E58.2167 TRANSNATIONAL MEDIA FLOWS

New York University
Department of Media, Culture, and Communication
Fall 2009

Monday: 4:55 – 7:05 pm
Location: 25 W. 4th Room C-16

Professor Juan Piñón
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Phone 212.992.9409
Office 239 Greene St, 7th Floor
Office Hours by appointment

DESCRIPTION AND READINGS

Studies the global landscape of media flows, particularly television and film, and its specific configurations at regional and national levels. Rooted in the idea of media as cultural industries students will identify the supranational regional players from some of the most important geolinguistic markets around the world, where the tensions of global/transnational media and cultural audience’s dynamics at local levels become more evident. Examines the implications of these industrial/cultural dynamics from both theories that denounce the homogenizing cultural effect produce by global media, as well as approaches that underscore the rising of counter-flow trends based on audiences’ preferences.

Required Texts
Books:

Articles:
Other required readings will be available on Blackboard (noted on the Schedule as Bb).

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 blackboard, when possible; or they will require that you to listen/to watch them in the Avery Fisher Center at the Bobst Library.
**EXPECTATIONS & GRADING**

**Journal 5%**
- Every Monday, you need to submit a written *journal* with reflections about the class’s dynamics, your doubts or suggestions, as well as reflections about your own performance as a student and your academic interests. These entries can be handwritten and should be about half a page long.

**Class Participation = 30%**
- You are expected to complete the assigned reading before each class and to participate actively in all class discussions.
- Three times during the semester each of you will work with one other student to lead the discussion for that week. You can divide up the material however you see fit, but you should be prepared to guide your classmates through discussion. If you like you are welcome to prepare handouts or bring in clips, and it’s always appropriate to reference other relevant scholarship you are interested in.
- 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 = 25%**
- Each week you will be asked turn in a short summary paper in response to the assigned readings. These need not be long (one or two pages are generally fine), 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.

**Final Paper / Project = 40%**
- 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 October 16, 2009. 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 20-25 pages long.
- Due date: December 18, 2009
- 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

<table>
<thead>
<tr>
<th>Week I</th>
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<tbody>
<tr>
<td><strong>Globalization, media culture</strong></td>
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<tr>
<td>Ch. 1 A “Multilayered World of Television: An Overview,” pp. 21-29</td>
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**Recommended:**
Ch. 1. “Cultural hybridity and international communication,” pp. 1-14

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<th>Week II</th>
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<td><strong>Political economy, cultural imperialism and dependency theory</strong></td>
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E58.2110 Transnational Media Flows – Syllabus Fall 2009
Week IV.

Mon. September 28: Economics of media trade, quotas and free trade
Ch. 4 “Creating global, U.S. and transnational television spaces,” pp. 79-110

Cases
Wang Georgette. “Protecting the local cultural industry: a regulatory myth in the global age.” In TV without frontiers: Asia Speaks Out

Recommended
Week V.

Mon. October 5: Geo-linguistic markets, cultural proximity and cultural discount


Ch. 6 “The paradigm of indigenization. Beyond media imperialism,” pp. 85-100


**Cases:**


Ch. 4 “Becoming culturally proximate: Japanese TV dramas in Taiwan,” pp. 121-157


Week VI.

Mon. October 12: Media flows and hybridity


Ch. 7 “Hybrid cultures, oblique powers,” pp. 206-263


Ch. 2 “Hybridization and the roots of transnational, geo-cultural, and cultural-linguistic markets,” pp. 31-54


Ch. 4 “The trials and tails of hybridity,” pp. 45-71

Ch. 5 “The cultural and political economies of hybrid media texts,” pp. 97-115

**Cases:**


Koichi Iwabuchi. *Recentering Globalization: Popular Culture and Japanese Transnationalism*

Ch. “Introduction. The 1990s Japan’s return to Asia in the age of globalization,” pp. 1-23

Week VII.

Mon. October 19: Europe: identity and transnational media


Ch. 1 “A comparative overview.”

Recommended:

Week VIII.
Mon. October 26: East and south Asia: national cultural industries and regional flows
Cases:
Ch. 1 “The Pan Chinese Studio System and capitalist paternalism,” pp. 29-47
Ch. 2 “Independent studios and the golden age of Hong Kong Cinema,” pp. 47-67
Ch. 5 “The globalization of Hong Kong television,” pp. 109-132

Recommended:

Week IX.
Mon. November 2: Asia, Middle East and Africa: regions of power
Cases:
Ch. 7 “Market niches and expanding aspiration in Taiwan,” pp. 151-175
Ch. 8 “Singapore: from state paternalism to regional media hub,” pp. 176-191
Ch. 5 “Facing up to reality: entertainment programming rationales,” pp. 109-136

Week X.
Mon. November 9: Latin America: old players and emerging players
Cases:
Week XI.

Mon. November 16: The U.S. Latino and Latin America: Geo-linguistic markets
Ch. 6 “Non plus ultra: Latin geo-linguistic markets and their limits,” pp. 147-173

Cases:
Ch. 4 “The wealthiest Hispanics in the world,” pp. 92-120
Ch. 5 “From Latin America to Latin Europe: Spain and Portugal,” pp. 121-146

Week XII.

Mon. November 23: Adaptation, localization and transculturation
Ch. 3 “Localizing Japan in the booming Asian markets,” pp. 85-120
Ch 9 “Reterritorialization star TV in the PRC,” pp. 192-210

Recommended:

Week XIII.
Mon. November 30: Transnational media

*Cases:*

Week XIV.
Mon. December 7: The markets, sales, formats and syndication

*Recommended:*

Week XV.
Mon. December 14:
Individual presentations

*Final Paper due date December 18, 2009*