Course Description

This course examines mass media as both cause and effect of globalization. Global culture can be clearly discerned in the contemporary Israeli public sphere, whereas mass media, new media, social media and other aspects of popular culture are accompanied by global influences. In this course, we will study the development of global media, the ways in which mass media ownership, production, messages and markets increasingly occur across national boundaries, as well as the resulting social, cultural, and political consequences. Israeli society and the contemporary Israeli cultural sphere will serve as an emblematic case study. Topics discussed will include the growing importance of transnational media organizations and the global flow of communications and cultural goods. We will also consider the social meanings of the proliferation of cultural artifacts and modes of communication such as music, food, television formats, blogs, social networking platforms and application and more. In addition, we will discuss the hybridization of cultural styles and tastes derived from the development of global media and the impact of media globalization on national and local identities. Readings and lectures will include examples of Israeli media products that illustrate course themes.
Learning Goals
Students who complete this course should be able to:
1. Understand key topics in the sociology of globalization, media and culture.
2. Analyze major debates over media and cultural globalization.
3. Gain an understanding and assess contemporary debates related to the globalization of Israel, media in Israel and Israeli contemporary popular culture.

Requirements
Success in this 4 credit hour course is based on the expectation that students will spend a minimum of 9 hours of study time per week in preparation for class.
Students are expected to attend class, complete three written assignments and introduce their research topic with a short presentation as detailed below.

A) Attendance and Active Participation (10% of final grade)
Students are expected to attend all classes, keep up with the readings, and actively participate in discussions. All readings are posted on LATTE or are available via the attached links (see below). More than two unexcused absences will result in a reduction of the participation grade. The level (and quality) of participation in class and in discussion will be evaluated as part of the overall grade for the course (10%).

B) Short Papers:
Complete two short papers covering readings and other course material (3-4 pages each) – 25% of final grade. The aim of the short papers is to help students prepare the final research paper.

First Short Paper – Guidelines for Students (10% of final grade):
You should select a global media related issue (it is recommended to choose an Israeli issue, but it is not mandatory), and write a three (3) page paper. The paper should include:
1. A working title including a description of the chosen case study.
2. A tentative research question.
3. Academic reviews of two readings from the syllabus: You should pick two (2) readings that are related to the tentative research topic. In the paper, you should present, for each item, the main arguments, findings and conclusions, and describe in detail in what ways these materials will be used in the final research paper.

**First Short Paper Assignment. Due: Feb. 12 (Via E-mail).**

**Second Short Paper - Guidelines for Students (4 page paper, 15% of final grade):**
The second paper should be a draft of the final research paper you are hoping to write. The paper should be written in a research proposal format.
It should include:
1. An updated working title
2. A description of the chosen case study.
3. An updated tentative research question.
4. A tentative argument (hypothesis).
5. Preliminary theoretical analysis of the selected issue (i.e. – a short literature review including at least 3 academic readings related to the selected issue. Readings should be taken from the syllabus or from any other academic source).
6. A tentative research structure (an outline of the final paper and a tentative table of contents of the final paper).

**Second Short Paper Assignment – Due: March 19 (Via E-mail).**

**C) Presentations - Guidelines for Students (20% of final grade):**
1. Each student is required to present in class one article from the reading list (weeks 4 – 12) and connect it to the course’s theoretical topics. During your 15-minute presentation, you may use PowerPoint, media resources and/or other presentation styles. The choice of articles to presentations will take place during the third week of the course (10% of final grade).
2. You will be expected to introduce your research topic with a short oral presentation. These presentations are intended to provide opportunities for students to gain experience by briefly introducing their topics and research questions. You should come to class prepared to answer the question, “why does this topic matter?”, and armed with a list of tough questions for your fellow students. This is a useful way to gain constructive criticism and recommendations from fellow students (10% of final grade).

D) Final research paper of 8-10 pages - Guidelines for Students (45% of your final grade).

Due: May 5 (Via E-mail).

Your paper should present sociological analysis of a global media related issue (it is recommended to choose an Israeli issue, but it is not mandatory).
The final paper should be a detailed exploration of your chosen topic and should incorporate both academic sources (books published by academic presses or articles published in peer-reviewed journals) and empirical sources (your own observations, non-academic articles, popular texts or popular literature).

The paper should include:

1. An informative and academic title.
2. An introduction that includes an opening, research question, theoretical introduction (an outline of what scholars know—and do not know—about the issue), original argument, and description of the structure of the paper.
3. The paper should be divided into sub-chapters, according to your argument and your own thematic analysis.
4. Summary, discussion and conclusions.

General Criteria for the Final Research Paper
1. Students will be graded on content, but also on writing and argumentation.
2. Demonstration of ability to write in an academic or scholarly voice (no colloquialisms, no contractions), to cite sources, to compose an essay with internal logic and structure (introduction, body, conclusion), and to successfully argue a thesis.

3. Application of a theoretical framework of analysis.

**Detailed Criteria:**

1. Clear introduction (the introduction must include a clear research question, sociological and analytic argument, clear explanation about the structure of the work – 20 **points out of 100**

2. Clear and informative description of the case study – 10 **points/100**

3. Clear presentation of the methodology, coherence between the research question, the title, the main argument and the methodology – 20 **points/100**

4. Good combination of empirical data and theoretical reading material – 20 **points/100**

5. The structure of the paper contributes to the understanding of the main argument – 10 **points/100**

6. Clear summary, discussion and conclusions – 20 **points/100**

**Grading Rubric:**

A + - Excellent work. Clear scholarly contribution to the field.

A: Exceptional. No major errors of logic. Original research that is theoretically and analytically grounded. Starts to make a scholarly contribution to the field.

A-: Very good. Some minor composition errors. Solid research that shows an ability to apply theoretical frameworks of analysis.

B+: Quite good. Weak argumentation. Good research and an attempt to apply theory to the analysis.

B: Good. Weak argumentation. Research has some gaps. Some attempt to apply theory.

B-: Sufficient. Weak argumentation. Research has gaps. Little attempt to apply theory.

C+: Needs improvement. Weak argumentation. Research has gaps. No attempt to apply theory.

C-F: Unacceptable work. Major grammatical errors and weak argumentation. Research has major gaps. No attempt to apply theory.
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**Format for Assignments:**

All written submissions should include first name, last name and page number in the upper right corner of each page (use the header function). On the top left of the first page, provide your name, instructor’s name, course, and date. Beneath, centered, provide a title or the name of the assignment; a separate title page is not necessary. All papers should be double-spaced and written in 12 font, preferably Times New Roman. Use 1” margins. All works must be cited in the body of the paper, using the author-date system and listed separately at the end of the paper. Students are required to submit an electronic version of each assignment (**WORD format only**). Please do not send PDF format or any other format. Hard copy is not necessary) by email directly to the instructor. All written work must be turned in on due dates indicated.
**Papers may not be re-written.** This means students should offer their best effort the first time and ask questions if they need clarification before completing any of the assignments.

If you anticipate problems turning in the assignment on time, please contact me up to 24 hours prior to the due date.

**I am delighted and eager to discuss students’ topics and research questions.**

If you have any question - do not hesitate to consult me.

**Academic Integrity:**

Students are required to follow the University’s academic integrity policies in all of their academic work. For more information, please consult Brandeis University Rights and Responsibilities and the instructor. Allegations of academic dishonesty will be forwarded to the Director of Academic Integrity. Sanctions for academic dishonesty can include failing grades and/or suspension from the university. Citation and research assistance can be found at LTS - Library guides.

**Disabilities:**

If you are a student with a documented disability on record at Brandeis University and wish to have a reasonable accommodation made for you in this class, please see me immediately.
Course Schedule

Week 1: Introduction: Israeli Culture and Society

1/17 - Introduction to the Course

1/20 - Introduction to Israeli society, Culture and Everyday Life in Israel


Week 2: Globalization

1/24 - Globalization, Glocalization: Theoretical Aspects

http://journals.sagepub.com/resources.library.brandeis.edu/doi/abs/10.1177/02632769007002017


1/27 – The Globalization Paradigm in Israel Studies

**Week 3: Global Media: Introduction**

1/31 – Global Media: Myth and Reality


2/3 - The Political Economy of Global Media


**Week 4: Capitalism and Cultural Imperialism**

2/7 – One-Way Flow


2/10 – Global Popular Culture


**First Short Paper Assignment. Due: Feb. 12 (Via E-mail).**
Week 5: Americanization of Media, Popular Culture and Political Culture in Israel

2/14 – Israel, America, Media and Political Culture


2/17 – The Americanization of Israeli Everyday Culture


Week 6: Two-Ways Flow and Cultural Hybridization

2/28 -


http://www.jstor.org/resources.library.brandeis.edu/stable/j.ett1bw1k8m

3/3 –


http://s3.amazonaws.com/academia.edu/documents/34362840/6-From_the_Margins_to_Prime_Time-Liat_Steir-Livny_Adia_Mendelson-Maoz.pdf?AWSAccessKeyId=AKIAJ56TQJRTWSMTNPEA&Expires=1482984454&Signature=EjHLaUVReGgXiwB68TvJrmq2n0Q%3D&response-content-disposition=inline%3B%20filename%3DFrom_The_Margins_to_Prime_Time_Israeli_A.pdf

First paper review; Second short paper instructions, O+A
Week 7: Glocalization of Music and Food-Media

3/7 – Aesthetic Cosmopolitanism


3/10 – Food, Taste and Realty-TV


Week 8: The Internet as a Global and Local Platform

3/14 - Between Capitalism, Alienation, Exploitation and Liberation


3/17 – The Internet and Social Boundaries


Second Short Paper Assignment – Due: March 19 (Via E-mail).
Week 9: Gender and Israeli Culture Online

3/21 -


3/24 -
Final Research Paper Presentations - Part 1

Week 10: Globalizing Consumption

3/27 -


3/31 -
Final research paper Presentations - Part 2

Week 11: Media, Environmentalism and Green Culture

4/4 -

4/7 -

Final research paper Presentations - Part 3

Week 12: Militarism and Nationalism in Israel of the Global Media Age

4/21 -


Week 13: Final research paper Presentations

4/24 – Final research paper Presentations – Part 4

4/28 - Final research paper Presentations – Part 5

Week 14: Course Completion and Conclusion, Potluck

5/2 –Final written assignment (Q & A) + Potluck - Bring to class an Israeli food item or any other food item of significance to you.

Final paper due – May 5 (Via E-mail).