New York University, Buenos Aires  
Department of Media, Culture, and Communication  
GLOBAL MEDIA SEMINAR: LATIN AMERICA  

Professor: Dr. Carolina Duek  
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MCC-UE 9455  
Classroom location: TBD  
Class meeting times: TBD  

1. Description  
The idea of the course is to get students acquainted with Latin American theories, practices and representations about the Media. In order to provide a complex perspective, the course will begin with a reflection about globalization, identities and local cultures and their tensions with the constitution of a global culture. The second and most important part of the course are the Latin American researches, perspectives and representations about the media, their place in contemporary societies, their active participation in the constitution of identities and the role in the construction of an agenda. This is how the course will introduce not only Latin American perspectives but also a global vision that will allow students to articulate global and local problems from a critical point of view. The denaturalization of the media, the identification of their constructions, representations and selections are some of the objectives of the course: to re-read media practices as a way to reflect about everyday practices.

2. Expectations, grading and attendance  

2.1 Expectations  
Students are expected to attend classes twice a week and to participate actively in them. NYU in Buenos Aires has a strict policy about course attendance: No unexcused absences are permitted.

Each week students must present a brief report (10-15 lines) of an article (not necessarily a complete one), a picture, a chart or a graphic from the local media using the concepts and the theories provided by the bibliography of the course. The idea of this task has a doble implication: on one side, it will help students with the articulation of theories and media practices and, on the other, will demand them to get acquainted
with local media. For those who can not read fluently the language there are tools as “The Buenos Aires Herald” (a local newspaper written in English) or the identification of pictures, charts and graphics to fulfill the assignment. For the others (the ones who can read Spanish) a list of local media (and their web location) will be provided at the beginning of the course.

The course also demands two written exams:
1) **A 5-8 page midterm paper** based on a questionary provided in advance that will have to be handed in on time and printed (exams will not be graded if received by email).
2) **An 8-10 page final essay** based on two questions that will demand student a mini-research about some of the topics of the seminar. Students are expected to select a part of the bibliography and the analysis provided in the course and present a reflection about Media, Latin America, practices and representations in tension with global processes. The essay must also be handed in on time and printed (essays will not be graded if received by email).

2.2. Grading policy:

<table>
<thead>
<tr>
<th>Class participation/attendance/reports</th>
<th>30%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midterm</td>
<td>30%</td>
</tr>
<tr>
<td>Final</td>
<td>40%</td>
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</tbody>
</table>

The course uses the following scale of numerical equivalents to letter grades:

| 100-93 | A              |
| 92-90  | A-             |
| 89-87  | B+             |
| 86-83  | B              |
| 82-80  | B-             |
| 79-77  | C+             |
| 76-73  | C              |
| 72-70  | C-             |
| 69-67  | D+             |
| 66-60  | D              |
| 59-0   | F              |

2.3 Attendance Policy

NYU Buenos Aires has a strict policy about course attendance. **No unexcused absences are permitted.**
Students should contact their class teachers to catch up on missed work but should NOT approach them for excused absences.

Absences due to illness must be discussed with the Assistant Director for Academics Affairs, María Pirovano Peña within one week of your return to class. A doctor note excusing your absence is mandatory. If students get sick on an exam day, they must let the Assistant Director for Academic Affairs know in advance about this, and they must see a doctor the same day in order to have their absence excused.

Absence requests for non-illness purposes must be discussed with the Assistant Director for Academics Affairs, María Pirovano Peña prior to the date(s) in question. The first unexcused absence will be penalized by deducting 1.5% from the student’s final course mark. After that each unexcused absence will be penalized by deducting 3% from the student’s final course mark.

Students who have perfect attendance (100%) during the semester and have fulfilled all course requirements, i.e. class participation, meeting all deadlines, etc. will get extra points equivalent to 2% of the final grade.

Students are responsible for making up any work missed due to absence. NYU BA. also expects students to arrive to class promptly (both at the beginning and after any breaks) and to remain for the duration of the class. Three late arrivals or earlier departures (10 minutes after the starting time or before the ending time) will be considered one absence.

Each class has a duration of one hour and half or two hours. Missing one class represents one absence. For those courses that meet once a week (three hours block), missing one class represents two absences.

Holidays' make up classes are mandatory as regular scheduled classes.

2.4 Exams and Submission of Work

Final Exam dates cannot be changed under any circumstance.

Mid term exam dates will be scheduled with each professor.

Unexcused absences from exams are not permitted and will result in failure of the exam. If you are granted an excused absence from examination (with authorization, as above), your lecturer will decide how you will make-up the assessment component, if at all (by make-up examination, extra coursework, or an increased weighting on an alternate assessment component, etc.).

Written work due in class must be submitted during the class time to the professor.
Late work should be submitted in person to the Assistant Director for Academics Affairs **during office hours** (Mon – Fri, 9.30 am to 5 pm), who will write on the essay or other work the date and time of submission, in the presence of the student. Another member of the administrative staff can accept the work, in person, in the absence of the Assistant Director for Academics Affairs and will write the date and time of submission on the work, as above.

Work submitted within 5 weekdays after the submission time without an agreed extension receives a penalty of 10 points on the 100 point scale.

Written work submitted after 5 weekdays after the submission date without an agreed extension fails and is given a zero.

**Please note** end of semester essays must be submitted on time.

**Final essays must be submitted to the professor in print and electronic copy.** If the student is not in Buenos Aires, he / she must send a printed copy via express postal mail (i.e. FeDEX, DHL, UPS, etc) to the NYU Center in Buenos Aires – Anchorena 1314 - (C1425ELF) Argentina. This copy must arrive before or on the date of established deadline.
SAMPLE SYLLABUS – This syllabus is provided as a sample. Some course content may vary.

Schedule

Week 1 (August 30th and September 1st)

PRESENTATION. OVERVIEW OF THE COURSE. INTRODUCTION TO MEDIA STUDIES IN LATIN AMERICA.


Week 2 (September 6th and 8th)

GLOBALIZATION, MEDIA AND TRADITION


Week 3 (September 13th and 15th)

No classes. Make up days will be set during the semester.

Week 4 (September 20th and 22nd)

AUDIENCES, EVERYDAY LIFE AND “MEDIAPOLIS”


Week 5 (September 27\textsuperscript{th}) (September 29\textsuperscript{th} is New Year for Jewish community and there will be no classes)

**CULTURAL IMPERIALISM AND COMMUNICATION**


Complementary (and optional) readings for the class

**Week 6 (October 4\textsuperscript{th} and 6\textsuperscript{th})**

**COMMUNICATION AND MCDONALDIZATION OF SOCIETY: BRANDING**


**Week 7 (October 18\textsuperscript{th} and 20\textsuperscript{th})**

**COMMUNICATION THEORIES AND RESEARCH IN LATIN AMERICA**


**Midterm:** students will be given the questionnaire for the exam.
Week 8 (October 25th and 27th)

EMPIRICAL RESEARCH ON TELEVISION AUDIENCES


Week 9 (November 1st)

COMMUNICATION AND MEDIATIONS


Week 10 (November 8th and 10th)

MEDIA AND POLITICS IN LATIN AMERICA


Week 11 (November 15th and 17th)

CITIZENSHIP AND MEDIA


**Week 12 (November 22\textsuperscript{nd} and 24\textsuperscript{th})**

**DIGITAL CONVERGENCE AND CHANGE OF PRACTICES**


**Week 13 (November 29\textsuperscript{th} and December 1\textsuperscript{st})**

**DIGITAL CONVERGENCE AND POLITICAL ECONOMY OF COMMUNICATIONS**


**Individual presentations for the final paper**

**Week 14 (December 6\textsuperscript{th}) (December 8\textsuperscript{th} is a Holiday)**

**MEDIA IN LATIN AMERICA: BALANCES AND HYPOTHESIS TOWARDS THE FUTURE**

Closing remarks, questions and specifications for the paper.

**Week 15 (December 13\textsuperscript{th})**

**FINAL EXAMS**