

Instructor

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Office Hours: 2:00-2:50pm on Monday; 2:00-2:50pm on Wednesday; or by appointment

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Course Description

This writing intensive (WI) course explores questions of media ownership, content, flow, cultural values, political power, and technological impact in relation to one of today's most used but least understood terms: *globalization*. Lectures, discussions, class activities, videos/films and course readings focus on how history (colonialism, imperialism, modernity, international relations), industrialization (industrial vs. "developing"), political systems (communism vs. democracy), economics (public vs. private) and culture (religion, language, and world view) have shaped media systems in Africa, Asia, Middle East, Latin America, and Europe. To do so, the course surveys industrialized, newly industrialized, and developing countries and examines the interrelationship between "global culture" and local cultures as related to media.

Course goals

Identify and develop a deeper understanding of the media as political, economic, and cultural forces in industrialized, newly industrialized, and developing countries within the broader historical context of globalization.

Objectives

Upon completion of this course, students should be able to:

- Recognize the central concepts and theories associated with global communication
- Identify the history and practices of the principle private and public interests tied to media globalization
- Identify and critically evaluate the role and importance of media in political mobilization and repression in different parts of the world.
- Recognize the interrelationship between "global culture" and local cultures as related to mass media and diversity
- Recognize how new media and technology relate to political and social issues in different parts of the world
- Critically evaluate one's own media system
- Sharpen and refine ability to write well about media related topics that require a meaningful investigation and integration of outside source material

Texts/Reading Material

Material on the reading list will complement and/or parallel class discussions. Students are expected to finish all assigned readings before date of lecture and be ready to participate in class discussions. Theories, concepts, and ideas treated in the readings should be critically applied to shape and frame your papers for this course.

- Steger, M. (2014). Globalization: A very short introduction. New York: Oxford University Press.
- Other required reading materials will be posted on Blackboard in the "Reading" section labeled Course Reading Week (1, 2, 3, etc).

Grading and Assignments

The final grade for the course will be based on the following breakdown of assignments:

1	Globalization interview	Paper (4 pages) Presentation	15%
2	Midterm exam	Paper (5-6 pages)	25%
3	Regional media reading	Summary (2 pages) Presentation (15 mins)	20%
4	Final project	Proposal & bibliography First draft Presentation (8 mins) Final paper (8-10 pages)	30%
5	Attendance/participation		10%

Important dates:

- 2/19 – Globalization interview paper due
- 3/12 – Take-home midterm exam due
- 3/26 – Final Project proposal & bibliography due
- 4/16 – Final project first draft due
- 4/23 & 25 – Final project in-class presentation
- 5/2 – Final project paper due

Note: Regional media reading summery is due the day of your presentation

Grading Scale:

A 93-100	B- 80-82	D+ 67-69
A- 90-92	C+ 77-79	D 63-66
B+ 87-89	C 73-76	D- 60-62
B 83-86	C- 70-72	F 59 and below

Grading Criteria:

A = an earned grade that represents outstanding and exceptional work

B = an earned grade indicating competent, above average work

C = an earned grade for work that is average and/or merely fulfills the basics of the assignment and lacks some important connection to the course material

D = an earned grade given to work that does not fulfill the conditions of the assignment and lacks connection with the course material in multiple ways

F = an earned failing grade for late work, poorly executed work, plagiarism or other failure to adhere to the requirements of academic integrity

Attendance

Regular attendance is required and expected as a sign of your intellectual curiosity and commitment to the learning process. Attendance will be taken daily in class, and you are responsible for signing the attendance sheet and writing your Temple ID number. If your initials are not marked on the attendance sheet, you will be counted absent. Students will be excused from attendance to participate in an official Temple activity or to observe religious holidays. In the instance of excused absences, the student must notify the instructor in advance of any conflicts in the schedule, and assignments must be completed prior to the anticipated absence. In the event of an unforeseen emergency, it is your responsibility to contact the instructor promptly and to supply adequate documentation. If a student misses a class, the student is responsible for any information missed.

You are allowed **TWO absences** in this course. Each absence after the one “free” day knocks your attendance down by 10%. For example: if you miss one class only, your attendance is 100%. If you miss three classes (1 free, 2 penalized), then your attendance will be 80%. Any student with 7 or more absences (beyond the free 1) will receive a ZERO for attendance.

Cell phone use (including texting) is not permitted in class. Laptops should only be used for notetaking. 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.

Course Policies & Procedures

- **Academic Rights and Responsibility:** Freedom to teach and freedom to learn are inseparable facets of academic freedom. The University has adopted a policy on Student and Faculty Academic Rights and Responsibilities (Policy # 03.70.02) which can be accessed through the following link:
http://policies.temple.edu/getdoc.asp?policy_no=03.70.02.
- **Course conduct and sensitivity:** The instructor expects students to approach this class in a professional manner. Students are expected to be on time, to come prepared and to participate fully. In addition, media issues and content cannot be thoughtfully and rigorously discussed without an occasional reference to unpopular ideas or to offensive materials. Students and instructors alike are expected to remain sensitive to individual differences. We will make every effort to discuss differences with no anger, arrogance, or personal attacks, and without perpetuating stereotypes about gender,

age, race, religious affiliation, sexual preference, national origin, dialect, or disability.

- Submission of Assignments and Deadlines: It is solely the responsibility of the student to ensure all assignments reach the instructor. No dispensations will be granted for lost or misplaced assignments. Assignments must be submitted in hard copy in class **AND** electronically to Blackboard by the due date. There are **NO EXCEPTIONS** to this policy. (Of course, assignments can always be submitted early.) It is strongly recommended that students keep a backup copy of all work they submit in the course.
- Grade Appeals: If the student believes he/she have legitimate grounds on which to dispute a grade on a particular assignment, the student may submit a formal written appeal to the instructor within **10 days of receiving the original grade**. The appeal must be in writing, **NOT email**, and the appeal must provide **rational criteria** for why the current grade is inaccurate. Feelings do not constitute rational criteria. Such claims as "I worked really hard on the assignment," "I'm confident in my work," "I feel I deserve a higher grade," or "the grade was unfair" are not valid reasons to appeal a grade. The student must offer some empirical proof that the grade is inaccurate. The formal written appeal must be accompanied by the original graded assignment with the teaching assistant's completed grade sheet attached. (Any emailed grade appeals will be ignored.) Once the student has submitted a formal grade appeal and all supporting evidence, including the graded copy of the assignment in question, the instructor will carefully examine the assignment and provide a new grade utterly independent of any grade given by the teaching assistant. The instructor's grade will be based purely on the quality of the work submitted by the student and no other criteria. Once the instructor has assigned a grade to the assignment, that grade will not be changed under any circumstances. By submitting a formal grade appeal to the instructor, the student agrees to accept and respect the instructor's grade as the final grade on the assignment.
- Academic Honesty: Any student who is found violating standards of academic honesty will automatically FAIL the class. This includes any student who is found to be committing an act of plagiarism or who is caught cheating on an exam. All material submitted in the course is expected to be original material written specifically for this class and may not under any circumstances have been recycled from papers submitted in other courses. For students that violate the standard of academic honesty, a charge may be lodged with the University Disciplinary Committee. Reprinted below is Temple University's policy on academic honesty, taken from the Undergraduate Bulletin: Temple University believes strongly in academic honesty and integrity. Plagiarism and academic cheating are, therefore, prohibited. Essential to intellectual growth is the development of independent thought and a respect for the thoughts of others. The prohibition against plagiarism and cheating is intended to foster this independence and respect. Plagiarism is the unacknowledged use of another person's labor, another person's ideas, another person's words, or another person's assistance. Normally, all work done for courses – papers, examinations, homework exercises, laboratory reports, and oral presentations – is expected to be the individual effort of the student

presenting the work.

- Any assistance must be reported to the instructor. If the work has entailed consulting other resources – journals, books, or other media – these resources must be cited in a manner appropriate to the course. It is the instructor's responsibility to indicate the appropriate manner of citation. Everything used from other sources – suggestions for organization of ideas, ideas themselves, or actual language – must be cited. Failure to cite borrowed material constitutes plagiarism. Undocumented use of materials from the World Wide Web is plagiarism. Academic cheating is, generally, the thwarting or breaking of the general rules of academic work or the specific rules of the individual courses. It includes falsifying data; submitting, without the instructor's approval, work in one course which was done for another; helping others to plagiarize or cheat from one's own or another's work; or actually doing the work of another person. The penalty for academic dishonesty can vary from receiving a reprimand and a failing grade for a particular assignment, to a failing grade in the course, to suspension or expulsion from the University.
- Access to the instructor: The instructor's office hours are listed at the top of this syllabus. The instructor will also be available to see students by appointment at other times. Students are highly encouraged to come up to the instructor before or after class or drop by during office hours or contact the instructor by e-mail, listed above. The instructor should respond to students' emails in some form by the following business day, assuming that the instructor is not on academic-business travel and that the semester is still in progress.
- Special Needs: Any student with a documented disability who needs to arrange reasonable accommodations should notify the instructor at the beginning of the semester. The student should also contact the Office of Disability Resources and Services at 215-204-1280 to coordinate reasonable accommodations.

Class Meeting Schedule & Topics

Week 1	1/17	Introduction to Course
Week 2	1/22 & 24	What is Globalization Readings: <ul style="list-style-type: none">• Steger, pages 1-135
Week 3	1/29 & 31	Theorizing International Communication I Readings: <ul style="list-style-type: none">• Mirrlees, Introduction & Chapter 1
Week 4	2/5 & 7	Theorizing International Communication II Readings: <ul style="list-style-type: none">• Morris (2002)• Schiller (1991)• Straubhaar (1991)
Week 5	2/12 & 14	Special Topic: The Political Economy of the Media <ul style="list-style-type: none">• Readings: Mirrlees, Chapter 2• Ostini & Ostini (2002)
Week 6	2/19 & 21	Special Topic: International News Trends ※Global Interview Paper due and presentation (2/19) Readings: <ul style="list-style-type: none">• Cottle (2009)• Darling-Wolf (2008)
Week 7	2/26 & 28	Information Literacy Session Special Topic: Media, Human Rights and Social Justice Readings: <ul style="list-style-type: none">• Servaes (2008)• Chouliaraki (2013)
Week 8	3/5 & 7	Spring Break (No class held)
Week 9	3/12 & 14	Global Media Regional Focus: Asia ※Take-home midterm exam due (3/12) Readings: <ul style="list-style-type: none">• Tunstall, Chapter 10, 12• Iwabuchi, Chapter 1• Hae-Joang, 2005• Ryoo, 2009 (*Suggested)

- Week 10 3/19 & 21 Global Media Regional Focus: Middle East**
Readings:
 - Kraidy, Chapter 1, 4, 5 (*Chapter 5 is not required)
 - Zayani & Sofiane, Chapter 1, 5 (*Suggested)
- Week 11 3/26 & 28 Global Media Regional Focus: Europe**
✂**Final Project outline & Bibliography due (3/26)**
Readings:
 - Tunstall, Chapter 14
 - Azhgikhina (2007)
 - Bourdon (2008)
 - Robin (2008) (*Suggested)
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- Week 12 4/2 & 4 Global Media Regional Focus: Africa**
Readings:
 - Tunstall, Chapter 15
 - Skjerdal (2012)
 - Dekie, Meers, Winkel, Bauwel, & Smets (2015)
 - Tettey (2001) (*Suggested)
- Week 13 4/9 & 11 Global Media Regional Focus: Latin America**
Readings:
Tunstall, Chapter 2 & 18
Waisbord (2000)
Straubhaar (1984)
Porto (2011) (*Suggested)
- Week 14 4/16 & 18 Wrap-up**
✂**Final Project first draft due (4/16)**
- Week 15 4/23 & 25 Final Project in-class presentation**
- Week 16 4/30 & 5/2 No class held**
✂ **Final Project paper due today at 5:00pm (5/2)**