Voyage: Summer 2013
Discipline: Media Studies
MDST 3300: Global Media
Division: 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. Among the lenses we will deploy in this course, we will consider how global media structures and functions affect music, soccer (football), the Olympics, Italian politics, and the Arab Spring.

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

To facilitate discussion please complete all readings and screenings BEFORE the class session meets.

EVERYTHING BELOW IS SUBJECT TO CHANGE

C1- June 19: Introduction to the course.

C2- June 20: Screening: Screening: Casablanca (1942)


June 23-June 26: Casablanca

C5- June 27: Introduction to Globalization
R: Globalization: A Very Short Introduction

C6- June 28: Global Media and Globalization: A framework for analysis

C7- June 29: The Arab Spring

C8- July 1: The Arab Spring

C9- July 2: Globalized homogenization and media

July 3-5 Antalya, Turkey.
C10- July 6: Globalization, Resistance, and Hybridity


C11- July 7: Globalization, Resistance, and Hybridity


July 8-11: Istanbul, Turkey.

C12- July 12: Globalization, Identity, and the Body

Screening: Munich (2005)

R: Bass, Amy. *Not the Triumph But the Struggle*. Introduction through Ch. 4.

THE FIRST REPORTAGE ASSIGNMENT SHOULD BE SUBMITTED BY JULY 12.

C13- July 13: Globalization, Identity, and the Body

R: Bass, *Not the Triumph But the Struggle*. Ch. 5 through Ch. 7.

July 14-17: Piraeus, Greece

C14- July 18: Global Music


C15- July 19: Digital Globalization

Vaidhyanathan, Siva. *The Googlization of Everything*. Ch. 3 and Ch. 4.

**C16 - July 20**: Media Moguls and Political Economy  

**TAKE-CABIN MID-TERM EXAM DUE JULY 20**

**July 21-26 Livorno and Civitavecchia, Italy.**

**C17 - July 27**: Media Moguls and Political Economy  

**C18 - July 28**: Global Sports  
Screening: *The Cup* (1999)  

**July 29-31 Malta**

**C19 - August 1**: Global Sports  
Screening: *Bend it Like Beckham* (2002)  
R: Foer. *How Soccer Explains the World*. Ch. 5 through Ch. 10.

**C20 - August 2**: War and Media  
Screening: *The Battle of Algiers* (1966)  

**August 3-8: Marseille and Barcelona**

**C21- August 9:** Bollywood and other -woods.


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

THE SECOND REPORTAGE ASSIGNMENT SHOULD BE SUBMITTED BY AUGUST 9

**C22- August 10:** Bollywood and other -woods.


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


**August 11-16: Cadiz and Lisbon**

**C23- August 17:** Review and Conclude.

**August 18:** Study Day

**C24- August 20:** Final Exam due

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.)

Athens Olympic Museum and FC Barcelona Museum.

**FIELD ASSIGNMENTS**

*Reportage assignments. See below.*
METHODS OF EVALUATION / GRADING RUBRIC

*Exams* are short answer and essay format and will be take-cabin exams. I will distribute the questions a week before the due dates of each exam. You may not discuss your answers with anyone in the class.

*Reportage assignments* are designed to engage your creative thinking on class topics as you apply them to your explorations of various sites and ports. Please reflect on the media landscape of each port in which we depart. You will write two reportage essays that link your observations formed while travelling to the issues and theories raised in class. The essays should be between 1000 and 1500 words long (four to six pages, double-spaced). They must demonstrate good grammar, usage, spelling, and organization. You may write in the first person if the narrative calls for it.

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**

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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].”