

## **Media and Globalization COM 353**

**Professor:** Mohamed El Marzouki, Ph.D.

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**Office Hours:** TR 3:15–4:15 pm, 10:00–11:30 am, and/or by appointment

**Class meets:** TR 1:50-3:05 p.m. at Hermann Hall 007

### **Course overview**

The word globalization describes a historical process that began with the movement of people out of Africa and into different parts of the world. Yet, today globalization remains an imperfect, but ubiquitous term that is widely used in academia and in the business, policy, and cultural arenas to define, explain, and justify the economic, political, and technological forces that shape the lives of citizens across the world.

While the course is designed to cover different dimensions of globalization to convey its importance and complexity, it also explores the role that media technologies (newspapers, magazines, television, and digital media) and media genres (news and popular culture) play in constituting our identities as global audiences, citizens, workers, consumers, and activists.

### **Intended Learning Outcomes**

In taking this class, students will

- gain a foundation and literacy in the social, economic, and political dimensions of globalization.
- be exposed to major theories of globalization and media.
- be introduced to different approaches to globalization and media, from theoretical to ethnographic, and from economic to cultural.
- develop critical thinking skills to unpack and deconstruct media representations in relation to globalization.
- learn to conceptualize and implement a class research project related to media and globalization.
- enhance their ability to think, speak and converse about globalization, media, and international relations.

### **Course Reading Material:**

1. Lechner, Frank. (2009). *Globalization: The Making of World Society*. Malden, MA: Wiley Blackwell. Available in IIT bookstore
2. Flew, Terry. (2018). *Understanding Global Media*. Second Edition. New York: Palgrave Macmillan. Available in IIT bookstore

## Required Articles and Book Chapters

Almost all the articles assigned as required readings are available in Full Text in the library electronic databases Academic Search (EBSCO) or JSTOR, which are accessible from the main library's homepage. When you search on Academic Search (EBSCO), please include the databases "Communication and Mass Media" in your search.

PDFs of articles that are not available in the library databases and book chapters are posted on Blackboard.

Please bring your readings to our class meetings.

## **Some Additional Sources of Interest to the Course**

- Yale Global Online, <http://yaleglobal.yale.edu/>.
- Flow TV, <http://flowtv.org/>.
- Global Voices, <http://globalvoicesonline.org/>.
- Zeteo: The Journal of Interdisciplinary Writing, <http://zeteojournal.com/>.
- Global Policy Forum: <http://www.globalpolicy.org/index.php>.
- Global Ethics Network: <http://www.globoethicsnetwork.org/profiles/blog/list?tag=globalization>

## **Class Format, Readings, and Expectations**

This is not a lecture class; the course will be set up as a seminar. Your regular attendance and participation in class discussions is essential to your learning and success in this this course. General expectations for all students include regular/unfailing class attendance, thorough preparation for class discussions, constructive participation in the seminar, and completion of all reading and writing assignments on time.

The routine class format for this class includes a blend of brief lectures, small and large group discussions, and student presentations. The instructor's brief lectures will provide context for class discussion and illuminate basic concepts. The success of the course will depend on your thorough and critical appraisal of the required readings. You are expected to read the assigned weekly articles and chapters, take time to reflect on what you have read, and come prepared to engage in debate and pose thoughtful questions. As you read, I encourage you write down comments and/or questions as they pertain to each week's readings and bring them to class.

While I don't require you to offer detailed and cogent criticism of every reading in class, I do expect that if called upon you can offer a few comments on each and every assigned reading. Under no circumstances is the response "I did not do that reading or set of readings" acceptable (this honest response is preferable of course to trying to "wing it"! ). To manage your reading for a particular class session, you may take on the role of being an "expert" on some of the assigned readings for the day and a more casual reader of the rest.

A class of this nature may bring up controversial and politically charged issues. It is important that we interact courteously during class discussions and presentations. The classroom should be

a safe space for the open exchange of ideas and the exploration of various ideological positions. Heated debate is good, but never at the expense of disrespecting or denigrating other students. Please bring a good sense of humor with you. *With your cooperation, I look forward to a fun, stimulating, and engaging seminar experience.*

### **Course Requirements & Assignments:**

Grading Breakdown	Percentage
Attendance & participation	15%
Reading Quizzes	20%
Critical Response Paper	25%
Final Project Proposal	10%
Final project/paper	30%

I request you to bring stapled hard paper copies of all assignments to class. I may ask you to supply an electronic copy in addition to the hard copy.

#### *Attendance & participation:*

For in-class participation I expect everyone to participate and contribute constructive comments, questions, and/or interpretations, to listen generously and to engage classmates with civility and respect. Your class participation grade is equally divided between actual participation in class discussions and your class attendance.

Since the course is organized as a seminar, your participation is critical to the success of this course. Class attendance is, therefore, mandatory. For each unexcused absence, I will deduct 5% from your attendance grade. Excessive absence is grounds for failing the course. Students with seven unexcused absences or more, will receive a failing grade in this course. The Office of Student Affairs manages the process for requesting and documenting excused absences, but if you have an emergency or will have to miss class inform your instructor immediately.

#### *Reading Quizzes:*

The reading quizzes will be short and unannounced, and will be administered at the beginning of class (first 5-10 minutes). In total there will be 10 unannounced reading quizzes at a rate of about one quiz per week. Each quiz is worth 2% of your overall grade and will always have questions on the assigned readings of the specific day when the quiz is administered. You must complete your reading assignments before coming to class to perform well on the quizzes.

#### *Critical Response Paper:*

Every student will write a critical reaction paper in response to a documentary film on Chinese and US interests in Africa. Each paper will be four to five pages in length (5-7 for graduate students) and will reflect on the film through the conceptual/topical lens offered in readings and class discussions. I will provide a more detailed assignment description and grading rubric in class.

#### *Final project/paper:*

For the final project students have the choice between writing a research paper (ten-pages) or developing a creative media project relevant to a particular aspect of media and globalization. The final project is an opportunity for you to creatively *select* and *research* one specific topic

that captures one or more aspects of globalization. The project will *analyse* and/or *showcase* the *forces of globalization in action through the prism of a particular topic or issue*. While it is important to come up with a timely and relevant topic, your project will have to ground its analysis in the conceptual frameworks and debates we have covered in this class. Your project must be grounded in *academic sources* (interspersed with non-academic sources), especially as they relate to media and globalization studies.

*Late submissions:* I expect all your writing assignments to be submitted, in class, on the day they are due. Half a letter grade (5%) will be deducted for each day your paper is late, with each day ending at 5 pm. If you have a valid reason for lateness that I accept, you will not be penalised.

### **Academic Honesty:**

As a student at IIT you are expected to maintain a high standard of academic integrity as detailed in the university's Code of Academic Honesty in the Student Handbook. When you submit a paper with your name on it in this course, you are signifying that the work contained therein is all yours, unless otherwise cited or referenced. Any ideas or materials taken from another source for either written or oral use must be fully acknowledged. If you are unsure about the expectations for completing an assignment or taking a test or exam, be sure to seek clarification beforehand. All suspected violations of the Code will be handled according to University policies. Sanctions for academic misconduct may include a failing grade on the assignment, reduction in your final grade, a failing grade in the course, among other possibilities.

### **Syllabus Revision:**

Please note that his syllabus is subject to revision at any time by the instructor.

### **About your instructor:**

Mohamed El Marzouki, Ph.D. is Assistant Professor of Communication at the Illinois Institute of Technology. His research sits at the intersection of participatory media and politics, youth citizenship, and creative cultural production in the Middle East and North Africa. His recent dissertation, *Young and creative: Dissent, youth citizenship and participatory media on the Moroccan social web*, investigates the role that social media platforms play in enabling youth in the Maghreb region to create spaces for a culture of political dissent. With a focus on youth in post-Arab Spring Morocco, his research examines the affordances of social media technologies and their use for democratic and political change. His research has appeared in *Information, Communication and Society*, *International Communication Gazette*, and *Global Media and Communication*.

Prior to joining the Illinois Institute of Technology, Mohamed received a Ph.D. from the Media School at Indiana University Bloomington and an MA in Media and Communication from Goldsmiths College, University of London. Prior to joining the Illinois Institute of Technology and before graduating from Indiana University, he taught Communication at Al Akhawayn University in Ifrane, Morocco. Mohamed is a native speaker of Arabic, fluent in English and has working knowledge of written and spoken French. Outside work, Mohamed enjoys cooking *chermoula* fish tagines and playing soccer—a.k.a., real football!

## Tentative Course Schedule

### Introduction to Course/ What is Globalization? Approaches and Definitions

Tuesday, August 20

Discuss syllabus, course expectations, and introductions

Thursday, August 22

1. Textbook: Lechner, *Globalization*, Introduction
2. Jan Aart (2005) Defining Globalization. In *Globalization: A Critical Introduction*. Palgrave Macmillan.

Tuesday, August 27

1. Arjun Appadurai. (2006). Disjuncture and Difference. In Ashcroft, Bill, Griffiths, Gareth, and Tiffin, Helen (2006) *The post-colonial studies reader* (pp. 468-472). London: Routledge.
2. Textbook: Lechner, *Globalization*, Chapter 2: Global Food and the History of Globalization.
3. Bestor, T. (2000). How Sushi Went Global. *Foreign Policy*, (Nov/Dec), 54-63. See [http://www.foreignpolicy.com/articles/2000/11/01/how\\_sushi\\_went\\_global](http://www.foreignpolicy.com/articles/2000/11/01/how_sushi_went_global).

### Political and Economic Globalization

Thursday, August 29

1. Text Lechner, *Globalization*, Chapter 6, Global States and Chapter 8, Global Civil Society.
2. Harvey, David (2015). A short history of neoliberalism.

Tuesday, September 3

1. Text Lechner, *Globalization*, Chapter 5, The Global Economy and Chapter 11, Global Inequality.
2. Packer, G. (2011). Cover Story: Is America Over? The Broken Contract. *Foreign Affairs*, 90 (6), 20-31.

### Topics in Globalization: Migration, Environment, and Religion

Thursday, September 5

1. Text Lechner, *Globalization*, Chapter 10, Global Migration.
2. Berg, E. Besharov, D. (2016) Patterns of global Migration. In Besharov, D. & Lopez, M. (Eds.) *Adjusting to a World in Motion: Trends in Global Migration and Migration Policy*. Oxford: Oxford University Press, pp. 58-76.

Tuesday, September 10

1. Text Lechner, *Globalization*, Chapter 9, Global Religion
2. Yates, J. (2015) American Evangelicals: The Overlooked Globalizers and Their Unintended Gospel of Modernity. In Lechner, F. J., & Boli, J. (2015). *The globalization reader* (pp. 437-442). Fifth Edition. Hoboken, NJ: Wiley.
3. Short Essay: Moehler, A, (2010, September 20). The subtle body: Should Christians practice yoga. <http://www.albertmoehler.com/2010/09/20/the-subtle-body-should-christians-practice-yoga/>.

- 1) **Recommended:** Powell, K. (2011). Framing Islam: An Analysis of U.S. Media Coverage of Terrorism Since 9/11. *Communication Studies*, 62 (1), 90-112.

Thursday, September 12

1. Text Lechner, *Globalization*, Chapter 12, Global Environment.
2. China and the Environment. The East is Grey. *The Economist*, April 10, 2013. See <http://www.economist.com/news/briefing/21583245-china-worlds-worst-polluter-largest-investor-green-energy-its-rise-will-have>. See also pictures of pollution in China: In Focus, China's Toxic Sky. Atlantic Monthly, Jan 30, 2013. <http://www.theatlantic.com/infocus/2013/01/chinas-toxic-sky/100449/>.

### **Topics in Globalization: The Rise of China and India**

Tuesday, September 17

1. Meredith, Robyn (2007) *The Elephant & the Dragon*, Introduction: Tectonic Economies.
2. [\*China Rules\*](#), an interactive, five-part feature report by *The New York Times*. Read: Part I: [\*The Land that failed to fail\*](#), including *How China became a Superpower*:
  - a. [Social Mobility: The American Dream is Alive. In China.](#)
  - b. [The Internet: How China Walled Off the Internet.](#)
  - c. [Manufacturing: How China Took Over Your TV.](#)
  - d. [Image: How China is re-writing Its Own Script.](#)
  - e. [Infrastructure: The world, Built By China.](#)

Thursday, September 19

1. *China Rules*: an interactive, five-part feature report by *The New York Times*. READ [Part 2](#), [Part 3](#), [Part 4](#), and [Part 5](#).
2. Mullen, R. & Ganguly, S. (2012, May). The Rise of India's Soft Power. *Foreign Policy*. [http://www.foreignpolicy.com/articles/2012/05/08/the\\_rise\\_of\\_indian\\_soft\\_power#sthash.tqC3hAhv.dpbs](http://www.foreignpolicy.com/articles/2012/05/08/the_rise_of_indian_soft_power#sthash.tqC3hAhv.dpbs).

### **Africa, Media and Globalization**

Tuesday, September 24

1. Skim through: Economist. 2000. "The Hopeless Continent." May 13 AND Economist 2013 Special Report "A Hopeful Continent"
2. Read: Nothias, T. (2014). 'Rising', 'hopeful', 'new': visualizing Africa in the age of globalization. *Visual Communication*, 13(3), 323-339.
3. Read: Paterson, C., & Nothias, T. (2016). Representation of China and the United States in Africa in Online Global News. *Communication, Culture & Critique*, 9(1), 107-125.
4. Skim and see photos: Prakash, N. (2015). Young Africans fed up with media stereotypes are tweeting powerful images of their real lives. Access Link: <https://splinternews.com/young-africans-fed-up-with-media-stereotypes-are-tweeti-1793848833>

Thursday, September 26

Screening of documentary film, *We Come as Friends*.

**\*\*Critical Response Paper Assigned\*\***

### **Media Globalization: Overviews and Frameworks**

Tuesday, October 1

1. Text Flew, *Understanding Global Media*, Chapter 1 Introduction to Global Media AND Chapter 2, Theories of Global Media

Thursday, October 3

1. Text Orgad *Media Representation*, Chapter 1, Media Representation and the Global Imagination

### **Globalization, Culture, and Political Economy: Imperialism and Western Domination**

Tuesday, October 8

1. Text Flew, *Understanding Global Media*, Chapter 3, Critical Political Economy
2. Listen to podcast episode: The Daily Podcast by the New York Times. Episode of April 5, 2019. The Battle to Control the Murdoch Media Empire. Available online: <https://www.nytimes.com/2019/04/05/podcasts/the-daily/rupert-murdoch-fox-news.html>

Thursday, October 10

1. Text Flew, *Understanding Global Media*, Chapter 5, The Changing Geography of Global Media Production.

Turn in Critical Response Paper on “We Come as Friends” in Class.

### **Media Policy, Counter-Flows & Challenges to Imperialism**

Tuesday, October 15

1. Text Flew, *Understanding Global Media*, Chapter 7, Globalization, nation-states and media policy.

**\*\*Final Project Assigned\*\***

Library guest speaker. Topic: Specialized Database Searching and Synthesizing Sources

Thursday, October 17

1. Thussu, D. (2006). Chapter 6, Contraflow in Global Media. *International Communication*. London: Hodder Publications.
2. Jin, D. Y. (2018). Transnationalism, cultural flows, and the rise of the Korean Wave around the globe. *International Communication Gazette*. <https://doi.org/10.1177/1748048518802911>

Turn in one-paragraph description of your final project idea in class.

## **Complexities of Globalization: Media Culture, Glocalization, and Hybridity**

Tuesday, October 22

1. Pieterse, J. N. (2009). Chapter 3, Globalization and Culture: Three Paradigms AND Chapter 4, Globalization and Hybridization. In *Globalization and Culture: Global Melange*. Lanham, MD: Rowman and Littlefield.

Thursday, October 24

1. Kraidy, M. M. (2003). Glocalization as an International Communication Framework? *Journal of International Communication*, 9 (2), 29-49.
2. Ogan, C, Cicek, F., & Kaplan, Y. (2008). Reverse glocalization: Marketing a Turkish Cola in the shadow of a giant. *Journal of Arab & Muslim Media Research*, 1 (1), 47-62.

## **New Media, Social Movements and Digital Activism**

Tuesday, October 29

1. Roundtable Session, Share Project Topics in Class.
2. Alterman, J. (2011). The Revolution Will Not Be Tweeted. *Washington Quarterly*, 34 (4), 103-116.
3. Shirky, C. (2011). The Political Power of Social Media. *Foreign Affairs*, 90 (1), 28-41.

**Final project proposal due in class on Tuesday, October 29.**

Thursday, October 31

*Class does not meet on Thursday, Oct. 31 – Read and post on Blackboard forum*

1. Rane, H. (2012). Social Media, Social Movements, and the Diffusion of Ideas in the Arab Uprisings, *Journal of International Communication*, 18 (1), 97-111.
2. Shahin, S. (2017). Facing up to Facebook: how digital activism, independent regulation, and mass media foiled a neoliberal threat to net neutrality. *Information, Communication & Society*, 22(1), 1–17.  
<https://doi.org/10.1080/1369118X.2017.1340494>

## **Post-globalization? The Rise of Populist Nationalism**

Tuesday, November 5

1. Text Flew, *Understanding Global Media*, Chapter 8, Conclusion
2. Cox, Michael (2017) The rise of populism and the crisis of globalisation: Brexit, Trump and beyond. *Irish Studies in International Affairs*, 28. pp. 9-17.
3. GUSTERSON H. (2017) From Brexit to Trump: Anthropology and the rise of nationalist populism. *American Ethnologist*. 44(2):pp. 209-214

Thursday, November 7

1. Sivaraman, M. (2018). Grave new world: the end of globalization, the return of history. *International Journal of Environmental Studies*, 75(4), 688–692.
2. Sandel, M. J. (2018). Populism, liberalism, and democracy. *Philosophy & Social Criticism*, 44(4), 353–359



**Recommended:** Peters, M. A. (2018). The end of neoliberal globalisation and the rise of authoritarian populism. *Educational Philosophy & Theory*, 50(4), 323–325.

### **Individual Conferences**

Tuesday, November 12

Individual Conferences in my office – Work on final projects

Thursday, November 14

Individual Conferences in my office – Work on final projects

### **Student Presentations**

Tuesday, November 19

Student Presentations – Sign up to present

Thursday, November 21

Student Presentations – Sign up to present

### **Last Day of Class**

Tuesday, November 26

Conclusion, reflections and assessment

### **Final Papers Due**

Monday, Dec 2: Final project due. Stapled hard copy in my department mailbox and a digital copy via email by noon.