
MEDIA GLOBALIZATION in Spring 2021 (CM2006A)

Course Code	CM2006A	Professor(s)	Waddick Doyle, Jayson Harsin
Prerequisites	None	Office Number	LTM-108
Class Schedule	M: 12:10-13:30 in C-104 R: 16:55-18:15 in C-104	Office Hours	Thursdays 11:-12!30 to 6.45pm
Credits	4	Email	wdoyle@aup.edu, jharsin@aup.edu
Semester	Spring 2021	Office Tel. Ext.	N/A

Course Description

COURSE DESCRIPTION:

This course aims to train students to increase their knowledge of the world's media and how they interact with cultures, national governments and international organisations. We look at this through both a cultural and a political economic point of view. In doing so students should feel a sense for shared responsibility for global problems and develop a sensitivity to the co-existence of world cultures while, considering what news is chosen and how its covered. We will also look at the global circulation of entertainment, television shows, music and games. We will study the economic and political factors that shape how media content (news, fiction and games) operates in different countries, and between them looking both at how it is produced and how it is understood and also how it is manipulated.

We will also study the process of globalisation, which means that more and more of the worlds' citizens are experiencing the same media content even if they often read it differently. As well as the circulation of meaning around the world, we study the economic and political structures that made such circulation possible. This will allow us to also consider the inequality of resources but also different ways of understanding modernity. We will also examine how media affects everyday lives and lived experience in many different parts of the world.

We will consider the rise of social media and the hugely powerful Internet corporations (Google, Apple, Amazon, Facebook) as well transformations of daily life caused by social media, digital photography and the mobile and smart phones. We will ask how much power do national states

have to intervene in these processes and what cultural processes allow people in the world to adapt and relate the global circulation of media messages.

Course Learning Outcomes

Know and understand the key issues of globalization and the subsequent economic and cultural effects.

Distinguish between global, transnational and international communication

Understand the mapping of media globalization – both macro structures and micro processes and understand the Global North/Global South divide between information-rich and information-poor countries in the world.

Identify a diversity of global perspectives – not only dominant/Western views but also marginalized, alternative and counter-hegemonic positions

Consider the relationship between tradition and modernity and the role that globalized media play in their shifting relationship.

Understand the different ways of producing news and entertainment across the world.

Able to compare, contrast and analyze critically media and media usage from different cultural traditions

Appraise the advantages and disadvantages of the role of English as a global language.

General Education

STUDENT LEARNING GOALS:

Students should be comfortable discussing and thinking about global media issues

Students should be familiar with different of producing news and entertainment across the world

They should be able to analyse critically media from different cultural traditions

They should be able to have clear opinions about the economic and cultural effects of globalisation

They should be read academic texts critically

They should be to argue logically and seriously about key issues of globalization

Course Outline

Week 1: January 19 to 25

Part I Homogenisation versus Hybridisation?

M 1/ 19 Welcome, introduction to the course.

The case of Bhutan; what is the impact of the introduction of television in Bhutan?

What are its options?

TH 1/21 Mass Media and Globalization Homogenisation versus Hybridisation

Matos C. (2012) "Mass media and globalization" in Wiley

- Blackwell's Encyclopedia of Globalization, Oxford: Wiley-Blackwell, 1329-1338

[Find Reading Here](#)

Week 2: January 26- 30

Colonial Empires and Media: Contemporary Conglomerates.

M 1/26 Colonial empires and the neo-colonial thesis

Thussu: Chapter One available on blackboard

TH: 1/28: The global media conglomerates

[Study this website.](#)

Recommended Reading Chapters 7 and 8 McPhail on blackboard.

Week 3: February 1 to 6

Globalization: Time/ Space Compression

Harvey D .

M 2/1 Time/Space Compression

History of long distance Communication

Readings: Hamelink chapter 3

TH 2/4: Philosophies for Media Systems

Chapter 5 pp. 71 to 88 in Mc kenzie R. *Comparing Media from around the world* Pearson 2006 Boston.

February 8, 9, 10 Mini Break

Week 4

Monday Elements of a Media System

Th 2/11; France, China, Sweden, U.K, U.S.A., Ghana, Mexico, Lebanon

Chapter 3 and 4 pp. 32 to 80 in Mc kenzie R. *Comparing Media from around the world* Pearson 2006 Boston

Week 5:

M 2/15

Media Systems and Reporting Others

Th 2 /18 Student National Media systems reports / presentations

TH 2/22: Reporting disasters: Comparing reporting Japan, France, and USA

Darling Wolf: Chapter 2 (read online [here](#))

Mini Break February. 24 to 28

Week 6: March 1 -7

Reporting Others

M 3/1 Comparing reporting styles

McKenzie Chapter 10 pp. 241 to 303

TH 3/4 Othering; How Do Media Shape and Define other Cultures Case Example

Read Daniel Dayan on Monstruation: reading on blackboard

Danish prophet Mohammed cartoons controversy: film Bloody Cartoon

Burkini coverage and Charlie Hebdo

Week 7: March 8 to 14

M:3/8 Student Presentations: Comparing reporting

TH 3/11 : Special class on Morocco:

Cultural crossroads, state role, languages etc.

Reading TBA

Week 8: March 15 to 22

Cultural Hybridity and Cultural Transfer

M 3/15: Media Diasporas cultural hybridity Hip-hop and Globalisation examples

Darling –Wolf Chapter 3 (can be found [here](#))

McPhail Global Issues MTV and Music

TH 3/18 Globalisation: Format transfer

Reality television in different contexts.

Darling Wolf Chapter 1 (can be found [here](#))

Doyle, Cosentino and Todorova On blackboard

Week 9: March 22-28

M: 3/22 Media in the Arab World Fiction and News:

Kriady M. Murphy P: Star Academy in the Arab World

Media and Culture in The Middle East Media and Culture in The Middle East

The Arab Media Revolution (can be found [here](#))

Interview with Kraidy

Kraidy Arab World Article

Th 3/24: Reception exercise: student presentations

Week 10: March 29 to 1 April

Mon 3/29: Cross-cultural media reception

Katz and Leibes: exporting Dallas.

M 4/1: Media in Africa and Mobile Phones

Wellems W on blackboard

Monday. 5 April: Easter Monday

Week 11: April 8

TH 4/8 Media Globalisation and Taste and Our Electronic Commodity Fetishes: Lopsided Production, Consumption, and Disposal

<http://www.theguardian.com/global-development/2013/dec/14/toxic-ewaste-illegal-dumping-developing-countries>

<http://www.sciencedaily.com/releases/2010/02/100222081911.htm>

<http://www.cbsnews.com/news/following-the-trail-of-toxic-e-waste/2/>

http://www.pbs.org/frontlineworld/stories/ghana804/video/video_index.html

<http://www.greenpeace.org/international/en/campaigns/toxics/electronics/the-e-waste-problem/where-does-e-waste-end-up/>

Thursday 4/12 Presentations: Final / creative projects

week 12 April 12 to 18

mon 4/12 Presentations: final creative Projects

Thursday April 15 : Presentations: final creative Projects

Week 13 April 19 to 26

M 4/19 Presentations: final creative Projects

Th 4/23

Mon 4/26

April. 29 to May 2 Reading Days

Final exam 15 2016 3:30PM

Textbooks

This course doesn't have any textbook.

Attendance Policy

ATTENDANCE POLICY:

Students studying at The American University of Paris are expected to attend ALL scheduled classes, and should contact their professors to explain the situation. It is the student's responsibility to be aware of any 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 participation in study trips related to their courses.

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. Excessive absences can result in a low or failing participation grade. In the case of excessive absences, it is up to 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 Summer 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 reading and formal written and oral presentations in English, and AUP students are expected to strive to achieve proficiency in English in all domains as part of their course work. To that end, professors include English proficiency among the criteria for evaluation, often referring students to the university Writing Lab where they may obtain help on specific assignments. Proficiency in English is monitored at various points throughout the student's academic career, most notably during 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:

Nation report 10%

Comparative Reporting Exercise 10%

Reception Exercise 10%

Final 20%

Research Presentation or Creative project 40%

Participation 10% sees below for criteria for this grade

Other
