MCC.UE.1306 TRANSNATIONAL MEDIA FLOWS

New York University
Department of Media, Culture, and Communication

DESCRIPTION AND READINGS

Course Description:
This class examines the intersecting dynamics of media genres and geo-linguistic cultural markets in the configuration of global and regional media flows. It looks in particular at the way media genres travel and how their circulation raises issues about the cultural power of certain media narratives in specific historical, political and social conditions of consumption. We will examine the battle for national, regional, and global media markets as a struggle for the “legitimate” cultural and political view of the world expressed through information (news), scientific discourse (documentaries), and popular culture (films, telenovelas, reality television, music) to understand the complex global flow of television programs and films.

Learner Objectives:
--Define the defining characteristics of specific media genres
--Outline the particular global and regional flows of specific media genres
--Demonstrate the consequences of particular media flows on definitions of local and regional culture
--Analyze broader power relations evident in how media genres and forms flow transnationally
--Critique concepts of authentic and legitimate culture in relation to the global, regional, and local meanings of specific media genres and products

Articles:
Required readings will be available on the class site.

Video materials:
There will be required A/V materials for you to listen to/watch prior to coming to class. These will be made available on the web or through the class site, when possible; or they will require that you to listen to watch them in the Avery Fisher Center at the Bobst Library.

EXPECTATIONS & GRADING

Leading class discussions 10%
You will be asked to lead a class discussion twice during the semester. Your guidance will be base on reading responses and the questions posted in the class forum. Print them and bring them to class and start a vivid discussion with your peers about the central ideas of the readings. Clarifying the main argument, its theoretical contribution as well as its possible weakness will be part of the task.
**Class Participation = 10%**
- You are expected to complete the assigned reading before each class and to participate actively in all class discussions.
- Your participation grade is based on presence, punctuality, quantity and quality of in-class participation. You are expected to come to class prepared and to discuss the readings critically.

**Reaction papers = 20%**
- You are expected to write a critical response to the readings assigned for the class. At the end of the semester you should have written a total of ten responses for the reading assigned on ten different class days. You can choose freely which classes you are interested in writing a response to; however the due date of the submission will be the very day on which the class is given. You must turn in your response before we discuss the text in class. These need not be long, but should address the following questions: What is the author’s principal argument and methodology? What kinds of sources support those arguments? What is their objective (what are they arguing against), How does their work fin in relation to other readings? Finally, what is your reaction to the author’s work? Do you agree with the basic premises, assumptions and methodologies? Why or why not? Think about these papers as reading journals.

**3 Short Papers = 30%**
- You will be required to write three short papers on the separate sections of the course. These three papers will be guided critiques of media flows and the industrial and cultural dynamic of media genres. In these papers you should show an in-depth involvement with the issues addressed, and the capacity for building your reflections upon the readings.
- Papers should be typed, double-spaced, stapled and 4-6 pages in length.
- If you want to email me your papers, you need to do it before 1:00 pm on the day they are due.
- Due Dates:
  - Short paper 1: February 20th
  - Short paper 2: March 20th
  - Short paper 3: April 24th

**Final Paper / Project = 30%**
- Each of you will also prepare an original research paper on a topic of your choice. I need to approve your final project, and for that reason you need to make an appointment to talk about it with me before April 24. You are expected to prepared a proposal, and present a project to the rest of the class at least twice during the semester. Feel free to come see me to discuss your ideas.
- The final papers should be typed, double-space, stapled and 8-12 pages long.
- Due date: May 17, 2013
- I recommend that you purchase at least one style manual which will help to improve the organization and composition of your written work, and help ensure proper citation of sources. There is a handy edition that you can carry by Hacker, D. (2004). *A pocket style manual.* Boston, New York: Bedford/ St. Martin’s.
Students with disabilities

- Students with special needs, either with physical and/or learning disabilities, should register with the Moses Center for Students with Disabilities at 212-998-4980, 240 Greene street, www.nyu.edu/csd.

Religious observances

- Students with religious observances that may interfere with the class schedule need to see me at the beginning of the semester to talk about your schedule.

Academic dishonesty and plagiarism

- “Academic integrity is the guiding principle for all that you do [...] you violate the principle when you: cheat on an exam; submit the same work for two different courses without prior permission from your professors; receive help on a take home courses without prior permission from your professors; or plagiarize. You plagiarize when, without proper attribution, you do any of the following: copy verbatim from a book, article, or others media, download documents from the Internet; purchase documents; paraphrase or restate someone else’s facts, analysis, and/or conclusions” (See School of Education Bulletin, 2004-6, p. 174)

- Cheating or plagiarism will not be tolerated under any circumstance and will result in a failure of the assignment and possible failure of this class.

Grading

- Late papers and assignments will be graded down 5 points for every day late. Papers and assignments will not be accepted once they are more than 5 days late and will automatically result in a grade of F (0%).

- Participation in class is required, based on the completion of readings / video assignments before class. Your grade will decrease by a full point for every two classes you miss (i.e. from B to B-). You must notify me in advance if you are going to miss a class or a deadline, and you will need a legitimate excuse.
SCHEDULE

Week I.

Mon. January 28: Introduction to class
Globalization and Media

Wed, January 30: New debates on media flows

Week II.

Mon. February 4: The global cultural economy

Wed. February 6: The global vs the regional – Political economy vs cultural studies

Week III.

Mon. February 11: Mapping media flows

Recommended:

Wed. February 13: Media capitals and geo-linguistic markets

**Week IV.**

**Mon. February 18: President’s Day**
No classes

**Wed. February 20: The U.S. as global media power 1**

**Paper 1:** “The mapping of media flows and counter flows and the global presence of the U.S. media” February 20th

**Week V.**

**Mon. February 25: Global Hollywood**

**Wed. February 27: Global Hollywood 2**

**Week VI.**

**Mon. March 4: The global television marketplace**

**Wed. March 6: Culture and economics in international television trade**

### Week VII.

**Mon. March 11: Media regions: East Asia, South Asia and the Middle East**


**Wed. March 13: Media regions: Europe, Latin America and Africa**


### Week VIII.

**Mon. March 18: Spring Break**

**Wed. March 20: Spring Break**

### Week IX.

**Mon. March 25: Film flows 1: Bollywood**


*Recommended:*


**Wed. March 27: Film flows 2: Nollywood and the Hong Kong Cinema**


*Paper 2: “The dynamics of the international media trade and the world regions” March 31th*
Week X.

Mon. April 1: News 1: Agencies and news the world informational order

Burch Global Media and Communication. 3: 227-232

Recommended:

Week XI.

Mon. April 8: Telenovelas 1
The centrality of telenovelas in Latin America’s everyday life: Past tendencies, current knowledge and future research. Global Media 5, 359

Wed. April 10: Telenovelas 2

Recommended:
Week XII.

Mon. April 15: Documentaries

Recommended:

Wed. April 17: Music and video-clips

Recommended:

Week XIII.

Mon. April 22: Formats 1: TV formats market

Recommended:

Wed. April 24: Formats 2: Reality television

Paper 3: “The cultural power and the power of culture in media genres” April 24th

Week XIV.
Mon. April 29: Adaptations and localization 1

Wed. May 1: Adaptation and localization 2

Week XV.
Mon. May 6: Diasporas and media 1

Recommended:

Wed. May 8: Diasporas and media 2

Recommended:

Week XVI.
Mon. May 13: Presentations
Individual project’s presentations

Final Paper due