

202 INTRO TO GLOBAL STUDIES III (SPRING 05)
GLOBALIZATION & COMMUNICATION TECHNOLOGY

Prof. Tasha Oren

Mon. 3:30-6:10 Garland 104

**OFFICE HOURS: MON 1:30-3 AND THURSDAY
12-2**

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GOALS AND OVERVIEW

In this class, we will examine developments in media and communication technologies in their global and cultural contexts. The main questions we will engage with throughout are: what is the relationship between culture and technology in the age of globalization? How do communication technologies help shape our global media environment? What are the possibilities and problems facing cultures in light of global technological developments? How are media industries changing? How are our experiences of culture and media changing?

We will focus on contemporary culture and our current, globalizing media environment but will also consider technological histories, realities and future possibilities. We begin by reading and thinking about the histories of various media formats and technologies, tracing how such developments helped define the local, the national, and the global. We then move on to various contemporary media as influential-and often controversial-global players. Throughout the semester, we will examine how economic, social, political and cultural forces have shaped contemporary media (and vice versa) as we tackle major arguments about their role in our changing cultural environment

WRITING ASSIGNMENTS

E-MAIL RESPONSES: You are required to write a BRIEF (one paragraph) response to each reading. The response should include a quick summary of the major argument and 2-4 questions you'd like to discuss in class. Other thoughts, disagreements, rebuttals and meditations are welcomed and encouraged. You are also encouraged to write a SINGLE response that considers all the readings for the week together. While the primary purpose of the exercise is to force you to contemplate the reading and prepare for class discussions, these responses will prove invaluable to you during exams and your presentation report.

The responses are due by e-mail at noon each Monday before class. You are responsible for each reading but can slack off on a total of 2 articles without hurting your grade (that's individual readings, not weeks). Late reading responses will not be accepted (see me for exceptions BEFORE the deadline).

OTHER REQUIREMENTS

As a companion to your class presentation, you will submit an initial research intention statement (1 page) on March 14, a research prospectus (2-3 pages) on

April 4, report and presentation outline (3-5 pages) on April 25 and a re-written final report, which summarizes your research, sources and presentation (5-7 pages) on May 16 . Each due date represents another stage in an ongoing, single project: your research presentation and accompanying paper.

There will be 2 short quizzes on February 28th and April 18th. The final presentation and accompanying paper represent the bulk of your work in this course—there is no final exam (unless you really want one).

REQUIRED READING

Selected readings are available online through e-reserve (E-res) and on paper reserve at the library (PC).

Buy: *My Year of Meats*/Ruth Ozeki (paperback) Penguin Books, 1999

GRADE PERCENTAGE BREAKDOWN

Quiz 1 10%

Quiz 2 15%

E-mailed reading responses and class participation 25%

Research prospectus 5%

Research report and Presentation draft 10%

Research Presentation 15%

Re-written final paper 20%

Class Schedule

WEEK ONE (January 24)

Course overview/ Communication Technology from Now On

Screening—*Xizao* (Shower) Yang Zhang, 1999

WEEK TWO (January 31)

Thinking historically about global technology

READING: Demers, David, “The World is Shrinking.” (E-res), Levinson, Paul “Introduction” to *The Soft Edge: A Natural History and Future of the Information Revolution* (e-res p. 4-15), Levinson, Chapter 5, “Telegraphy: The Suspect Messenger” (e-res).

Screening: *A brief history of the Internet (nerds 2.0.1)*

WEEK THREE (February 7)

Global Media: Outline of the issues

Steven, Peter “Global Media” and “Political Economy: The Howling, Brawling, Global Marketplace” (CP)

Screening: *Who’s Afraid of Rupert Murdoch?*

WEEK FOUR (February 14)

Media Ownership/ Regulation and National Systems

READING: McChesney, Robert “Media Convergence and Globalization.” (CP), Demers, David “Are the Critics Right?” (CP) and Olson, Scott Robert, “The Extensions of Media” (e-res)

Recommended: Michael Wolf, “Mogul Kombat: The Struggle for World Domination.” (E-Res), Barker, Chris “The Rise of Transnational Television: International Television Flows” (E-res),

WEEK FIVE (February 21)

The Media Imperialism debate

Benjamin Barber, “Hollyworld: McWorld’s Ideology” and “Television and MTV: McWorld’s Noisy Soul” (CP) and “Backlash-An Argument against the Spread of American Culture in Turkey” (E-Res) and Tomlinson, John “Media Imperialism” (CP)

Screening: *Natural Law*

WEEK SIX (February 28)

Global Media Interaction

Klein, Christina “Martial Arts and the Globalization of U.S. and Asian Film Industries” (PDF), Olson Scott Robert, “Modes of Reception in World Media Markets” (CP)

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

Quiz #1

ALTERNATIVE READINGS (TV): Chris Barker, “Global Television Culture?” (CP), Daya Kishan Thussu, “Counterflows in Global Media” (CP), Joseph D. Straubhaar, “Distinguishing the Global, Regional and National Levels of World Television” (E-res), and Richard Parlier, “Reconsidering National Markets – And the Role of Global Broadcasters” (E-res)

WEEK SEVEN (March 7)

Global Media Interaction (part II)

Consalvo, Mia “Video Games and Global Corporations: Creating Hybrid Culture” (PDF), Park, Jane “Final Fantasy: A Case Study” (PDF)

Screening: *Final Fantasy*

WEEK EIGHT (March 14)

Internet regulation

Everard, Jerry “Internet Censorship” (CP) Foner, Lenny “Crypto Regs” (CP) and Wilson, Michele “Community in the Abstract” (CP)

Initial research statement dues

Research workshop

March 21-Spring Break (no class work!)

WEEK NINE (March 28)

Research day

WEEK TEN (April 4)

Bollywood!

READING: Heather Tyrrell, “Bollywood vs. Hollywood” (CP) (Light reading day: work on research report this week)

DUE: Research report and rough presentation draft

Screening: *Kuch Kuch Hota Hai*

Bollywood sites : <http://www.bollywoodnet.net/>, <http://www.planetbollywood.com/>, <http://www.indiafm.com/>

Bollywood hits: <http://www.pyara.com/music/>, <http://www.indiafm.com/audio/index.shtml>, <http://www.bollywoodmusic.com/>, <http://www.bollywood2000.com/songs.htm>

WEEK ELEVEN (April 11)

Who Owns Culture Online?

Jenkins, Henry “Quentin Tarantino’s Star Wars?” (CP), Boynton, Robert “The Tyranny of Copyright” (CP), Hacktivism:

<http://www.thehacktivist.com/hacktivism.php>

Screening: *Lawrence Lessig and the Digital Commons*

WEEK TWELVE (April 18)

Ozeki, Ruth *My Year of Meats* (paperback novel)

Quiz #2

WEEK THIRTEEN (April 25)

Mobile Technology

Rheingold, Howard “How to recognize the Future When it lands On You” and
“Shibuya Epiphany” (CP)

Art/technology

Guest Speaker: Mat Rappaport

Due: Presentation outline (sign up today for presentation slot)

Special event: **April 29-30** “Command Lines” conference on the Internet at the
Heftler center (extra credit for attending).

WEEK FOURTEEN (May 2) and WEEK FIFTEEN (May 9)

Class Presentations and Pizza Fest

Final Research report/paper: May 16