
SCRIPTS FOR TRAVEL in Spring 2019 (CM3033)

Course Code	CM3033	Professor(s)	Justin McGuinness
Prerequisites	None	Office Number	G-402
Class Schedule	T: 15:20-18:15 in G-102	Office Hours	Tuesday period 04 (13h45).
Credits	4	Email	jmcguinness@aup.edu
Semester	Spring 2019	Office Tel. Ext.	575

Course Description

Situated in academic terms at the intersection between cultural geography, ethnography and textual/visual analysis, *Scripts for Travel* is a course which explores the contemporary practice of travel for leisure and the modes of writing associated with this practice, taken more as process rather than phenomenon symptomatic of underlying social needs. In this course, students will explore the ways in which spaces, tourism and identity politics intermesh in a context of increasingly rapid flows of information and meaning.

The course has two major interrelated objectives. Firstly, the aim is for students to acquire an awareness of the **theoretical debates about narratives of travel and tourism** (personal quest, narratives of self-realisation? Travel writing vs traveling to write), the changing practices of holidaying, cultural bricolage and the artifacts of place and the Other, and the city as setting prepared and sold for tourism. Through a variety of academic readings, notably by Barthes, Buck-Morss, Bruner and Hammoudi, students will examine the development of the diverse leisure practices we refer to broadly as 'tourism' today. Students will explore the works of at least two major travel writers and a major anthropologist of travel. They will also look at the publications (guidebooks, magazines, blogs, websites) which script travel practices for us today.

The second major objective is for students to develop awareness of **different genres of writing related to commodified travel** – and, through a variety of assignments and projects, the confidence and skill to write on travel. The course thus has a practical side, and students will publish the material they produce during the course on the peacockplume.fr website. Guest speakers with professional experience will shed further light on writing on travel.

CM3033 satisfies the following learning outcomes of the Department of Global Communications:

- **L03 Understanding and comparing media, communications and culture from a global perspective.** Students will explore ways in which we move across the planet – and the ways in which different media are used to give meaning to these variously labelled forms of movement (exile, expatriation, migration, travel, tourism, etc). They will read academic analyses of this

movement – and ways in which contemporary media are used to ‘repackage’ places.

- **L05 Practical career skills.** Students in this class apply certain practical skills (observing real world situations, interviewing, writing and analyzing this material) important in communications-focused careers.

Course Learning Outcomes

Development of in-depth knowledge of theoretical foundations and recent developments in the field of commodified travel, and hence participate in preparing certain students for post-graduate study

Expand practical skills applicable for students' careers in communication fields

Improvement of certain global media literacy skills (oral presentations using proprietary software, use of digital platforms to share and develop work)

Creation of understanding of mediated communication's role in the formation of socio-cultural identities, both in nation states and trans-culturally

General Education

Course Outline

Themes:

1. Development of travel: pilgrimages, tours both grand and packaged.
2. Forms of travel writing: travelogues, guidebooks, journeys of self discovery.
3. Anthropologies of travel: remote, suburban, digital
4. Branding places: capital, culture and commodified travel.
5. Explaining place to others: writing a travel piece and getting it published on-line.

Assignments:

1. Contribution to ASM media through writing **TWO** travel pieces. **50%**

2. In-class examination, Tuesday 02 April : Space, place and travel.	20%
3. Presentation of an article to the class.	10%
4. Contribution to a group article on a site in Paris.	10%
5. Final exam: presentation of portfolio to class.	10%

NB Students' contributions to the *PeacockPlume* site will be written to **two different themes**, i.e. **1.** Free choice: 'Outside Paris', 'Portrait of a local', 'Streets and streetcorners', or 'Events and exhibitions' and **2.** 'Pilgrimage', this taken in the broadest sense of the term, i.e. mass tourism observed as pilgrimage, an interview based piece on the experience of pilgrimage, visiting a city in the steps of an admired (or detested) figure, pilgrimage on behalf of another ...

Schedule by week:

Week 1

Tues 22 January. Course overview. Writing for travel, studying travel. Production objectives. Integration of class-work with ASM Media.

Atelier session. Discussion of class assignments. In-class reading of short extracts from travel pieces. How do these pieces capture a sense of the places explored?

Week 2

Tues 29 January. Frameworks for travel-writing. Atelier session (with Hannah Westley): Logistics and advice. Introduction to the Peacock-Plume site – entering material. Also sourcing images, adding links and quotes, drafting heads, decks and stand-firsts.

Ideology in travel writing. Barthes (1957) on 'Spain' in the *Blue Guide* and extracts from Jan Morris' *Spain*. Is the travel piece often an 'agent of blindness'?

Week 3

Tues 05 February. Progress on travel pieces for the Peacock. Editors to review progress.

Place writing. travel pieces by Chatwin on Timbuctoo, Goytisolo on Istanbul, Morris on Manhattan, Robb on Sicily. What elements are useful to a persuasive depiction of place?

Week 4

Tues 12 February.

Labelling travel: from pilgrimage to tourism via the Grand Tour. Reading TBA.

Ethnographies of tourism: mass migration and commodified travel.

Discussion of Buck-Morss (1987) 'In a Greek village: holidays for all on the boundaries of commodity culture' along with Cabezas (2008) 'Tropical Blues: Tourism and Social Exclusion in the Dominican Republic'.

What sort of cultural change does tourism produce?

NB Initial draft of first article due.

Week 5

Tues 19 February. Ethnographies of tourism: studying the packaged exotic. Discussion of two articles by Bruner: (2001) 'The Maasai and the Lion King: Authenticity, Nationalism, and Globalization in African Tourism' and (2004) 'Tourism in the Balinese borderzone'.

Long travel pieces. Discussion of Fursich et al (2001) 'Mapping a critical framework for travel journalism'. Two travel features from *LRB* compared: Weinberger (2005) on Chengdu and De Bellaigue (2010) on Kabul (HW)

Week 6

Tuesday 26 February. Further ethnographies. Historic city to heritage neighbourhood. *Salamandra* on 'Consuming Damascus'. If time: McGuinness and Mouhli on 'Restoration Dramas'.

What impacts does tourism have on historic neighbourhoods? How can these be described and analysed?

SPRING BREAK Saturday 02 March to Sunday 17 March.

Week 7

Tuesday 19 March. Architectural form and tourist places. Talk: The city spectacular.
Articles for discussion: Woolf (1988) 'Cultural politics and the Paris opera house' and Ockman (2004) 'New Politics of the Spectacle: "Bilbao" and the Global Imagination' (If time: Kavaratzis (2005) 'Branding the city through culture and entertainment').

Atelier session (if time).

Week 8

Tues 26 March. Place branding. Discussion of Julier's 2008 'Branded Leisure' plus Curry Jansen (2008) 'Designer nations'.

What elements constitute a successful place brand? To whom is place branding useful – and for whom is it potentially dangerous?

Week 9

Tues 02 April. In-class examination: on the study and analysis of commodified travel and branded places.

Week 10

Tues 09 April. The transformative power of travel: contemporary pilgrimage as liberation? Extracts from Colm Toibin's *The Sign of the Cross* and chapters from Abdallah Hammoudi's 2005 *A Season in Mecca*.

Week 11

Tues 16 April. TBA

Week 12

Tues 23 April.

Fri 19 April. Literary travel as liberation? Chapters from Nicolas Bouvier's *L'Usage du monde* (*The Way of the World*) and extracts from Esther Freud's *Hideous Kinky*.

Week 13

Tues 30 April. Nature writing. Discussion of extracts from Nan Shepherd's *The Living Mountain*.

Week 14

Tues 07 May. Final round-up session.

Wed 08 May. Last day of classes

Week beginning Monday 13 May, final exams (presence obligatory).

Friday May 17 at 15h30 Final exam session for CM3033.

Presentation of student materials (articles, broadcasts, photo-stories, etc) to colleagues.

Textbooks

This course doesn't have any textbook.

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.

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 committed to effective English language mastery at the undergraduate level. Most courses require scholarly writing and oral presentations in English, and AUP students are expected to strive to achieve excellence in their course work. To that end, professors include English proficiency among the criteria in student evaluation. Students may visit the university Writing Lab where they may obtain help on specific academic assignments. Proficiency in English is assessed at various points throughout the student's academic career, most notably during the admissions and advising process, when completing general education requirements, and during the accomplishment of degree program courses.

Grading Policy

Assignments:

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|---|------------|
| 1. Contribution to ASM media through writing two travel pieces. | 50% |
| 2. In-class examination , Tuesday 02 April: Space, place and travel. | 20% |
| 3. Presentation of an article or book chapter to the class. | 10% |

4. **Contribution to a group article** for the *PeacockPlume*.

10%

5. **Final presentation** of *PeackPlume* articles to class.

10%

Re. travel pieces, students will present a first outline of each article, this to be worth 5% of the grade. When completed and handed to the lecturer, these articles will be accompanied by a personal commentary, detailing:

- why the theme was chosen,
- the structure of the article and the reasons for this,
- who was interviewed and how this worked out,
- what the student would change in their approach should they write a similar article again.

Other
