New York University
Department of Media, Culture, and Communication

Media and Global Communication
MCC-UE 1300

Course Description
This course seeks to cover the landscape in contemporary theorizing and research on cultural globalization. It is organized broadly around three partially competing/partially complementary theories of globalization – homogenization, enduring differences, and hybridization. We will attempt to bring each of these theories to life with case studies of the production, distribution, and reception of cultural forms and experiences from across the globe. Our focus will be first and foremost empirical, that is, oriented to describing and understanding as fully as possible what is happening and why. But we will also address at various times normative issues, that is, what should be done. Hopefully, by the end of this course, you will have a better sense of what globalization is, what forces are driving it, and what you can or want to do about it as a student and scholar, future communications professional, citizen, consumer, activist, and/or global cosmopolitan.

Teaching / Course Objectives
* to provide students with a thorough understanding of how media differ around the world and to develop an appreciation of cultural differences;
* to provide students with knowledge of the major descriptive and explanatory theories of cultural globalization;
* to help students develop skills in primary and secondary research about media in global regions which interest them;
* to provide students with the opportunity to hone their writing and oral presentation skills, working both individually and in teams.

Texts

Required Books (Available at NYU Bookstore)

Recommended:


Pdf texts: Available on Blackboard under “Course Documents” (indicated in schedule with asterisk).

**Course Assignments and Evaluation**

Grading for this course will be based on your performance on the following:

(1) **Attendance and Active Participation (10%)**: Please come to class, on time, remain in class for the 75 minutes we are all together, and be prepared to discuss the assigned readings. Attendance is required and if you need to miss class for any reason, you must notify me in advance. Please bring a paper copy of the assigned reading (article or book) to the class, so that we will all be, literally, on the same page. I strongly encourage active, annotated reading practices. Cell phone use (including texting) is not permitted in class. Laptops should only be used for note-taking. Use of laptops for email or internet surfing, unless linked to a class assignment, is not permitted: violation of this policy will negatively affect your participation grade. Non-assigned high-quality and relevant postings to your blog may contribute positively toward your participation grade. Finally, I strongly encourage you to regularly read the *New York Times, Wall Street Journal, the Guardian,* or other major national or international news publications. I will sometimes assign additional short texts from these or other periodicals and you are encouraged to bring to class any articles, blogs, etc. that you think are relevant to the class topic of the day.

(2) **Mid-Term Exam (25%)**: Essays and short answers. Covers lectures and readings from the first half of the course.

(3) **Region / Country Analysis (40%)**:  
   -- Assigned individual blog entries on selected themes related to “your” country/region (20%)  
   -- Collaborative research project (team-based blog entry and in-class presentation incorporating literature review, field research, data analysis, and in-class presentation) (20%)

(4) **Final Exam (25%)**: Essays and short answers. Focuses on lectures and readings from the second half of the course. Will also include questions about student presentations.
Grading Policies
It should go without saying that plagiarism is strictly prohibited. This policy will be strictly enforced. “Plagiarism, one of the gravest forms of academic dishonesty in university life, whether intended or not, is academic fraud. In a community of scholars, whose members are teaching, learning and discovering knowledge, plagiarism cannot be tolerated. Plagiarism is failure to properly assign authorship to a paper, a document, an oral presentation, a musical score and/or other materials which are not your original work. You plagiarize when, without proper attribution, you do any of the following: Copy verbatim from a book, an article or other media; Download documents from the Internet; Purchase documents; Report from other’s oral work; Paraphrase or restate someone else’s facts, analysis and/or conclusions; Copy directly from a classmate or allow a classmate to copy from you.” (NYU Steinhardt School of Education Statement on Academic Integrity)

Basic standards:
A = excellent. Outstanding work in all respects. Your exams and essays are thoroughly researched, appropriately documented, logically organized and rhetorically convincing. Your analysis is not only comprehensive and sound, but creative and original. In short, you not only get it, but begin to see through it!

B = good. Your understanding of course materials is complete and thorough, and there is at least some evidence of your own critical intelligence at work. You demonstrate basic competence in research, writing and oral presentation.

C = barely adequate. Your writing is vague and incoherent or riddled with grammatical or spelling errors. You do not make proper use of source materials, and there is little depth or concreteness to your research or analysis. Your understanding of concepts and ideas is incomplete and often misguided, but there is at least some evidence that you “got” something from this course.

D = unsatisfactory. Work exhibits virtually no understanding or even awareness of basic concepts and themes of course. Your participation has been inadequate or superficial. Either you have not been paying attention or you have not been making any effort.

F= failed. Work was not submitted or completed according to the basic parameters outlined in the course syllabus (basic requirements for word length, topical focus, types and number of sources, documentation of primary source materials).

Grades are calculated according to the following scale:
94-100 A; 90-93 A-; 87-89 B+; 83-86 B; 80-82 B-;
77-79 C+; 73-76 C; 70-72 C-; 67-69 D+; 63-66 D; 60-62 D-; 0-59 F

LATE POLICY: Blog entries posted after the designated day and time will be downgraded. For each 24-hour period it is late, it will be downgraded one full grade (B+ to C+, etc.).

You are responsible for keeping a digital copy of all assignments.
**Schedule** (subject to revision; readings may be added or subtracted; *=articles or excerpts from books available on Blackboard):

**WEEK 1**  
**Tues, 1.24**  
**Introductions and Overview**

**Thurs., 1.26**  
**Theorizing and ‘Internationalizing’ Global Communication Research**  
Pieterse, *Globalization and Culture*, chs. 1 and 3  

**WEEK 2**  
**Tues., 1.31**  
**Cultural Imperialism vs. Active Audiences**  

**Thurs., 2.2**  
**McDonaldization**  

**WEEK 3**  
**BLOG #1: PICK A COUNTRY AND EXPLAIN WHY  DUE MON., 2.6, 12 noon**

**Thurs., 2.9**  
**Global Public Sphere**  

Recommended:  
**WEEK 4**

**Tues., 2.14** Research Methods and Sources
Consultation with NYU media/communications librarian Alexa Pearce

**Thurs., 2.16** Global Network Society

**WEEK 5**

**BLOG #2**

**Tues., 2.21** COUNTRY OVERVIEW

**DUE MON., 2.20, 12 noon***

**DEBRA SPITLUNU**


**Thurs., 2.23** Global Region Group Meetings

**WEEK 6**

**Tues., 2.28** Enduring Differences: Clash of Civilizations


**BLOG #3**

**LIT. REVIEW: 3 ARTICLES**

**DUE WED., 2.29, 12 noon***

**Thurs., 3.1** Regionalization and U.S. Decline

*Joseph D. Straubhaar, “Distinguishing the global, regional and national levels of world television.”* In A. Sreberny-Mohammadi et al., eds., *Media in Global Context* (London: Arnold, 1997).


Recommended: Tunstall, *The Media Were American*, excerpts from chpts. 1, 9, 10, 13, and 20 (pp. 3-10, 96-104, 125-130, 235-237, 449-455); also Tunstall, *The Media Were American*, ch. 15 on Africa (pp. 285-325), esp. on Nigeria/Nollywood
WEEK 7
Tues., 3.6  Contra-Flows: Telenovelas

Thurs., 3.8  MIDTERM EXAM

SPRING BREAK, 3.12 – 3.16

WEEK 8
Thurs., 3.20  Constructed Differences: The Power of the Nation-State

Thurs., 3.22  Western Models of News Media
Hallin and Mancini, chs. 5-7

WEEK 9
Tues., 3.27  Non-Western Models

Thurs., 3.29  Regional Group Preliminary Presentations
## WEEK 10

**BLOG #4**

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<tr>
<th>GROUP BLOG</th>
<th>DUE MONDAY, 4.2, 5 p.m.*</th>
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<tr>
<td>Tues., 4.3</td>
<td>Guest Speaker: Karina Horsti, Finland public and digital media</td>
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| Thurs., 4.5 | Hybridization  
Pieterse, *Globalization and Culture*, ch. 4-6  

## WEEK 11

| Tues., 4.10 | Bollywood  
*Tenstall, The Media Were American*, ch. 11 selections |
| Thurs., 4.12 | Al Jazeera  
*Tenstall, The Media Were American*, ch. 17 selections |

## WEEK 12

| Tues., 4.17 | Cosmopolitanism  
| Thurs., 4.19 | Global Region Team Reports |

**INDIV. BLOG #5**

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<th>SUMMING UP</th>
<th>DUE 48 HRS. AFTER TEAM REPORT*</th>
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## WEEK 13

| Tues., 4.24 | Global Region Team Reports |
| Thurs., 4.26 | Global Region Team Reports |

## WEEK 14

| Tues., 5.1 | Global Region Team Reports / Final Exam Review |
| Thurs., 5.3 | FINAL EXAM |