Elder L2

Reading: Jo Tacchi "Radio Texture: Between Self and Others" in *The Anthropology of Media, a Reader*, Edited by Kelly Askew and Richard R. Wilk, Balckwell Publishing, 2007

Debora Spitulnik "Mobile Machines and Fluid Audiences: Rethinking Reception through Zambian Radio Culture" in *Media Worlds*, edited by Faye Ginsburg, Lila Abu-Lughod and Brian Larkin, University of California Press.

Don Kulick and Margaret Willson "Rambo's Wife Saves the Day: Subjugating the Gaze and Subverting the Narrative in a Papua New Guinean Swamp" in *The Anthropology of Media, a Reader*, Edited by Kelly Askew and Richard R. Wilk, Balckwell Publishing, 2007

Thurs. 26th November - *New Technologies, New challenges in Audience studies*

Professor: Tanya Elder L3

Reading: Livingstone, Sonia. "The Challenge of Changing Audiences: Or, What Is the Audience Researcher to Do in the Age of the Internet?" *European Journal of Communication*, vol. 19, no. 1, SAGE Publications, Mar. 2004, pp. 75–86, doi:10.1177/0267323104040695.

Chapter 3 in Napoli, Philip M. *Audience Evolution New Technologies and the Transformation of Media Audiences*. Columbia University Press, 2011.

Ana Martinoli. "Digital Media Audience – New Expectations, New Habits." *In Medias Res*, vol. 5, no. 8, Center for Philosophy of Media and Media Research, May 2016, pp. 1269–84, <https://doaj.org/article/c7caa3920f984aceb4e9c611dbae7c9c>.

November 27th, last day to withdraw from a course

last day to choose credit/no credit option

Week X - 30th – 4th

Mon. 30th November - *How to use media to influence people – Effects*

Professor: Tanya Elder L4

Reading: Ch 15, “The Audience” Windahl, Signitzer and Olsen *Using Communication Theory, An Introduction to Planned Communication* Sage Publications Ltd, 2009

Other reading to be announced

December

Thurs. 3rd December - *Doing Ethnography: Participant Observation (TE7)*

Professor: Tanya Elder L5

Reading: Bb article. Carey “A Cultural Approach to Communication” in *Communication as Culture*

Lindlof and Taylor, Ch. 5 Producing Data: Participating Observing and Recording Social Action, in *Qualitative Communication Research methods*.

Darling Wolfe. Conclusion

Week XI – 7th – 11th

Mon. 7th December - *Interviews – Focus on in-depth interviews*

Professor: Tanya Elder L6

Reading: Hammersely and Atkinson “*Insider accounts: listening and asking questions*”

Deacon, Chapter 4, "Asking Questions in Researching Communication. A Practical Guide to Methods in Media and Cultural Analysis"

Lindlof and Taylor, Chapter 6, Producing Data: Qualitative Interviewing in Qualitative Communication Research Methods.

Active Audience and the effects of communication assignment due – class discussion

Thursday 10th December – Evaluation, assessment and reflections

Professors: Waddick Doyle, Hannah Westley and Tanya Elder

December 11th, last day of classes,

December 12th - 15th, reading days

Final Exam :Dec 21 2020 3:00PM

January 4th , all grades due

Textbooks

This course doesn't have any textbook.

Attendance Policy

Attendance at all classes is mandatory. Active participation in discussions is a class requirement and forms a component of final grades. Unexcused absences from class will result in a lower grade for participation; excessive absence may result in failure. Please contact the professor in

advance if an absence is likely. In all cases of absence, the responsibility for arranging to make up missed work rests solely with the student.

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and in case of absence, should contact their professors to explain the situation. It is the student's responsibility to be aware of any specific attendance policy that a faculty member might have set in the course syllabus. Academic Affairs will excuse an absence for students' participation in study trips related to their courses.

Covid-19 temporary amendments:

Students studying at The American University of Paris are still expected to attend ALL scheduled classes. Due to the Covid-19 pandemic, students will have the option of attending classes remotely when special circumstances apply. For example when students are placed under quarantine by the French authorities or by their doctor, or when students present symptoms of Covid-19 and are directed, by their doctor or the AUP Health Office, to remain home. It is still the student's responsibility to be aware of any specific attendance policy that their professor might have set in the course syllabus. In particular, Students attending remotely from distant Time Zones should check with their professors about the specific attendance policy for remote learners.

Attendance at all exams is mandatory.

IN ALL CASES OF MISSED COURSE MEETINGS, THE RESPONSIBILITY FOR COMMUNICATION WITH THE PROFESSOR, AND FOR ARRANGING TO MAKE UP MISSED WORK, RESTS SOLELY WITH THE STUDENT.

Whether an absence is excused or not is ALWAYS up to the discretion of the professor or the department. Unexcused absences can result in a low or failing participation grade. In the case of excessive absences, it is up to the professor or the department to decide if the student will receive an "F" for the course. An instructor may recommend that a student withdraw, if absences have made it impossible to continue in the course at a satisfactory level.

Students must be mindful of this policy when making their travel arrangements, and *especially during the Drop/Add and Exam Periods.*

ENGLISH LANGUAGE PROFICIENCY STATEMENT: As an Anglophone university, The American University of Paris is strongly committed to effective English language mastery at the graduate level. Most courses require scholarly research and formal written and oral presentations in English, and AUP students are expected to strive to achieve excellence in these domains as part of their course work. To that end, professors include English proficiency among the criteria in student evaluation, often referring students to the university Writing Lab where they may obtain help on specific academic assignments. Proficiency in English is monitored at various points throughout the student's academic career, most notably during the

admissions and advising processes, while the student is completing general education requirements, and during the accomplishment of degree program courses and senior theses.

Grading Policy

GRADING:

Final grades will be calculated as follows:

Part I (Doyle) 25% (Nation report, Globalization mid termexam)

Part II (Westley) 25% (Content analysis)

Part III (Elder) 25% (Audience study and interview)

Final 25% Group research project to be presented in final exam.

Grading Scale:

Letter Grade Quantitative Qualitative

A 94-100 Superior (uniformly excellent in creativity, thoughtfulness and preparation)

A- 90-93

B+ 87-89 Very Good (exceeds the expected level of competence/preparation)

B 83-86

B- 80-82

C+ 77-79 Satisfactory (fulfils requirements at an average level)

C 73-76

C- 70-72

D 60-69 Needs major improvement (falls short of average level of competence and preparation)

F Below 60 Fails/Unsatisfactory (fails to engage with components of the assignment/course)

IMPORTANT NOTES ON ASSIGNMENTS:

Formatting: All submitted work should be typewritten in 11- or 12-point type with one-inch margins. Pages should be numbered and your name should be clearly visible on each page of the assignment.

Submission: All assignments must be submitted in hard copy and in digital form as the professor requests.

Citation: ALL written work must use correct citations. Any work without complete and correct references in MLA format will NOT be accepted. It is your responsibility to learn correct citational methods if they are unfamiliar. Visual material such as diagrams and photos that you have not produced yourself must also be correctly cited.

Lateness: Work submitted late will be penalised by a fraction of a letter grade per day, i.e.: A becomes A-, A- becomes B+, etc. This policy is not negotiable.

Writing skills: First assignments will be monitored for writing skills, and students whose writing needs to improve will be referred to the Writing Lab before the following assignments will be accepted for grading.

PLAGIARISM:

If you are found to have plagiarized any portion of any assignment YOU WILL AUTOMATICALLY FAIL THE COURSE AND BE REPORTED TO ACADEMIC AFFAIRS FOR POSSIBLE EXPULSION or SUSPENSION. There are no second chances. Plagiarism means submitting work that you did not yourself author. It also involves copying or paraphrasing the work of others without citing the work. This means do NOT copy and paste except for citations, do not borrow research from other sources without citing it, and certainly do not have somebody else write your paper for you. This is unacceptable behaviour.

Other
