E59.1304
Global Media and International Law

Short Course Description
This course examines public policy issues and institutions of media governance at the international level. It provides an historical overview of the various institutions and actors involved in global media governance, and assesses the various principles and practices that constitute the regime of global media governance, including the regulation of broadcasting, telecommunications, the Internet, and trade in media products. Special attention will be paid to current debates within multilateral bodies such as UNESCO, the WTO, and the International Telecommunication Union.

Student Learning Objectives

• Students will understand the basic history of the global media governance, dating back to the Universal Postal Union and the International Telegraph Convention in the 19th century;
• Students will develop analytical and critical skills to assess the various legal and political principles and practices of global media governance;
• Students will develop skills in archival research and policy analysis.

Required Texts


Other Readings

Various International Treaties and Conventions will be provided via PDF and see End of Document

Evaluation

• Seminar participation (attendance and active participation in class discussion): 30%.
• Class presentations (15 minute critical presentations of course readings): 20%.
• Final paper (5,000-6,000 words + references and appendices): 50% (10% oral presentation, 40% written presentation).
Grading Rubric

A  Excellent. Student exhibits exemplary creativity through historical research and critical analysis. Research and writing is lucid and engaging with zero mistakes.

B  Good. References to the course material are well-selected and topical. Critical analysis is present, but largely rehearsed from class lecture and discussion. Student's style is clear and has very few mistakes.

C  Satisfactory. References to the course material are well-selected and topical, but student performs little or no historical or critical analysis. Problems exist in student's work. Work consists mostly of underdeveloped ideas, off-topic sources or examples, inappropriate research, or anecdotes.

D  Unsatisfactory. Student does not engage with the material and no historical or critical analysis is present. Substantial problems exist in student's work.

F  Fail. Student does not submit work, or work is below unsatisfactory level.

School and Course Policies

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.

Draft Class Schedule

Week 1: Introduction. What do we mean by global communication governance? Global versus national and comparative approaches. A template for studying global communication governance

Week 2: Communication and Globalization. The historical foundations of global communication governance – The Postal Union and the Telegraph

Week 3: National Sovereignty, Empire and Global Media: Early Issues – Submarine Cables

Week 4: The Challenge of Broadcasting: Nationalism and Propaganda
SAMPLE SYLLABUS – This syllabus is provided as a sample. Some course content may vary.

Week 5: Wartime Accommodation: Media & Communication as Military Assets

Week 6: Free Trade and Media: Global Hollywood

Week 7: Assessing the State and Analyzing Public Policy

Week 8: Satellites and National Security

Week 9: The New World Information Order – UNESCO

Week 10: The GATT and the GATS – Trade in Media Revisited

Week 11: The UNESCO Convention on the Promotion and Protection of Diversity in Cultural Expressions

Week 12: Internet Governance

Week 13: Best and Worst Principles and Practices – Student Reports

Week 14: Best and Worst Principles and Practices – Student Reports

Sample of Other Scholarly Readings


Council of Europe (2000) Declaration on Cultural Diversity, adopted by the Committee of Ministers, 7 December 2000


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Kleinwachter, Wolfgang (1989a) “Human Rights, the Right to Communicate and International Law,” Media Law & Practice, March


