MEDIA, CULTURE AND COMMUNICATION  
NEW YORK UNIVERSITY  
SPRING 2013

Special Topics in Global and Transcultural Communication  
Mapping the Transnational: MCC-GE-3130.001

Dr. Radha S. Hegde  
411 Lafayette, room 325  
Office Hours: Monday 11-12pm or by appointment  
Email: radha.hegde@nyu.edu  
Tel: 212-998-9005

Class Meeting Information  
Tuesday 2-4.50pm

Course Description  
This course examines theoretical and methodological challenges in producing cartographies of the global that pay attention to transnational flows, assemblages, circuits and disjunctures across multiple political and social processes. Paying special attention to ethnographic challenges, we will conduct close readings of select global ethnographies of media and communication in order to discuss and decenter the politics of transnational linkages organized around issues of modernity, mobility and locality.

Learning Outcomes  
At the end of the course students should be able to  
• critically review key literature on media, globalization and modernity  
• evaluate methodological approaches used by cultural studies scholars in the study of globalization  
• assess how their own work enters the intellectual conversation on globalization

Grading  
Your grade in this course requires the successful completion of all requirements which include weekly précis, critiques and a final review paper. Grades will be based upon contribution to class discussion (25%); weekly summaries (35%); and a final review paper (40%).
Evaluation Rubric

A= Excellent
This work is comprehensive and detailed, integrating themes and concepts from discussions, lectures and readings. Writing is clear, analytical and organized. Arguments offer specific examples and concisely evaluate evidence. Students who earn this grade are prepared for class, synthesize course materials and contribute insightfully.

B=Good
This work is complete and accurate, offering insights at general level of understanding. Writing is clear, uses examples properly and tends toward broad analysis. Classroom participation is consistent and thoughtful.

C=Average
This work is correct but is largely descriptive, lacking analysis. Writing is vague and at times tangential. Arguments are unorganized, without specific examples or analysis. Classroom participation is inarticulate.

D= Unsatisfactory
This work is incomplete, and evidences little understanding of the readings or discussions. Arguments demonstrate inattention to detail, misunderstand course material and overlook significant themes. Classroom participation is spotty, unprepared and off topic.

F=Failed
This grade indicates a failure to participate and/or incomplete assignments

Academic Integrity
This is a course on writing and hence we are even more sensitive to issues of originality and academic integrity. Academic honesty is of utmost importance and any violation will result in grave consequences. The NYU Steinhardt Statement on Academic Integrity, consistent with New York University Policy on Student Conduct, is published in the NYU Student Guide. Please read it carefully to understand what constitutes plagiarism.

Student Resources
- Students with physical or learning disabilities are required to register with the [Moses Center for Students with Disabilities](https://www.mosesnyu.org/), 719 Broadway, 2nd Floor, (212-998-4980) and are required to present a letter from the Center to the instructor at the start of the semester in order to be considered for appropriate accommodation.
**Texts**


Adrian, Bonnie (2003) *Framing the bride: Globalizing beauty and romance in Taiwan’s bridal industry*. University of California Press


Cara Wallis (2013) *Technomobility in China*. NYU Press
AGENDA
Week 1:
Introduction: Globalization, Transnational as optic
Week 2:
Globalization and the Crisis of modernity
Week 3:
Post colonial globality
Week 4
Flexible subjectivities
Week 5
Subjects of consumption
Week 6
Tradition as obstruction
Week 7:
Digital Traffic
Week 8:
Commodity trails
Week 9:
Laboring bodies
Week 10:
Sexual modernities
Week 11:
New parochialisms
Week 12:
Global as field
Week 13: December 3
Techno globalisms and circulatory matrices
Week 14:
Wrap up and Presentations