Voyage: Fall 2014  
Discipline: Media Studies  
MDST 3300: Global Media  
Division: Upper Division  
Faculty Name: Margaret U. D’Silva  
Credit Hours: 3; Contact Hours: 38

Pre-requisites: None required.

COURSE DESCRIPTION:

Globalization has transformed the worldwide media environment. Media ownership has become concentrated and dominated by a few corporations. Students in this course will examine global media systems through a comparison of the media systems of some of the countries visited during the voyage. Grounding their understanding in media theories such as development communication, flow and contra-flow, and world systems theory, students will learn about the production and consumption of media content around the globe. In particular, we will analyze the flow of information through diverse media such as television, film, cell phones, radio, and the Internet. Students will also consider their own media consumption, particularly new media such as Facebook, Twitter, blogs, and online gaming, and compare it with that of the people in the countries we will visit. Field work will allow students to explore the social, cultural, and political effects of international mass media on some of the countries visited on the voyage.

COURSE OBJECTIVES

By the end of this course, each student should be able to:

1. Comprehend the circumstances of media development in the histories of nations
2. Become aware of the global aspects of media systems and technological development
3. Know the major theories and concepts that inform the study of international mass media
4. See the role of transnational corporations in the gathering, dissemination, and control of information and media.
5. Understand the technological, political and economic development stages of some countries of the world
6. Develop a keen awareness of their own media consumption, and become an informed producer and consumer of media content

REQUIRED TEXTBOOKS

AUTHOR: McPhail, Thomas L.
TITLE: Global Communication: Theories, Stakeholders, and Trends
PUBLISHER: Wiley-Blackwell
DATE/EDITION: 4th, 2014

AUTHOR: Chomsky, Noam and McChesney, Robert
TITLE: Profit Over People: Neoliberalism and Global Order
PUBLISHER: Wiley-Blackwell
DATE/EDITION: 4th, 2011

Course Pack Readings


TOPICAL OUTLINE OF COURSE (The itinerary and course schedule are subject to change).

Each class meeting will include a discussion of the readings, and, depending on the itinerary, a pre- and post-port of call related conversation related to class material. A short quiz will follow completion of chapters from the two assigned books. You will also maintain a journal entry, about 1-2 pages, for each port day reflecting on your media experiences, comparing and contrasting these with other port
experiences, and connecting them to class concepts. These entries will become the material for country debriefs on our return to sea. You will also selectively use this material for your final 10-12 page paper. Computers, digital devices and cell phones are not allowed in class, unless required for specific class assignments.

Depart Southampton- August 23:

A1- August 25:
Introduction to the Course

A2- August 27: Putin’s Dilemma
Russia
Lonkila & Gladarev: Social networks and cellphone use in Russia.
Chapter 1: McPhail, Thomas: Global Communication

St. Petersburg: August 29- September 2

A3- September 3: Conglomerates and Stakeholders
Chapters 7, 8: McPhail, Thomas: Global Communication

Gdansk: September 5-7
Rostock: September 8-9

A4 September 5: Changes afoot!
Chapter 9: McPhail, Thomas: Global Communication

A5- September 12: International Organizations
Chapter 3: McPhail, Thomas: Global Communication

Antwerp: September 14-16
Le Havre: September 17-19

A6- September 20: Handling the public
Chapter 4: McPhail, Thomas: Global Communication

A7- September 22: The Medium
Chapter 5: McPhail, Thomas: Global Communication
Dublin: September 24-27

A8- September 28: Internet: The Evolving Frontier
Chapter 6: McPhail, Thomas: Global Communication

A9- September 30: Introduction: Chomsky & McChesney

Lisbon: October 1-2
In transit: October 3
Cadiz: October 4-5

A10- October 7: Profit over People
Chapter 1: Chomsky & McChesney: Profit over People

Casablanca: October 8-11

A11-October 13: Consent without consent: Regimenting the mind
Chapter 2: Chomsky & McChesney: Profit over People

A12- October 15: Passion for Free Markets
Chapter 3: Chomsky & McChesney: Profit over People

Dakar: October 16-19

A13- October 21: Doctrines and Reality
Chapter 4: Chomsky & McChesney: Profit over People

A14- October 23:
Chapter 5: Chomsky & McChesney: Profit over People

Takoradi: October 25-26
Tema: October 27-28

A15- October 29: The Zapatista Uprising
Chapter 5&6: Chomsky & McChesney: Profit over People

A16- October 31: Hordes of Vigilantes
Chapter 7: Chomsky & McChesney: Profit over People
Study Day: November 2

A17-November 3: Music, MTV and CNN
Chapters 10, : McPhail, Thomas : Global Communication

A18- November 5: Latin American Media
Chapter 11: McPhail; The Globalization of Latin American Media

Rio de Janeiro: November 7-9
In-transit: November 10-11
Salvador: November 12-14

A19- November 15: Regarding Brazil
Chapter 12: McPhail, Thomas : Global Communication

A20- November 17: Chapter 12 McPhail: Global Communication

Study Day: November 19:

A21-November 20: The Caribbean
Wrapping up: Final paper presentation

Bridgetown: November 22-24

A22-November 25:
Wrapping up: Final paper presentation

A23- November 27:
Final paper revision

Havana: November 29- December 2

Study Day- December 3

A24-December 4 (A Day Finals): Final Paper due (10-12 pages)
FIELD WORK
Field lab attendance is mandatory for all students enrolled in this course. Please do not book individual travel plans or a Semester at Sea sponsored trip on the day of our field lab.

Our field lab will be in Hamburg on Tuesday, 9 September. Prior to departure, you will write a brief one-page essay, based on class readings, on European media. You will also make a list of potential questions you may ask your host.

After the field lab, you will make careful notes of your observations in your journal. Later, you will connect this experience with your prior views, class readings, other port experiences, and incorporate them into journal entries and the final paper.

Field Lab Description

We will visit the Hamburg Media School to gain an understanding of the complexity of media in Europe, how media corporations operate in Germany and internationally, and how students in Germany are educated about media. The field lab will include a tour of the Media School and an exploration of the InnoLab. The HMS/InnoLab has added to its curriculum eCulture, creating digital access to culture, an exciting new sector in the digital era and we will learn more about it. We will engage in a conversation with German professors about media changes in Europe (and in Germany). Furthermore, we will meet with an executive from one multinational media company – Springer – and learn about how it operates nationally and internationally.

You will also have some opportunity to chat with the students of the Hamburg Media School.

Academic Objectives are to:
1. Learn about conventional and digital media education in Germany
2. Understand media changes in Germany and in Europe
3. Be informed about the business aspect of media production in Europe

METHODS OF EVALUATION / GRADING RUBRIC:

1) Attendance (your physical presence in the classroom)
2) Participation (active participation in class discussion)
3) Preparation (quizzes and assignments turned in on time)
4) Journal Entries & Final paper

**Final Paper**

Your final paper will be a 10 to 12 page synthesis that engages all books and readings used in this class. Present your idea or thesis for approval by November 5th; the paper is due December 4. In this essay, you will clearly explain what you view as the common denominator that is part of all our readings, plus blending in what is possible from field lab excursions, discussion, interdisciplinary work plus a text outside the syllabus or one reserved. The common thread may be any complex concept that deeply engages you. The minimum pages are 10, the maximum, 12. Follow the APA or MLA format guidelines and use care with style and grammar.

**GRADING RUBRIC**

Attendance/Participation -- 20% (for each class missed beyond two, 5% off your final grade)

Paper presentation – 10% (brief summary of your final paper)

Quizzes: 30% (at sea, multiple choice quiz on chapter/s; 8 best scores)

Journal entries: 20% (includes journal entries, field lab reports)

Final Paper - 20% (10-12 page paper)

**RESERVE LIBRARY LIST**


**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].”