

**BA DEGREE IN GLOBAL STUDIES**  
**Global Studies 202 III**  
**Introduction to Globalization and Media Communication Technology**  
**TR 9:30-10:45am, BUS N116**

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**Overview**

This class will examine the cultural, social and political shifts brought about by the development of global media and communication technologies. For the most part our focus will be on contemporary culture and current issues in the globalization of media, but we will also consider the historical forces at work within these powerful global forces.

**Required Reading**

The first reading assignment should be immediately purchased from IKON printing services in the union. All of the readings that follow are either on reserve or e-reserve in the UWM Library. There will also be a number of screenings during the semester of films and other materials. These should be treated as seriously as the other class readings. Watch and listen closely and take notes.

**Requirements and Grades**

Grades in this class will be based on two quizzes (October 3 & October 31), and weekly responses to the required readings (50%). Your weekly response should be brief and to the point (less than a page, typed single spaced), and should deal with or forward a question suggested by the assigned readings. The final exercise in this class will consist of a presentation and research project of your own construction based on the issues raised in class (50%). Class attendance and participation will be factor into final grades. More than four unexcused absences will begin to lower you final grade.

**Course Schedule**

September 12: **Introduction to the Course: Globalized World**

Over the next couple of weeks we will be reading chapter two of Thomas Friedman's *The World is Flat*. You can purchase this chapter from the IKON printing center in the Union. Read pages 48-103 for next week

Screening: *Local Hero* (1983)

September 19: **Ten Flattening Sources**

Reading: Friedman, pages 48-103

Screening: *Rise of the Computer Nerds*

September 26: **Flattening Continued**

Reading: Friedman, pages 103-172

October 3: **Globalization in Historical Context**

Reading: David Demers, "The World is Shrinking", Paul Levinson, and "The Soft Edge: A Natural History and Future of the Information Revolution" pages 4-15, and Levenson Chapter 5, "Telegraphy: The Suspect Messenger," all on E-Reserve

\*\*\*Quiz

October 10: **Global Media Issues**

Reading: Peter Steven "Global Media" and "Political Economy," on Reserve

Screening: *Who's Afraid of Rupert Murdoch*

October 17: **Global Media: Ownership and Control**

Reading: Robert McChesney "Media Convergence and Globalization," on Reserve, and Michael Wolf, "Mogul Combat" and R.S. Olson, "The Extensions of Media," both on E-Reserve

October 24: **Global Media and Imperialism**

Reading: Benjamin Barber, "Hollywood: McWorlds Ideology" and "Television and MTV: McWorlds Noisy Soul" on Reserve, and "Backlash" on E-Reserve

October 31: **Global Reception and Interaction**

Reading: O/S. Roberts "Modes of Reception in World Media Markets" Chris Barker, "Global Television Culture" both on Reserve

\*\*\*Quiz

November 7: **Global Media Interaction**

Reading: Christina Klein "Martial Arts and the Globalization of US and Asian Film Industries" and Mia Consalvo "Video Games and Global Corporations: Creating Hybrid Cultures," both on Reserve

Screening: *Animatrix*, *Ghost in the Shell*

\*\*\*Final Research Topic Title and Outline Due

Nov 14: **The Internet**  
Reading: Jerry Everard, "Internet Censorship" and Lenny Foner  
"Crypto Regs" and Michael Wilson "Community in the Abstract," all  
on Reserve

Nov 21: **Research Week: No Class**  
First draft of final research topic will be due next week in class

Nov 28: **Moving Targets, Mobile Technology**  
Reading: Howard Rheingold "How to Recognize the Future When It  
Lands On You" and Shibuya Epiphany," both on Reserve  
\*\*\*First draft of final research topic due

December 5: In class presentations and discussion of research projects

Dec 12: In class presentations and discussions of research projects

\*\*\*Final research topics are due Monday, December 19.

For more information about Global Studies at UWM click on the following:  
<http://www.uwm.edu/Dept/CIE/GS/>

If you are interested in film and media studies at UWM click on the following:  
<http://www.uwm.edu/Dept/English/film/>