

Soc 120b
Brandeis University
Fall 2008
T F 10:40-12:00
Pearlman 113

Laura Miller
Office: Pearlman 103
736-2643
lamiller@brandeis.edu
office hours: Tu 1:00-2:00
Fri 12:00-1:00
and by appointment

Globalization and the Media

What does it mean that we now live in a world where hip-hop is produced by Japanese musicians, Argentine soap operas are watched by television viewers in the United States, and both CNN and the Al Jazeera News Network are important sources of news for people spread around the globe? This course examines the mass media as both cause and effect of globalization. Here, we will study the ways in which media ownership, production, and markets increasingly occur across national boundaries, as well as the resulting social, cultural, and political consequences. Topics discussed will include the growing importance of transnational media organizations, the increasing irrelevance of national borders for the flow of communications and cultural goods, the regulatory environment in which these flows occur, the creation of audiences that transcend territorial and language groupings, the hybridization of cultural styles, and the impact of media globalization on national and local identities. We will be using a number of case studies to examine these themes more closely. Additionally, readings and lectures will be supplemented with examples of media products that will illustrate course themes.

The TAs for this course are Caitlin Slodden (cslodden@brandeis.edu) and Nicole Fox (nsfox@brandeis.edu). Their office hours will be announced in class.

Requirements

Students are expected to keep up with the readings, attend class, and actively participate in discussions. In addition, you will complete four written assignments: a short paper covering readings and other course material, a comparison of world news coverage of the American Congressional election, a research paper investigating the availability of foreign media in a country of your choice, and a take-home final consisting of essay questions about course material.

Evaluation

Short paper (4-5 pages)	20%
Election coverage analysis (3-5 pages)	15%
Research paper (6-8 pages)	35%
Take-home final	30%

Students are expected to uphold standards of academic integrity. Each student is expected to turn in work completed independently. It is not acceptable to use the words or ideas of another person without proper acknowledgement of that source. This means that you must use references and, where appropriate, quotation marks to indicate the source of any phrases, sentences, or ideas not your own -- whether they are found in written materials or on the Internet, and whether they are created by a published author, another student, or your parent. Violations of University policies

on academic integrity may result in failure in the course or on the assignment, and could end in suspension from the University. Students with questions about standards of academic integrity are advised to consult Section 4 of Rights and Responsibilities from the Brandeis Student Handbook and/or speak to me. If you are in doubt about the instructions for any assignment in this course, you must ask for clarification.

If you are a student who needs academic accommodations because of a documented disability, you should contact me, and present your letter of accommodation, as soon as possible. If you have questions about documenting a disability or requesting academic accommodations, you should contact Beth Rodgers-Kay in Undergraduate Academic Affairs at 736-3470 (brodgers@brandeis.edu). Letters of accommodation should be presented at the start of the semester to ensure provision of accommodations. Accommodations cannot be granted retroactively.

The following books are available for purchase from the university bookstore:

Mark Liechty, *Suitably Modern: Making Middle-Class Culture in a New Consumer Society*. Princeton: Princeton University Press, 2003.

Steven Kemper, *Buying and Believing: Sri Lankan Advertising and Consumers in a Transnational World*. Chicago: University of Chicago Press, 2001.

Kira Kosnick, *Migrant Media: Turkish Broadcasting and Multicultural Politics in Berlin*. Bloomington: Indiana University Press, 2007.

These books are also on reserve at the main library.

The readings for weeks 2-4 are on the Latte site for this class. Look at the section titled "Readings."

All other readings are contained in a custom course packet. Information on how to purchase this will be announced in class.

Course Schedule

week 1
Aug 29

Introduction

week 2
Sep 2-5

Historical Precedents

John G. Blair, "First Steps toward Globalization: Nineteenth-Century Exports of American Entertainment Forms." In Reinhold Wagnleitner and Elaine Tyler May, eds., *"Here, There and Everywhere": The Foreign Politics of American Popular Culture*. Hanover, NH: University Press of New England, 2000, pp. 17-33.

W.T. Stead, *The Americanisation of the World or The Trend of the Twentieth Century*. London: Review of Reviews, 1902, Preface; Part III, chap. 2.

Thomas H. Guback, "Hollywood's International Market." In Tino Balio, ed., *The American Film Industry*. Madison: University of Wisconsin Press, 1985, pp. 463-486.

week 3
Sep 9-12

The Cultural Imperialism Debate

Oliver Boyd-Barrett, "Media Imperialism: Towards an International Framework for the Analysis of Media Systems." In James Curran, Michael Gurevitch and Janet Woollacott, eds., *Mass Communication and Society*. Beverly Hills: Sage, 1979 [1977], pp. 116-135.

Herbert I. Schiller, "Not Yet the Post-Imperialist Era." *Critical Studies in Mass Communication*, Vol. 8, No. 1, March, 1991, pp. 13-28.

Joseph D. Straubhaar, "Beyond Media Imperialism: Assymetrical Interdependence and Cultural Proximity." *Critical Studies in Mass Communication*, Vol. 8, No. 1, March 1991, pp. 39-59.

Lyombe Eko, "Africa: Life in the Margins of Globalization." In Lee Artz and Yahya R. Kamalipour, eds., *The Media Globe: Trends in International Mass Media*. Lanham, MD: Rowman & Littlefield, 2007, pp. 7-32.

week 4
Sep 16-19

The Growth of a Global Media Industry

Daya Kishan Thussu, *International Communication: Continuity and Change*, second ed. London: Hodder Arnold, 2006, chap. 4.

Richard A. Gershon, "The Transnationals: Media Corporations, International TV Trade and Entertainment Flows." In Anne Cooper-Chen, ed., *Global Entertainment Media: Content, Audiences, Issues*. Mahwah, NJ: Lawrence Erlbaum Associates, 2005, pp. 17-35.

week 5
Sep 23-26

Trade Agreements and Transborder Media Flows

Daya Kishan Thussu, *International Communication: Continuity and Change*, second ed. London: Hodder Arnold, 2006, pp. 66-78.

Ted Magder, "International Agreements and the Regulation of World Communication." In James Curran and David Morley, eds., *Media and Cultural Theory*. London: Routledge, 2006, pp. 164-176.

Keith Acheson and Christopher Maule, *Much Ado about Culture: North American Trade Disputes*. Ann Arbor: University of Michigan Press, 1999, chap. 4.

week 6
Sep 29-Oct 3

Maintaining Regulation: Why and How

- Alston Beale, "Identifying a Policy Hierarchy: Communication Policy, Media Industries, and Globalization." In Diana Crane, Nobuko Kawashima and Ken'ichi Kawasaki, eds., *Global Culture: Media, Arts, Policy, and Globalization*. New York: Routledge, 2002, pp. 78-89.
- Stephen D. McDowell, "The Unsovereign Century: Canada's Media Industries and Cultural Policies." In Nancy Morris and Silvio Waisbord, eds., *Media and Globalization: Why the State Matters*. Lanham, MD: Rowman & Littlefield, 2001, pp. 117-132.
- John Meisel, "Escaping Extinction: Cultural Defence of an undefended Border." In David H. Flaherty and William R. McKercher, eds., *Southern Exposure: Canadian Perspectives on the United States*. Toronto: McGraw Hill Ryerson, 1986, pp. 152-168.
- C. Anthony Giffard, "Culture versus Commerce: Europe Strives to Keep Hollywood at Bay." In Sabrina P. Ramet and Gordana P. Crnkovic, eds., *Kazaaam! Splat! Ploof! The American Impact on European Culture Since 1945*. Lanham, MD: Rowman & Littlefield, 2003, pp. 37-54.
- Daeho Kim and Seok-Kyeong Hong, "The IMF, Globalization, and the Changes in the Media Power Structure in South Korea." In Nancy Morris and Silvio Waisbord, eds., *Media and Globalization: Why the State Matters*. Lanham, MD: Rowman & Littlefield, 2001, pp. 77-92.

Short paper due Friday, October 3

weeks 7-8
Oct 7-17

Media and American Foreign Policy

- Walter L. Hixson, *Parting the Curtain: Propaganda, Culture, and the Cold War, 1945-1961*. New York: St. Martin's Press, 1997, chap. 5.
- Bosah Ebo, "Media Diplomacy and Foreign Policy: Toward a Theoretical Framework." In Abbas Malek, ed., *News Media and Foreign Relations: A Multifaceted Perspective*. Norwood, NJ: Ablex, 1997, pp. 43-57.
- W. Lance Bennett, "The Media and the Foreign Policy Process." In David A. Deese, ed., *The New Politics of American Foreign Policy*. New York: St. Martin's, 1994, pp. 168-188.
- Jess T. Ford. "U.S. Public Diplomacy: State Department Efforts Lack Certain Communication Elements and Face Persistent Challenges." Testimony Before the Subcommittee on Science, the Departments of State, Justice, and Commerce, and Related Agencies, House Committee on Appropriations. Washington, DC: United States Government Accountability Office, May 3, 2006.
- Ruth Mandel, "A Marshall Plan of the Mind: The Political Economy of a Kazakh Soap Opera." In Faye D. Ginsburg, Lila Abu-Lughod, and Brian Larkin, eds., *Media Worlds: Anthropology on New Terrain*. Berkeley: University of California Press,

2002, pp. 211-228.

week 9
Oct 24

The Impact on Politics

Peter Gross, "Romania." In David L. Paletz, Karol Jakubowicz and Pavao Novosel, eds., *Glasnost and After: Media and Change in Central and Eastern Europe*. Cresskill, NJ: Hampton Press, 1995, pp. 199-218.

Gudrun Wacker, "The Internet and Censorship in China." In Christopher R. Hughes and Gudrun Wacker, eds., *China and the Internet: Politics of the Digital Leap Forward*. London: RoutledgeCurzon, 2003, pp. 58-82.

Lee Raine, Susannah Fox and Deborah Fallows, "The Internet and the Iraq War: How Online Americans Have Used the Internet to Learn War News, Understand Events, and Promote Their Views." Washington, DC: Pew Internet and American Life Project, April 1, 2003.

Gerald Sussman, *Global Electioneering: Campaign Consulting, Communications, and Corporate Financing*. Lanham, MD: Rowman & Littlefield, 2005, chap. 5.

research paper proposal due Friday, Oct. 24

week 10
Oct 28-31

Countering U.S. Hegemony

Koichi Iwabuchi, "Contra-Flows or the Cultural Logic of Uneven Globalization? Japanese Media in the Global Agora." In Daya Kishan Thussu, ed., *Media on the Move: Global Flow and Contra-Flow*. London: Routledge, 2007, pp. 67-83.

Sean Leonard, "Progress Against the Law: Anime and Fandom, with the Key to the Globalization of Culture." *International Journal of Cultural Studies*, Vol. 8, No. 3, September 2005, pp. 281-305.

Thussu, Daya Kishan, "Hollywood's Poorer Cousin -- Indian Cinema in an Era of Globalization." *Asian Cinema*, Vol. 13, No. 1, Spring/Summer, 2002, pp. 17-26.

Nitin Govil, "Bollywood and the Frictions of Global Mobility." In Daya Kishan Thussu, ed., *Media on the Move: Global Flow and Contra-Flow*. London: Routledge, 2007, pp. 84-98.

week 11
Nov 4-7

Globalizing Consumption

Mark Liechty, *Suitably Modern: Making Middle-Class Culture in a New Consumer Society*. Princeton: Princeton University Press, 2003, chaps. 4-8.

week 12

Glocalization: The Customizing of Global Media

Nov 11-14

Steven Kemper, *Buying and Believing: Sri Lankan Advertising and Consumers in a Transnational World*. Chicago: University of Chicago Press, 2001, chaps. 1, 5, 6.

election coverage analysis due Tuesday, Nov. 11

week 13
Nov 18-21

Hybridization: Music

Timothy D. Taylor, *Global Pop: World Music, World Markets*. New York: Routledge, 1997, chap. 1.

Livio Sansone, "The Localization of Global Funk in Bahia and in Rio." In Charles A. Perrone and Christopher Dunn, eds., *Brazilian Popular Music & Globalization*. Gainesville, FL: University Press of Florida, 2001, pp. 136-160.

Jorge L. Giovannetti, "Popular Music and Culture in Puerto Rico: Jamaican and Rap Music as Cross-Cultural Symbols." In Frances R. Aparicio and Cándida F. Jáquez, eds., *Musical Migrations: Transnationalism and Cultural Hybridity in Latin/o America, Volume I*. New York: Palgrave Macmillan, 2003, pp. 81-98.

Jacqueline Urla, "'We Are All Malcolm X!': Negu Gorriak, Hip-Hop, and the Basque Political Imaginary." In Tony Mitchell, ed., *Global Noise: Rap and Hip-Hop Outside the USA*. Middletown, CT: Wesleyan University Press, 2001, pp. 171-193.

weeks 14-15
Nov 25-Dec 2

Hybridization: Soap Operas

Ana M. Lopez, "Our Welcomed Guests: Telenovelas in Latin America." In Robert C. Allen, ed., *To Be Continued... Soap Operas Around the World*. London: Routledge, 1995, pp. 256-275.

Antonio C. La Pastina, "Telenovela Reception in Rural Brazil: Gendered Readings and Sexual Mores." *Critical Studies in Media Communication*, Vol. 21, No. 2, June 2004, pp. 162-181.

Lila Abu-Lughod, "Asserting the Local as National in the Face of the Global: The Ambivalence of Authenticity in Egyptian Soap Opera." In Ali Mirsepassi, Amrita Basu and Frederick Weaver, eds., *Localizing Knowledge in a Globalizing World: Recasting the Area Studies Debate*. Syracuse: Syracuse University Press, 2003, pp. 101-127.

weeks 15-16
Dec 5-9

Media for the Diaspora

Kira Kosnick, *Migrant Media: Turkish Broadcasting and Multicultural Politics in Berlin*. Bloomington: Indiana University Press, 2007, chaps. 3, 5-7.

Research paper due Tuesday, December 5

Take-home final due Tuesday, December 16