

COMMUNICATION IN A GLOBALIZED WORLD

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HSE
SPRING 2015

Tuesdays, classroom 506

15:10 – 16:30

16:40 – 18:00

Course Description

Globalization refers to all the processes by which the citizens of different nation-states are incorporated into a single global society. Since these processes are multiple and non-linear, there are as many conceptualizations of globalization as there are academic disciplines. There is a widely shared understanding, however, that media and communication technologies are central to all global transformations. It is communication technologies that establish global networks, producing complex configurations of “the local” and “the global,” “the traditional” and “the modern,” or “the social” and “the natural.”

The aim of this course is to present globalization as a synthesis of several disciplinary approaches with an emphasis on media and communication. The course is divided into two parts. The first presents globalization as westernization and modernization – an outlook implying that the history of globalization starts with the history of the West. During the first part of the semester, we will examine the limitations of this perspective and the problems associated with it: racism, orientalism, nationalism, and so forth. We will also analyze the role of media in constructing and reproducing these negative manifestations of modernity.

The second part of the course presents contemporary issues of global network society: the emergence of the global market system, the rise of the fourth world, the formation of supranational public spheres, and the spread of global social movements. None of these developments would have been possible but for global communication networks, the analysis of which will be central to our class discussions.

Course Objectives

There are three principle objectives to this course:

- I. To introduce you to the history of globalization and contemporary debates on the role of media in the emergence of global networks.
- II. To assist you in learning how to approach and analyze complex social issues related to the formation of global network society.
- III. To help you critically examine many of our own values that we usually take for granted, i.e. those involved in our interactions with people of other cultures.

Required Readings

All class readings will be sent by group email or distributed in class. To situate media-focused literature on globalization within a broader inter-disciplinary field of globalization studies, I have selected class readings from different research traditions: the philosophy of globalization, the history of globalization, the cultures of globalization, the politics of globalization, the economics of globalization, and the social issues of globalization. All media-related articles are assigned together with relevant texts from other disciplines. This will give you a deeper understanding of global processes and their complex interrelations.

Grading Criteria:

1. Attendance – 10% of your semester grade

Class lectures and discussions are critical to your ability to grapple with the readings analytically; therefore, it is essential that you are in class, engaged, and ready to participate. If you miss a class, you will need to ask another student for notes and reflections about what was covered. If you are ill or are experiencing a family emergency and have to miss a class, please make sure to send me an email. In case of illness, you will need to provide me with a note from a doctor. If you miss classes without excuse, your attendance grade will be as follows:

Number of unexcused absences and grades

1	8
2	6
3	4
4 or more	2

2. Participation – 10% of your semester grade

You are required to do the assigned readings and come to class prepared to discuss the material. Be prepared to point to specific examples from the text during class discussion. Offer your ideas and interpretations. The grade will be assigned according to the following criteria:

Participation on a regular basis	8-10
Participation from time to time	5-7
Participation on rare occasions	3-6
Lack of participation	2
Lack of participation and 4 absences	1

3. Reaction Papers – 40%

Your class readings, together with questions on them, will be emailed to you every Wednesday morning/afternoon.

Every week, no later than **Monday noon (12:00 p.m.)**, you need to send me by email (baysha.global@gmail.com) a brief reaction paper (no more than 1 page, 12-point Times Roman, spaced 1.5, Word format, NOT pdf!!) on assigned class readings.

IMPORTANT: If you want me to give you a detailed feedback on your paper, you need to submit it no later than Sunday 8:00 a.m.!

In sum, you will need to write 8 reaction papers, 4% each. The grade will be assigned according to the following criteria:

A paper that clearly demonstrates your understanding of the assigned reading and your ability to critically evaluate it. The paper is written clearly, without grammar and other stylistic mistakes.	10
All of the above AND minor problems with grammar	9
All of the above AND any problems with editing	8
The paper is written well and demonstrates your understanding of the assigned reading BUT reveals some problems with your ability to critically evaluate it	7
The paper demonstrates your understanding of the assigned reading BUT reveals some problems with your ability to critically evaluate it AND has problems with grammar	6
The paper demonstrates your understanding of the assigned reading BUT reveals some problems with your ability to critically evaluate it AND has problems with the logical organization of the paper	5
The paper reveals some problems with understanding the assigned reading	4
The paper reveals serious misunderstanding of class readings	3
The paper reveals serious misunderstanding of class readings AND its organization is poor.	2
The paper is not submitted or severally neglected performance is demonstrated	1-0

5. Midterm essay – 20%

The format of the exam is to be announced later.

6. Final essay – 20%

The format of the exam is to be announced later.

TENTATIVE COURSE SCHEDULE
(Subject to change)

WEEK #	AGENDA	READINGS
1. March 31	Introduction. What is globalization?	Syllabus
2. April 7	The Age of Modernity: The West and the Rest.	Enrique Dussel, "Beyond Eurocentrism"
3. April 14	Modernization & 'Otherness'. Racism & Orientalism.	Edward Said, "Orientalism"
4. April 21	The Return of the Repressed.	Frantz Fanon, "On violence"
5. April 28	MIDTERM PAPER at home	Robert Entman, "Contrast in Narratives" Olga Baysha & Andrew Calabrese, "The construction of fear."
SPRING BREAK		
6. May 12	Power & International relations: Realism vs. Idealism	Mahmood Mandani, "Saviors and Survivors: Darfur, Politics, and the War on Terror/" New York: Pantheon Books.
7. May 19	Propaganda Model. Managing Information Space	Edward Herman and Noam Chomsky, "Propaganda model"
8. May 26	The neoliberal order and global resistance: Terrorism & New Social Movements	Charlie Beckett & James Ball, "WikiLeaks: News in the Network Era"
9. June 2	Terrorism & New Social Movements	Samuel Huntington, "The clash of civilizations"
10. June 9	FINAL ESSAY at home	Edward Said, "The Clash of Ignorance"

Main sources

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- Herman, E. & N. Chomsky, N. (1998). *Manufacturing Consent*. Ney York: Pantheon.
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Additional Sources

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- Boyd-Barrett, O. & Rantanen, T. (2009). *Media in global context*. London; New York: Bloomsbury.
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- Lerner, D. (1958). *The passing of traditional society: Modernizing the Middle East*. New York: Free Press.
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