
Culture, Globalization and the Media

COURSE DESIGNATOR: MADR 3XXX

LANGUAGE OF INSTRUCTION: English

NUMBER OF CREDITS: 3

CONTACT HOURS: 45 hours

COURSE DESCRIPTION

The aim of this course is to introduce the notion of “culture” as the set of mental, socially mediated constructs employed by individuals and groups to interpret reality. From that basis, this course examines the set of conflicts currently underway both within Western societies—as seen, for instance, in the “Culture Wars” as well as in the latest US presidential election—as well as the tensions between the Western and non-Western cultures—such as those of India, China and the Arab worlds—with an emphasis in the role played by the media and the cultural industries.

COURSE OBJECTIVES

The main objectives of this course are the following:

- Study the notion of culture, mass media and cultural industries.
- Study the structure and characteristics of the globalized cultural industries.
- Understand the role of the media in the cultural conflicts within western societies.
- Understand the cultural aspects of globalization.
- Understand role and influence of the media and the cultural industries in shaping globalized public opinion.

METHODOLOGY

Lectures followed by discussion seminars.

REQUIRED READINGS/MATERIALS

- Castells, Manuel, *Networks of Outrage and Hope*, (2015) (excerpts)
- Carballo, Marita and Hjelmar, Ulf, *Public Opinion Polling in a Globalized World*, (2008)
- Cheu, Johnson, *Diversity in Disney Films Critical Essays on Race, Ethnicity, Gender, Sexuality and Disability* (2013)
- Chomsky, Noam, ‘What Makes the Mainstream Media Mainstream?’ Z Media Institute (1997)
- Curran, James and Myung-Jin, Park *De-Westernizing Media Studies*.(excerpts) (2000)
- Fukuyama, Francis ‘The End of History,’ *The National Interest*, (1989)
- Harvey, David *The Condition of Post-Modernity* (1992) (excerpts)
- Herman, Edward S. ‘The Propaganda Model Revisited,’ *Monthly Review* (1996)
- Huntington, Samuel ‘The Clash of Civilisations,’ *Foreign Affairs* (1993)
- Katz, James E. *Handbook of Mobile Communication Studies*, (2008)
- Kishan Thussu, Daya. *Communication: Continuity and Change* (2000)(excerpts)
- Kishan Thussu, Daya, *Communicating India’s Soft Power Buddha to Bollywood* (excerpt, 2013)
- Kishan Thussu, Daya, *Media on the Move Global flow and contra-flow* (2007)
- Lippman, Walter, *Public Opinion*, (1922) (excerpts)

- Ustad Figenschou, Tine, *Al Jazeera and the Global Media Landscape The South is Talking Back* (2014)

GRADING

Grading Rubric		
A	93-100	Achievement that is outstanding relative to the level necessary to meet course requirements.
A-	90-92	Achievement that is significantly above the level necessary to meet course requirements.
B+	87-89	
B	83-86	
B-	80-82	Achievement that meets the course requirements in every respect.
C+	77-79	
C	73-76	
C-	70-72	Achievement that is worthy of credit even though it fails to meet fully the course requirements.
D+	67-69	
D	60-66	
F	0-59	Represents failure (or no credit) and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an I.

SUMMARY OF HOW GRADES ARE WEIGHTED

Participation	10%
Written paper	20%
Oral presentation	20%
Mid-term examination	20%
Final Examination	30%
Overall grade	100%

COURSE CONTENT

WEEK 1: INTRODUCTION: THE MEDIA, MEDIUM, AND PUBLIC
Presentation and introduction of the course

WEEK 2: CULTURE AND CULTURAL INDUSTRIES

Reading:

- Theodore Adorno and Max Horkheimer, “The Culture Industry: Enlightenment as Mass Deception”

WEEK 3: POSTMODERNITY, THE MEDIA, AND THE CULTURAL TRANSFORMATION OF THE WEST

Reading:

- David Harvey ‘Introduction’ in Harvey, David, *The Condition of Postmodernity*

WEEK 4: THE WEST AND THE REST?: SOFT POWER, THE MEDIA, AND THE CULTURAL INDUSTRY

Reading:

- Frederic Martel, *Mainstream: On Global War on Culture*.

WEEK 5: DISNEY CORP., “AMERICANIZATION,” AND CULTURAL CHANGE

Reading:

- Cheu, Johnson, ‘Introduction’ in Cheu, Johnson, Diversity in Disney Films *Critical Essays on Race, Ethnicity, Gender, Sexuality and Disability* (2013)

WEEK 6: BOLLYWOOD: CULTURAL REACTION OR CULTURAL ADAPTION?

Reading:

- ‘Introduction’ and ‘Culture as Soft Power: Bollywood and Beyond’ in Kishan Thussu, Daya, *Communicating India’s Soft Power Buddha to Bollywood*
- Govil, Nitin, ‘Bollywood and the frictions of global mobility’ in Kishan Thussu, Daya, *Media on the Move Global flow and contra-flow* (2007)

WEEK 7: WESTERN MEDIA: CNN AND NEWS CORPORATION

Reading:

- Noam Chomsky and Edward Herman, *Manufacturing Consent: The Political Economy of the Mass Media*

WEEK 8: NON-WESTERN MEDIA: AL JAZEERA

Reading:

- Sakr, Naomi, “Challenger or lackey? The politics of news on Al-Jazeera” in in Kishan Thussu, Daya, *Media on the Move Global flow and contra-flow* (2007)
- ‘Introduction’ and? Beyond the Araba Spring’ in Ustad Figenschou, Tine, *Al Jazeera and the Global Media Landscape The South is Talking Back* (2014)

WEEK 9: ALTERNATIVE MEDIA: GLOBALISATION AND THE “NEW MEDIA”

Reading:

- Manuel Castells, *Communication Power*

WEEK 10: CASE STUDY I: THE GLOBAL POST-MODERN RIGHT: THE MEDIA, DONALD TRUMP AND UKIP

Reading:

- Newspaper articles/analysis of current affairs

WEEK 11: CASE STUDY II: THE GLOBAL POST-MODERN LEFT: MEDIA REPORTING FROM SEATTLE TO OCCUPY WALL STREET

Reading:

- Newspaper articles/analysis of current affairs

WEEK 12: CASE STUDY II: CULTURAL AND GLOBALIZED MISUNDERSTANDING: THE MEDIA AND THE ARAB SPRING

Reading:

- Mohammad Ibahrine Mobile ‘Communication and Sociopolitical Change in the Arab World’ in Katz, James E. *Handbook of Mobile Communication Studies*, (2008)

WEEK 13: CONCLUSIONS

Review of the semester readings and materials in preparation for the final

ATTENDANCE POLICY

Students are expected to be on time and attend all classes while abroad. Many instructors assess both attendance and participation when assigning a final course grade. Attendance alone does not guarantee a positive participation grade; the student should be prepared for class and engage in class discussion. See the on-site syllabus for specific class requirements.

UNIVERSITY OF MINNESOTA POLICIES AND PROCEDURES

Academic integrity is essential to a positive teaching and learning environment. All students enrolled in University courses are expected to complete coursework responsibilities with fairness and honesty. Failure to do so by seeking unfair advantage over others or misrepresenting someone else's work as your own can result in disciplinary action. The University Student Conduct Code defines scholastic dishonesty as follows:

SCHOLASTIC DISHONESTY:

Scholastic dishonesty means plagiarizing; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; altering forging, or misusing a University academic record; or fabricating or falsifying data, research procedures, or data analysis.

Within this course, a student responsible for scholastic dishonesty can be assigned a penalty up to and including an "F" or "N" for the course. If you have any questions regarding the expectations for a specific assignment or exam, ask.

STUDENT CONDUCT:

The University of Minnesota has specific policies concerning student conduct. This information can be found on the Learning Abroad Center website.