
GLOBAL COMMUNICATIONS in Spring 2021 (CM5001)

Course Code	CM5001	Professor(s)	Waddick Doyle, Hannah Westley, Tanya Elder
Prerequisites	None	Office Number	G-3rd floor
Class Schedule	M: 09:00-10:20 in Q-704 R: 13:45-15:05 in C-103	Office Hours	By appointment
Credits	4	Email	wdoyle@aup.edu, hwestley@aup.edu, telder@aup.edu
Semester	Spring 2021	Office Tel. Ext.	N/A

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

RELATIONSHIP BETWEEN THE GRADUATE PROGRAM LEARNING OUTCOMES AND THE COURSE LEARNING OUTCOMES:

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

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

COURSE SCHEDULE:

January

Week 1 – 18th – 22nd

- Monday 18th January

Professors: Waddick Doyle, Tanya Elder and Hannah Westley

Introductions: course structure; syllabus; assignments; learning to use the technology.

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. Introduction to Shannon Weaver model

Please come to class with some notes and questions on the readings 2 and 3

Readings:

- 1.
- 2.
- 3.

- Thursday 21st January

PART I: THE SENDER AND THE MESSAGE

Professor: Waddick Doyle L1

Readings

Information theory and its critiques: Leading Thinkers: Shannon and Weaver versus James Carey, Umberto Eco, McLuhan and Castells Ritual versus Transmission: The Transmission Communication Model; Roman Jakobson and Shannon Weaver Model; The ritual communication Model; James Carey

Reading <http://www.postcolonialweb.org/poldiscourse/2views.html>

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>

Jakobson R. communication model available here

https://en.wikipedia.org/wiki/Jakobson%27s_functions_of_language

Rantanen The Message is the Medium: an interview with Manuel Castells Above all p.138 to 146

https://www3.kau.se/kurstorg/files/t/C10B9A5C0760228260RhFE72F324/Terhi%20Rantanen%20-%20The%20message%20is_the%20medium.pdf

Recommended: Carey J. A Cultural Approach to Communications

Please come to class with some notes and questions on the readings Four theories of the Press

Assignment given: Choose a country. Discuss its media policy media economy 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 in the assignments section

Please form groups and choose country by 1 February. It should not be your country of origin.

Assignment due February 11

Paper must include annotated bibliography (submitted on Blackboard by 6pm Feb 11)

January 24th – last day to drop/add courses online

Week II – 25th – 29th

- Monday 25th January

Professor: Waddick Doyle L2

Research Method Political Economy versus Cultural studies

Media conglomerates and cultural hybridity

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 and 3

Recommended Reading: McPhail, *Global Communication*, 117-124

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- Thursday 28th January

Professor: Waddick Doyle L3

Tradition, Modernity and Policy.

What is tradition?

Media and Modernisation

How should Bhutan deal with electronic media?

Examples: Television in Bhutan:

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

February

Week III – 1st – 5th

- Monday 1st February

Professor: Waddick Doyle L4

Global political economy

1: GAFAM versus the Nation State.

Reading: Jacques Fontanel. GAFAM, a progress and a danger for civilization., St. Petersburg State University of Economics (UNECON), Apr 2019, Saint-Petersburg, Russia. hal-02102188
<https://hal.univ-grenoble-alpes.fr/hal-02102188/document>

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

3: Data Colonialism

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

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

Reading: chapter 2 Thussu

- Thursday 4th February

Professor: Waddick Doyle L5

Power social media and Globalisation.

Facebook, WhatsApp and Wikileaks, 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-chernobyl-privacy>

Review of Levy's new book Inside Facebook

<https://www.nytimes.com/2020/02/25/books/review/facebook-the-inside-story-steven-levy.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 IV – 8th – 12th

- Monday 8th February – no class

February 8th – 10th, Mini break 1, (no classes)

- Thursday 11th February

Professor: Waddick Doyle L6

Nation Reports Due

Reading: NO READING

Oral Presentation of Nation Report

Week V – 15th – 19th

- Monday 15th February

Professor: Waddick Doyle L7

Global Flows and Scapes

Contra Flow cultural areas and diasporas.

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>

Ottomanism and Turkish cultural power

Al Jazeera and Qatari cultural power

- Thursday 18th February

Professor: Waddick Doyle L8

Midsemester Examination

Week VI – 22nd – 26th

- Monday 22nd February

Professor: Hannah Westley L1

PART II – THE MESSAGE AND THE MEDIUM

The message

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

“Banning Trump won’t fix social media: 10 ideas to fix to rebuild our broken internet”

<https://www.theguardian.com/media/2021/jan/16/how-to-fix-social-media-trump-ban-free-speech>

Assignment: short blog post and watch two documentaries: The Social Dilemma and The Great Hack, available on Netflix

February 24th – 28th, Mini break 2, (no classes)

- Thursday 25th February – no class

March

Week VII – 1st – 5th

- Monday 1st March

Professor: Hannah Westley L2

The medium

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

Assignment: short blog post

- Thursday 4th March

Tools for analysis: Writing a lit review, part one

Professor: Hannah Westley L3

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

Week VIII – 8th –12th

- Monday 8th March

Tools for analysis: writing a lit review, part two

Professor: Hannah Westley L4

Come to class with an idea of a research question you want to explore

Assignment: short blog post

- Thursday 11th March

Tools for analysis: semiotics, part one

Professor: Hannah Westley L5

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>

Week IX – 15th – 19th

- Monday 15th March

Tools for analysis: semiotics, part two

Professor: Hannah Westley L6

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

Assignment: short blog post

March 17th Mid-semester

- Thursday 18th March

Professor: Hannah Westley L7

Tools for analysis: Critical discourse analysis, part one

Reading: Gill, "Discourse Analysis for Media Studies" On Blackboard

Come to class with two news articles: topic tbc

CULTURAL STUDY TRIP 18TH -21ST

LYON, AIX, MARSEILLE: COMMUNICATIONS IN FRANCE

March 19th, Mid-semester grades due

Week X – 22nd – 26th

- Monday 22nd March

Professor: Hannah Westley L8

Tools for analysis: Critical discourse analysis, part two

LIT REVIEW DUE

PART III – THE AUDIENCE AND MEDIA EFFECTS

- **Thurs. 25th March - 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

Week XI–29th – 2nd

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- Monday 29th March

Professor: Tanya Elder L2

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

April

- Thursday 1st April

Three cross cultural studies on active audiences, reception and effects of media

Professor: Tanya Elder L3

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

April 2nd, last day to withdraw from a course.

Last day to choose the CR/NC grading option.

Week XII – 5th – 9th

April 5th, Easter Monday (no classes)

April 6th, Faculty retreat (no classes)

- Thursday 8th April

Professor: Tanya Elder L4

New Technologies, New challenges in Audience studies

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>.

Week XIII – 12th – 16th

- **Monday 12th April**

Professor: Tanya Elder L5

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

Neuman, W. Russell. *The Digital Difference : Media Technology and the Theory of Communication Effects* . Harvard University Press, 2017, doi:10.4159/9780674969858. Ch. 15

- Thursday 15th April

Anthropology - Ritualistic understanding of communication(TE7)

Professor: Tanya Elder L6

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

Assignment 1 – Active Audience

Week XIV – 19th – 23rd

- **Monday 19th April- Doing Ethnography: Participant Observation**

Professor: Tanya Elder L7

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

Thursday 22th April - Interviews – Focus on in-depth interviews

Professor: Tanya Elder L8

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.

Week XV – 26th – 30th

- Monday 26th April

Evaluation, assessment and reflections

Professors: Waddick Doyle, Hannah Westley and Tanya Elder

April 28th, Last day of classes,

April 29th, – May 2nd, Reading days (May 1st, holiday)

May 10th, Final Exam: 12 to 2.30 pm

May 26th, all grades due

Textbooks

This course doesn't have any textbook.

Attendance Policy

AUP ATTENDANCE POLICY:

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. The French Department, for example, has its own attendance policy, and students are responsible for compliance. 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 also 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 undergraduate 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 POLICY:

Final grades will be calculated as follows:

Part I (Doyle) 30% (Nation report, Globalization mid term exam)

Part II (Westley) 30% (Lit review plus blog entries)

Part III (Elder) 30% (Interview assignments x 2)

Final 10% Group research project to be presented in final exam.

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
