Voyage: Summer 2013  
Discipline: Media Studies  
MDST 3300: Global Media  
Upper Division  
Faculty Name: Siva Vaidhyanathan

Pre-requisites: None

COURSE DESCRIPTION

This course examines the dynamic global transformations in print, broadcast, and digital media in an international and comparative context. Considers historical, institutional, and textual factors that impact media in local and global contexts. It examines the critical role of media in the long history of globalization and focuses on a number of cultural, technological, and economic issues addressed by media and globalization at the turn of the 21st century.

COURSE OBJECTIVES

This course will give students a critical understanding of the roles media and globalization have played in the constitution (and dissolution) of national identities and other social formations (e.g., racial formations; the politics of the local; diasporas), particularly as these are shaped by national and international media flows. These flows work within nations to consolidate and/or disturb identities and, simultaneously, work across nations in ways that challenge local and national politics. This complex duality of media flows must be grasped in reference to the economic, technological, and cultural relationships that contextualize them, including colonialism, war, and immigration. For this reason, together we will examine historically specific instances where the bond between nationality, locality, and media has been particularly relevant. The “nation” is not the only object of study in this course. National identities are structured within local and global ways of knowing, feeling, and acting that constitute the bases for connection (alliances) and separation (military and cultural wars). In other words, “globalization” is another category at stake in contemporary discussions of nationhood. Accordingly, you will examine how globalization impacts nationhood. To this end, you will learn about some of the main players in the global context, especially transnational corporations and institutions. This is of particular importance today as globalized cultures and identities are often in tension with local cultures and identities. Amidst the fright of the global and the scorn of the local, communication practices and media become simultaneously tools of dialogue and sharing, and of oppression and “othering.”
REQUIRED TEXTBOOKS (All are available in e-book format as well)


TOPICAL OUTLINE OF COURSE

EVERYTHING BELOW IS SUBJECT TO CHANGE

C1- June 18: Introduction to the course.

C2- June 19: Screening: Screening: *Casablanca* (1942)


C3- June 20: *Cosmopolitanism? Screening*: The English Patient


June 22-June 25: Casablanca
C5- June 26: Introduction to Globalization
R: Globalization: A Very Short Introduction

C6- June 27: Global Media and Globalization: A framework for analysis

C7- June 28: Globalized homogenization and media

June 29- July 2: Tunis

C8- July 3: Globalized homogenization and media

C9- July 4: The Arab Spring
R: TBA

C10- July 5: The Arab Spring
R: TBA

July 6-10: Alexandria

C11- July 11: Basic Global Media Theory


C12- July 12: Globalization, Resistance, and Hybridity


July 13-27: Istanbul

C13- July 18: Globalization, Resistance, and Hybridity


C14- July 19: Globalization, Resistance, and Hybridity


July 20-23: Piraeus
C15- July 24: Globalization, Resistance, and Hybridity


July 25: Study Day and Sea Olympics

C16- July 26: War and peace


July 27-31: Marseilles

C17- August 1: War and peace Screening: The Battle of Algiers (1966)


C18- August 2: Media Moguls and Political Economy


August 3-5: Livorno
August 6-9: Civitavecchia

C19- August 10: Media Moguls and Political Economy


C20- August 11: War and peace


August 12-15: Barcelona
C21- August 16: Bollywood and other –woods. Screening: Slumdog Millionaire

R: Brian Larkin, Signal and Noise, Introduction through Chapter three.

C22- August 17: Bollywood and other –woods.

R: Brian Larkin, Signal and Noise, Chapter four through conclusion.

C23- August 18: Other globalizations


R: Cepeda, María Elena, “Shakira as the Idealized, Transnational Citizen: A Case Study of Colombianidad in Transition,” *Latino Studies*

August 19: Study Day

C24-August 20: Final Exams

August 21: Packing and Reflection

August 22: Southampton

FIELD WORK

**FIELD LAB** (At least 20 percent of the contact hours for each course, to be led by the instructor.)

TBA

**FIELD ASSIGNMENTS**

TBA

METHODS OF EVALUATION / GRADING RUBRIC

*Exams* are short answer and essay format and will be take-cabin exams.

*Assignments* are designed to engage your creative thinking on class topics that are specifically relevant to the objectives of the course. I WILL NOT ACCEPT LATE ASSIGNMENTS.

Details of the grading distribution are listed below. Read these very carefully so you understand what it takes to succeed in this class.
Grade Distribution Guidelines

Reportage Wordpress assignment 1 25 points
Reportage Wordpress assignment 2 25 points
Reading Reaction Wordpress posts (five total) 25 points
Final exam 25 points

Please remember that an A represents excellent work, going above and beyond what is required. B represents above standard work, doing what is required clearly and thoroughly. C represents standard work, doing what is required to get by. D represents below standard work, incomplete or done with a minimum of effort.

RESERVE LIBRARY LIST


ELECTRONIC COURSE MATERIALS

Listed above under dates.

ADDITIONAL RESOURCES

DVDs listed above.

HONOR CODE

Semester at Sea students enroll in an academic program administered by the University of Virginia, and thus bind themselves to the University’s honor code. The code prohibits all acts of lying, cheating, and stealing. Please consult the Voyager’s Handbook for further explanation of what constitutes an honor offense.

Each written assignment for this course must be pledged by the student as follows: “On my honor as a student, I pledge that I have neither given nor received aid on this assignment.” The pledge must be signed, or, in the case of an electronic file, signed “[signed].”