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 across the globe? Do national origins of media content still matter in an era when digitized communication travels easily around the world? 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 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 Margaret Clendenen (mclende@brandeis.edu) and Alexis Mann (armann@brandeis.edu). Their office hours will be announced in class.

Learning Goals

Students who complete this course will:

1. Gain an understanding of historical and contemporary developments in the globalization of media ownership, production, and markets.
2. Recognize and assess competing perspectives in debates concerning the consequences of media globalization.
3. Distinguish between social and technological factors in the global media environment.
4. Apply abstract concepts to empirical cases of media systems and content.
5. Collect, evaluate, and synthesize data on international media.

Requirements

Students are expected to keep up with the readings, attend class, and actively participate in discussions. In addition, you will complete three written assignments: a short paper covering readings and other course material, a research paper investigating the presence of foreign influences in the media environment of a country of your choice, and a take-home final consisting of essay questions about course material.

I expect courtesy in the classroom. That means arriving to class on time, turning cell phones off
before class begins, no texting, and no side conversations. Please recognize how distracting these latter behaviors are for your classmates and your instructor. If you bring food or drink to class, remember to clean up after yourself.

My policy on laptops is that they should be used only for class-related purposes. Other uses are highly distracting for you, for me, and for those sitting around you. If we notice you reading email, checking Facebook, watching a broadcast or anything else not related to class, we will call you on it. If these behaviors become a persistent problem, then laptops will be prohibited in class.

**Evaluation**

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<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Short paper (4-5 pages)</td>
<td>30%</td>
</tr>
<tr>
<td>Research paper (6-8 pages)</td>
<td>35%</td>
</tr>
<tr>
<td>Take-home final</td>
<td>35%</td>
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</tbody>
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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 book is available for purchase from the university bookstore:


This book is also on reserve at the main library.

The readings for weeks 2-4 are on the Latte site for this class.

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
Sep 4

Introduction

week 2
Sep 9-11

Historical Precedents


week 3
Sep 16-18

The Cultural Imperialism Debate


week 4
Sep 23-25

A Force for Democracy?


week 5
Sep 30-Oct 2

The Growth of a Global Media Industry


week 6
Oct 7-9

Trade Agreements and Transborder Media Flows


Short paper due Monday, October 7

week 7
Oct 14-16

Maintaining Regulation: Why and How


Media and American Foreign Policy


research paper proposal due Wednesday, Oct. 23

Countering U.S. Hegemony


Globalizing Consumption


week 11  Nov 11-13  

Glocalization: The Customizing of Global Media


week 12  Nov 18-21  

Hybridization: Music


week 13  no class

week 14  Dec 2-4  

The Making of a Transnational Culture


Research paper due Wednesday, December 4

week 15  Dec 9  

Media for the Diaspora


Take-home final due Wednesday, December 18