

SEMESTER AT SEA COURSE SYLLABUS
University of Virginia, Academic Sponsor

Voyage: Spring 2016
Discipline: Media Studies
MDST 3300-501&502&503: Global Media
Meeting: "A" course schedule, 16:10-17:30
Division: Upper
Faculty Name: Patrick D. Murphy
Credit Hours: 3; Contact Hours: 38

Pre-requisites: None

COURSE DESCRIPTION:

This Global Comparative Lens course explores questions of media ownership, content, flow, cultural values, political power and technological impact in relation to the process of *globalization*. To do so, students survey industrialized, newly industrialized and developing countries and examine the interrelationship between "global culture" and local culture as related to global media systems. Particular emphasis will be placed on the media systems of the regions and countries visited during the voyage. To deepen their understanding of these changing media landscapes, students learn about key media theories such as cultural imperialism, development communication, flow and contra-flow, genre and format trading, cultural hybridity and others. Students also examine new dynamics in media production and consumption as related to mobile technologies, the Internet and "legacy" media such as radio. Part of call field excursions provide opportunities to visit media institutions and/or citizen media organizations, with some opportunity to meet and learn from current practitioners in the field.

GOAL:

Identify and develop a deeper understanding of the media as political, economic and cultural forces in industrialized, newly industrialized and developing countries within the broader historical context of globalization.

OBJECTIVES:

Upon completion of this course, students should be able to:

- Recognize the central concepts and theories associated with global communication
- Identify the history and practices of the principle private and public interests tied to media globalization
- Understand the roles of the US and TMC in driving globalization
- Identify and critically evaluate the role and importance of media in political mobilization and repression in different parts of the world
- Recognize the interrelationship between "global culture" & local culture as related to the expression of cultural hybridization
- Recognize how new media and technology relate to political and social issues in different parts of the world

REQUIRED TEXTBOOKS

1. Thussu, D. (2009). *International Communication: A Reader*. New York: Routledge (ISBN #: 978-0-415-44456-9)
2. Tunstall, J. (2008). *The media were American: US mass media in decline*. New York: Oxford University Press (ISBN #: ISBN-10: 0195181476)
3. Steger, M. (2014). *Globalization: A very short introduction*. New York: Oxford University Press (ISBN #: 10: 0199662665)

TOPICAL OUTLINE OF COURSE

Depart Ensenada- January 5:

A1- January 7: Introduction to Course
In class writing assignment

A2- January 9: Intro to Globalization*
readings: Steger, pages 1-135
screening: *Naomi Klein on Global Neoliberalism*
<https://www.youtube.com/watch?v=sKTmwu3ynOY>
Johan Norberg vs. Naomi Klein
<https://www.youtube.com/watch?v=tqLAYg6pDGg>
Stiglitz on Globalization
<https://www.youtube.com/watch?v=sV7bRLtDr3E>

A3- January 11: Theorizing International Communication
readings: Thussu, Chpts 5 & 9
Quiz: *Globalization Quiz*

Honolulu: January 12

A4- January 14: The Political Economy of the Media*
readings: Thussu, Chpts. 8 & 11
screening: *Manufacturing Consent (clips from)*

A5- January 17: Media Flows & Counter Flows
readings: Thussu, Chpts. 10, 12.
review for exam 1

Study Day: January 19

A6- January 20: Examination 1

Watch video on Ship Loop: *Spirited Away* (Jan. 20)

A7- January 22: Special Topic—Anime in Japan*

reading: Thussu Chpt. 25; Tunstall Chpt. 13

reading: Reider, N. (2005). “*Spirited Away*: Film of the Fantastic and Evolving Japanese Folk Symbols,” *Film Criticism* 29(3), 4-27.

Yokohama: January 24-25

In-Transit: January 26

Kobe: January 27-28

A8- January 29: Media & Culture (Focus on China)

reading: Thussu, Chapter 20; Tunstall, Chpt. 12

Shanghai: January 31-February 1

In-Transit: February 2-3

Hong Kong: 4-5

A9- February 6: Special Topic: Big Population Countries & Their Media

reading: Tunstall, Chapter 10

reading: Curtin, M. (2010). “Comparing media capitals: Hong Kong and Mumbai,” *Global Media and Communication* 6, 263-270

Ho Chi Minh: February 8-12

A10- February 13: Globalization Media Formats

reading: Thussu Chpt. 15

reading: Waisbord, S. (2004), “McTV: Understanding the Global Popularity of Television Formats” *Television New Media* 5, 359-383

A11-February 16: Special Topic: Media and Travel in Myanmar

reading: Brooten, L. (2015). “Blind Spots in Human Rights Coverage: Framing Violence Against the Rohingya in Myanmar/Burma,” *Popular Communication: The International Journal of Media and Culture* 13, 120-131

reading: Hudson, S. (2006). “To go or not to go?” Ethical perspectives on tourism in an “Outpost of Tyranny,” *Journal of Business Ethics*

Yangon: February 18-21

A12— Feb. 23 Special Focus: Special Topic: Media in India

readings: Thussu, Chapter 13; Tunstall, Chapter 11

Watch on Ship Loop: *Larger Than Life* (Feb.23)

A13- February 25: Special Topic: Bollywood

readings: Anandam Kavoori, A. & Joseph, C.A. (2011). "Bollyculture: Ethnography of identity, media and performance," *Global Media and Communication* 7, 17-32,

screening: *various clips*

Cochin: February 27-March 3

A14- March 4: Mediascapes and Cultural Hybridity*

readings: Thussu, Chapters 23 and 26

A15- March 7: Examination 2

Port Louis: March 9

A16- March 10: Special Focus: Media, Human Rights and Social Justice

reading: Kogen, L. (2015). "Not up for debate: U.S. news coverage of hunger in Africa," *International Communication Gazette* 77: 3-23

reading: Krumbein, F. (2015). "Media coverage of human rights in China," *International Communication Gazette* 77: 151-170

reading: Tawil-Souri, H. (2015). "Media, Globalization, and the (Un)Making of the Palestinian Cause." *Popular Communication: The International Journal of Media and Culture* 13, 145-157

A17- March 13: Global Media Regional Focus—Africa

readings: Tunstall, Chapter 15

Cape Town: March 15-20

A18- March 21: Meaning and Global Audiences

Readings: Thussu, Chapter 22; Tunstall Chapter 13,

Screening on Ship Loop: *Nollywood Babylon (March 21)*

A19- March 23: Special Topic: Nollywood

reading: Miller, J (2012). "Global Nollywood: The Nigerian movie industry and alternative global networks in production and distribution," *Global Media and Communication* 8: 117-133

A20- March 25: Special Topic: Sakawa and E-Waste*

reading: Oduro-Frimpong, J. (2011). "Sakawa: On Occultic Rituals and Cyberfraud in Ghanaian Popular Cinema" http://www.mediaanthropology.net/file/frimpong_rituals_cyberfraud.pdf

screening: *The Sakawa Boys (2009)*

Tema: March 27-29

Takoradi: March 30-31

A21—April 1: **Media and the Arab World ***
reading: Tunstall, Chapter 17
Screening: clips

A22—April 3: **Media and the Arab Spring ***
reading: Nasr, A. (2014). “Al-Jazeera and the Arab Uprisings: The
 Language of Images and a Medium's Stancetaking,”
 Communication, Culture & Critique 7(4), 397-414
Screening: *clips*

A23- April 6 : **Conclusion and Review for Final Examination**

Study Day: April 6

Casablanca: April 7-11

Study Day: April 12

A24- A Day Finals, April 13

April 16: Disembarkation Day

FIELD WORK & LAB DESCRIPTIONS:

Experiential course work on Semester at Sea is comprised of the required field lab led by your instructor and additional field assignments that span multiple ports. There will be three labs scheduled for this course, and each one focusing on the media industries of a specific country. Students enrolled must participate in one of the field excursions. These will focus on the media production as related to local/national culture and politics. Those being planned are:

Field Excursion 1: **Newspaper in Myanmar:** Yangon Field Lab on Feb. 19 is designed for Global Media students to familiarize themselves with the role of newspapers in Myanmar. The *The Myanmar Times* will host us. Activities include an introduction to the newspaper's history and current status, a tour of the facilities, and an interactive panel with some of the paper's reporters, editors and photojournalists. Through this field experience students will gain an understanding of the forces shaping the role of the press in contemporary Myanmar, the future of a print medium adapting to a world that is rapidly going digital, and the roles and responsibilities of specific positions (e.g., journalists, editors, sales, etc.) in a prominent developing nation news operation. After departing from the *The Myanmar Times* students will visit a local restaurant for a late lunch of local cuisine before returning to the ship.

Field Excursions 2: **Media Studies @ Cape Town University:** The Cape Town Field Lab on March 15 is designed for Global Media students to familiarize themselves with media studies in South Africa in terms of both theory and practice. The Centre of Film and Media Studies at the University of Cape Town will host us. Activities include a screening and discussion session on student film and video productions, a lecture on media in South Africa by one of the nation's most prominent media scholars, and a working lunch with UCT Media Studies students at the university's upper plaza overlooking the city of Cape Town. Through this field experience students will learn about the forces shaping South Africa's contemporary mediascape and the underlying ideas informing the training of a new generation

of South African media practitioners and researchers, as well as have an opportunity to gain a perspective from South African students about their professional goals and creative aspirations within today's increasing complex and technologically driven global media landscape.

Field Excursions 3: Television and Film in Ghana The Tema (Accra) Field Lab on March 31 is designed for Global Media students to familiarize themselves with the television and film industries in Ghana. The Department of Communication Studies at the University of Ghana will host us. Activities include a lecture on media in Ghana by one of the nation's most prominent media scholars, a tour of the campus, a panel of prominent Ghana media makers and scholars, and a lunch at the university with the Univ. of Ghana's communication studies students featuring Ghanaian cuisine. Through this field experience students will gain an understanding of the forces shaping Ghana's contemporary mediascape, learn about the curriculum and resources that inform and shape media education in Ghana, as well as have an opportunity to interact with and learn from the perspectives of Ghanaian media professionals about the rapid growth and trajectory of the Ghanaian television and film industries.

Participation in a Field lab is mandatory for all students enrolled in this course. Do not book individual travel plans or a Semester at Sea sponsored trip on the day of your field lab.

FIELD ASSIGNMENTS

1. **Lab Pre-departure Paper:** Prior to departure, you will write a brief one-page essay, based on class readings, and on the media of the country or city you are visiting. You will also submit a list of potential questions you may ask your host. *(turn in paper copy in class)*

2. **Lab Experience Report:** Within three days for returning from your field lab you will provide a two to three page report of your experience, making connections with material presented in class and covered in your readings and with what you've discovered in country. *(submit via Moodle)*

Learning Objectives:

- Identify the institutional encasements and practices of private or public media in the country visited.
- Critically evaluate the place of media in politics and culture in country visited.
- Recognize the interrelationship between local media institutions and global media networks

METHODS OF EVALUATION / GRADING RUBRIC

GRADES:

Final grades for this course will be determined in the following manner:

Globalization Quiz:	5%
Examination 1	15%
Examination 2	15%
Final Examination	20%
Field Experience Report	20%
Journaling Chapter Reports	15%
Participation	10%
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	= 100

IMPORTANT DATES:

Jan. 11	—	Globalization Quiz
Jan. 20	—	Examination 1
March 6	—	Examination 2
April 13	—	Final Examination

METHODS OF EVALUATION:

You will be evaluated on:

- 1.) Participation—Active participation in class.
- 2.) Globalization Quiz: quiz on Steger's *Globalization: A very short introduction*.
- 3.) Examinations— There will be 3 examinations. These will consist of short answers, essay questions, true/false and multiple choice. These exams will be based on readings, class lectures, videos and presentations. Students **should expect essay questions that demand thoughtful, integrated responses**, and all essays should be written in a narrative form using proper grammar and complete sentences. The purpose of exams is to encourage students to master the material, and to assess their grasp of course concepts and ability to critically apply this knowledge. The exams will focus on understanding terms and on the substance of class topics and on linking together and applying course concepts.
- 4.) Lab Pre-departure Paper and Lab Experience Report (see above)
- 5.) Journaling Chapter Reports—Each day of class you will need to write a minimum of one page summarizing, interrogating, and integrating all that we are reading, discussing, and experiencing. This is a 3000 level course and you will be expected to do this seriously rather than casually. This journal will serve three purposes: as a record of what you did on the journey, as a gathering place for your understanding of the readings, and as a mean to prepare for your field lab. Each day's journal entry should include, 1.) summary of the ideas and key words in the reading (1-2 paragraphs), 2.) list of 3 questions regarding the reading and/or experiences you're having, and 3.) integration of all these into a few final paragraphs in which you succinctly digest the main ideas. Preparedness for participation in class will be primarily measured by your journal entry questions for each day's reading. Journal entries are continuously due each day, and you need to bring your journals to class each class day. While I will not collect your journals each and every day, be aware that they may be collected at any time, and I will also occasionally "spot check" journals to make sure you are keeping up.

All written work should conform to the following formal guidelines:

Original Title to essay centered above first paragraph; Student Name, Class, Date, and Professor's Name in upper left hand corner; Stapled in upper left hand corner (folded-over papers that are unstapled will NOT be accepted); Double-spaced throughout (except pull-quotes); Pull-quotes (long quotes, e.g., any quote longer than two lines of text) are to be 1.) indented and 2.) single-spaced.; 12-point font maximum (no minimum); Margins not more than 1 inch on both sides. Works cited page in APA or MLA style.

Requirements:

Reading Assignments – material on the reading list will complement and/or parallel class discussions. Students are expected to have these readings done before date of lecture. Exams will draw substantially from the readings.

Class participation and discussions

Attendance and participation are mandatory parts of Semester at Sea, and you are expected to be on time for class. It is imperative that you read the material closely before class so you can discuss it knowledgeably with your peers during class. Your active role in class discussions and group activities will get you higher points for the participation portion.

Assignments. *Assignments must be submitted in hard copy (unless otherwise indicated).* Keep a backup copy of all work you submit. In the case of an emergency that prevents you from attending class to turn the hard copy of an assignment, to receive full credit for the assignment you must bring a hard copy of the assignment to the following class meeting along with documentation of why you were not able to submit the assignment in person. In such a case, your assignment should be submitted via email the day it is due so it will not be counted as late. Finally, everything submitted for this class except in-class activities and exams should be typed and stapled. Spelling, grammar, punctuation and neatness are part of any written work, and will count toward the grade.

Missing Deadlines: *Be prompt*—Missed deadline are penalized 10 points per day, which is subtracted from the final grade of your paper. Zero will be recorded for papers not turned in by 7 days after the deadline.

Notes, Powerpoint lectures & AV screenings: Students are responsible for material delivered during class sessions. If you miss a class, it is your responsibility to seek out the material from a reliable classmate and/or obtain materials screened via the library and elsewhere. Material delivered via Powerpoint is *not* provided after class or posted, and is not provided electronically or in hard copy to students who missed class.

Personal communication devices: Laptops are not permitted during class as they are a distraction. You will be asked to leave class and not return for that session if you choose to use them.

Recording lectures: The instructor *does not* give permission to be audio or video recorded.

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]."

RESERVE BOOKS AND FILMS FOR THE LIBRARY

AUTHOR: Thomas Morton, VBS.TV
FILM: *Sakawa Boys*
YEAR: 2009

AUTHOR: Ben Addelman & Samir Mallal
FILM: *Nollywood Babylon*
YEAR: 2009

AUTHOR: Helle Ryslinge
FILM: *Larger than Life*
YEAR: 2003

ELECTRONIC COURSE MATERIALS

AUTHOR: N. Reider
ARTICLE TITLE: *Spirited Away*: Film of the Fantastic and Evolving Japanese Folk Symbols
JOURNAL: *Film Criticism*
VOLUME: 29(3)
DATE: 2005
PAGES: 359-383

AUTHOR: Silvio Waisbord
ARTICLE TITLE: McTV: Understanding the Global Popularity of Television Formats
JOURNAL: *Television New Media*
VOLUME: 5
DATE: 2004
PAGES: 359-383

AUTHOR: Zixue Tai
ARTICLE TITLE: Networked Resistance: Digital Populism, Online Activism, and Mass Dissent in China
JOURNAL: *Popular Communication: The International Journal of Media and Culture*
VOLUME: 13
DATE: 2105
PAGES: 120-131

AUTHOR: Michael Curtin
ARTICLE TITLE: Comparing media capitals: Hong Kong and Mumbai
JOURNAL: *Global Media and Communication*
VOLUME: 6
DATE: 2010
PAGES: 263-270

AUTHOR: Lisa Brooten
ARTICLE TITLE: Blind Spots in Human Rights Coverage: Framing Violence Against the Rohingya in Myanmar/Burma
JOURNAL: *Popular Communication: The International Journal of Media and Culture*
VOLUME: 13
DATE: 2015
PAGES: 120-131

AUTHOR: A. Anandam Kavoori & C.A. Joseph, C.A.
ARTICLE TITLE: "Bollyculture: Ethnography of identity, media and performance,"
JOURNAL: *Global Media and Communication*
VOLUME: 7
DATE: 2011
PAGES: 17-32

AUTHOR: F. Krumbein
ARTICLE TITLE: Media coverage of human rights in China

JOURNAL: *International Communication Gazette*
VOLUME: 77
DATE: 2015
PAGES: 151-170

AUTHOR: Lauren Kogen
ARTICLE TITLE: "Not up for debate: U.S. news coverage of hunger in Africa,"
JOURNAL: *International Communication Gazette*
VOLUME: 77
DATE: 2015
PAGES: 3-23

AUTHOR: Helga Tawil-Souri
ARTICLE TITLE: Media, Globalization, and the (Un)Making of the Palestinian Cause
JOURNAL: *Popular Communication: The International Journal of Media and Culture*
VOLUME: 13
DATE: 2015
PAGES: 145-157

AUTHOR: J. Miller
ARTICLE TITLE: Global Nollywood: The Nigerian movie industry and alternative global networks in production and distribution.
JOURNAL: *Global Media and Communication*
VOLUME: 8
DATE: 2012
PAGES: 117-133

AUTHOR: Joseph Oduro-Frimpong
ARTICLE TITLE: Sakawa: On Occultic Rituals and Cyberfraud in Ghanaian Popular Cinema
JOURNAL: http://www.mediaanthropology.net/file/frimpong_rituals_cyberfraud.pdf
VOLUME:
DATE: 2011
PAGES:

AUTHOR: A. Nasr
ARTICLE TITLE: Al-Jazeera and the Arab Uprisings: The Language of Images and a Medium's Stancetaking.
JOURNAL: *Communication, Culture & Critique*
VOLUME: 7(4)
DATE: 2014
PAGES: 397-414

AUTHOR: Richard Maxwell & Toby Miller
ARTICLE TITLE: E-waste: Elephant in the Living Room
JOURNAL: *Flow*
VOLUME: 9
DATE: 2008
PAGES: on-line