### Communication Department Request for Addition, Expiration, or Revision of an Undergraduate Course

**Course Information**
- **Department**: Communication
- **Course Number**: 4xx
- **Module**: Media and Globalization
- **Effective Session**: Fall 2013

**Requested Changes**
1. New course with supporting documents
2. Add existing course offered at another campus
3. Explanation of a course
4. Change in course number
5. Change in course title
6. Change in course credit/credit type
7. Change in course attributes (department head signature only)
8. Change in instructional hours
9. Change in course description
10. Change in course requisites
11. Change in semesters offered (department head signature only)
12. Transfer from one department to another

**Terms Offered**
- Summer
- Fall
- Spring

**Campuses Involved**
- N. Central
- Tech Statewide
- W. Lafayette
- Indiapolis

**Credit Type**
- Fixed Credit: 3 Cr. Hrs.

**Course Attributes**
- Registration Approval Type
- Instructor
- Variable Title
- Honors
- Full Time/Part Time
- Off Campus Experience

**Schedule Type**
- Lecture: 75 Min., 2 Meetings Per Week, 16 Weeks Offered, 16% of Credit Allocated

**Course Description and Requisites/Restrictions**
This course studies the major debates over world communities with cultural products such as media and pop culture. Applying theoretical approaches to transnational media, students will explore the historical and social contexts of media globalization. Prerequisite: Com 330: Theories of Mass Communication or instructor's consent.

**Course Learning Outcomes**
- Learn the major critical debates surrounding media and globalization.
- Develop an understanding of the complex cultural issues related to globalization.
- Understand the multifaceted nature of globalization as social, economic and political phenomena.

**Signatures**
- Purdue University Department Head: [Signature] 3/10/13
- Purdue School Dean: [Signature] 3/24/13
- [Other signatures and dates for departments and campuses]

**Office of the Registrar**
COM 4XX: Media and Globalization
SYLLABUS

Required Text:
Select weekly readings will be available through Blackboard

Course Description:
This course studies the major debates over world communities with cultural products such as media and pop culture. Applying theoretical approaches to transnational media, students will explore the historical and social contexts of media globalization. The course tackles two main paradigms: first, it explores theories of cultural imperialism and postcolonial studies. Second, it investigates global, regional, and national media practices as forms of cultural hybridity.

Prerequisite: Com 330: Theories of Mass Communication or instructor's consent.

Learning Objectives
- Learn the major critical debates surrounding media and globalization.
- Develop an understanding of the complex cultural issues related to globalization.
- Understand the multifaceted nature of globalization as social, economic and political phenomena.

Course Assignments

Attendance and Participation
Attendance is required. However, for this course’s purposes, attendance is defined not only by your physical presence in class but also by your active engagement in class discussions. Participation will be assessed based on the quality of your contribution. Therefore, it is very important to read the materials assigned before coming to class. Provide well-thought out comments and do bring in questions if you have any.

Online Discussions
There will be weekly online discussions that engage students with the reading material before coming to class. Using Blackboard's Discussion Board, these conversations require students to provide a short informed opinion on the weekly readings.

Weekly Group Report
This is a collaborative assignment in which you to team up with another student and bring in an example that illustrates one of the concepts discussed during the week of your assignment. Your team will have 8-10 minutes of class time to feature your example and spark the discussion.
- A sign-up sheet will be distributed during the first week of classes for you to pick 2 weeks.
- Presentations of examples will take place at the beginning of class on
the first class meeting of the week.

**Annotated Bibliography**
This is the first part of your final paper. This assignment requires that you look up at least eight (8) scholarly journal articles that relate to one of the major topics in media and globalization. Write a brief summary (approximately 500 words) for each of the articles you picked and identify the main points and a critique of the scope of the argument it makes.

**Literature Review**
The literature review is intended to develop your annotated bibliography by addressing the instructor's feedback and incorporating at least four additional scholarly articles. This project requires that you synthesize the information that you compiled from all the scholarly work you read and provide a concise summary of trends and arguments that they make.

**Final Paper**
The final paper is the culmination of your research work throughout the semester. It requires that you observe a specific media phenomenon and analyze it within the approaches that you found in the process of your literature review assignment as well as your seeking of additional sources.

**Course Weekly Calendar:**
**Week 1: Introduction**
Appadurai, "Disjuncture and Difference in the Global Cultural Economy"

**Week 2: Cultural Industries**
Hannerz, "Scenarios for Peripheral Cultures"
Gray, "Imagining America-The Simpsons Go Global"

**Week 3: Media Economies**
Herman, "The Rise of the Global Media"
Schiller, "World Communication in Today's World of Capital"

**Week 4: Postcolonial Studies I**
Shome & Hegde, "Postcolonial Approaches to Communication"

**Week 5: Postcolonial Studies II**
Bhabha, "Of Mimicry and Man"
Young, "The Ambivalence of Bhabha"

**Week 6: Orientalism**
Said, "Orientalism"
ANNOTATED BIBLIOGRAPHY DUE
Week 7: Local Perspectives
Juluri, “Becoming Global Audience: Longing and Belonging in Indian Music Television”
La Pastina, “Telenovela Reception in Rural Brazil”

Week 8: Globalization in Cultural Studies
Hall, “The Local and the Global: Globalization and Ethnicity”
Hall, “Old Identities and New Identities, Old Ethnicities and New Ethnicities”

Week 9: Nations, Borders, and Transnational Media
Kraidy, “Reality Television and Politics in the Arab World”
Mihelj, “Television News, Narrative Conventions, and National Imaginations”

Week 10: Media and Cultures of Consumption
García-Canclini, “Consumers and Citizens: Globalization and Multicultural Conflicts”
Friedman, “Being in the World: Globalization and Localization”

Week 11: Distinction and Cultural Capital
Bourdieu, “Cultural Reproduction and Social Reproduction”
Castells, “The Informational Economy and Globalization”

Week 12: Cosmopolitanism and World Culture
Durig, “Popular Culture on a Global Scale. A Challenge for Cultural...”
Hannerz, “Cosmopolitans and Locals in World Culture”

Week 13: Cultural Proximity
Straubhaar, “Beyond Media Imperialism: Cultural Proximity”

Week 14: Hybridity & Glocalization
Kraidy, “The Global, the Local, and the Hybrid”

Week 15: Social Media and Transnational Identities
Pintak, "Border Guards of the Imagined Watan”
Rinnawi, “Instant Nationalism

Week 16: Presentations


