Journalism, Advertising, and Media Studies 620: Seminar in Global Media
Fall 2017 | M/W 12:30 – 1:45 PM | BOL 581

Instructor:  Lia Wolock
Office: 568 Bolton
Office hours: M/W 2 – 3 PM, & by appointment
E-Mail: wolock@uwm.edu; expect a response within 24 hours during the work week. Note, this may mean delayed response to emails sent Friday evening through Sunday.

Course Description
This course is an upper-level undergraduate (and introductory-level graduate) examination of global media as both a real-world phenomenon and as an intellectual and political construct. In other words, we will explore different media systems, texts, and practices from around the world, and different ways of studying and understanding them. But we will also consider what the term “global media” means, who uses it, and to what ends. We will analyze what is at stake when people study and discuss global media, globalization, and related concepts in an era of increased movement of capital, concepts, and people. Students are expected to conduct original research as well as to engage actively with course readings and discussions.

Course Objectives
By the end of this course, you will:

• Be able to debate key theories of global media studies and globalization;
• Develop your knowledge about a growing and diverse range of popular cultural forms across the world;
• Improve your research, writing, and analysis skills through class discussions and course assignments; and
• Deepen your understanding of the political, economic, and socio-cultural impacts of media in various regions of the world.

GRADING
Participation 5 x 2 = 10%
A seminar is a learning community. That means, for each of us, our personal progress and learning depends on each other and on the community as a whole. Students and teacher alike are expected to contribute to the discussion, by a variety of means. These include: doing the readings, making connections across readings and media, listening to others, asking thoughtful questions, bringing up areas of confusion so we can discuss them, and being respectful.

This grade will be calculated twice. Once after week 7, once at the end of the semester. Graduate students are expected to model productive participation in every session and help junior students learn this skill.

Note: If you are shy about public speaking, please come see me and we can develop strategies for you to participate in ways that are more comfortable.
**Reading Responses**  
10 x 2 = 20%
You will submit 5 reading responses to D2L each half of the course (1st half starts 13 Sept and ends 18 Oct, 2nd half begins 13 Oct). Minimum 200 words for undergraduate students, 300 for graduate students. A handout will be given with more information on this assignment, but the general idea is to summarize at least one key idea from that day’s reading(s) and engage it by asking questions, connecting it to other course readings, or linking related media. These are due by 10pm the day before class so that discussion leaders can read all relevant responses and incorporate them into their plans. Each response is worth 2 points. Late responses can earn no higher than 1 point.

**Leading discussion**  
5 x 2 = 10%
Once during each half of the semester, you will be responsible with another student to produce a 1-page handout and lead the class. Sign up will occur on Monday, 11 Oct. A document will be given out with more information on this assignment, but the general idea is that the discussion leaders will start the class session by summarizing key points, offering some background on the author(s), and bringing some discussion questions or media examples.

**Exams**  
10 x 2 = 20%
Take home. Essay format. Not cumulative. They will be given on Wednesdays and turned in 48 hours later on Friday. You will be expected to critically engage course materials, a skill we will practice in discussions and responses. The exam will include additional material for graduate students.

**Research project**  
40%
Over the course of the semester, students will develop their research and writing skills through a multi-step project. We will devote class time on various days to practicing the skills necessary to conduct quality global media studies research and write it up. 2500-3500 words for undergraduate students, 4500-6000 words for graduate students.

- **Proposal** 3%
- **Literature review** 10%
- **Introduction, thesis, outline** 7%
- **Presentation** 5%
- **Final paper** 15%

**POLICIES**

**Plagiarism**
Plagiarism will not be tolerated. It is disrespectful to the people you plagiarize from and it robs you of your own education. Please read the UWM Academic Misconduct Guide for Students: [http://uwm.edu/deanofstudents/conduct/conduct_procedures/academic-misconduct/](http://uwm.edu/deanofstudents/conduct/conduct_procedures/academic-misconduct/).

**Attendance**
Attendance is expected. Students are responsible for all materials covered in those sessions. Ask peers before coming to the instructor. You may miss one class without penalty in each half of the course.
Each additional absence during each half of the course will result in a penalty of .5 points off your final grade for undergraduate students, 1 point for graduate students. If you have to miss more than one class during each half, you should speak with me in person during my office hours.

Arriving late or leaving early repeatedly will also lead to a loss of points.

**Accommodations**
If you need accommodations in order to meet any of the requirements of this course, please let me know as soon as possible, preferably during the first week of the semester. You must have a Student Accessibility Center visa to receive any accommodation: [http://www4.uwm.edu/sac/](http://www4.uwm.edu/sac/).

**Absences for religious observances**
Students will be allowed to complete requirements that are missed because of a religious observance. Please let me know in the first weeks of class if this will be an issue for you so we can come up with a game plan.

**Electronic devices**
Electronic devices are allowed in the classroom when they are laid flat and their screen is visible to all AND so long as they are being used respectfully and for course purposes. Students misusing electronic devices will lose this privilege as it is not only detrimental to that students’ learning, but others’ experience in the classroom.

**Food**
As long as it does not go against university policy, food may be eaten in class so long as it is not disruptive to other students.

For university policies on these and other matters, please see [http://www4.uwm.edu/secu/docs/faculty/1895R3_Uniform_abus_Policy.pdf](http://www4.uwm.edu/secu/docs/faculty/1895R3_Uniform_abus_Policy.pdf).

**SCHEDULE**
*Readings will be posted to D2L.*
*Schedule subject to change. Please keep up-to-date by checking the Syllabus on D2L.*

**Week 1**
**Global Media?**
- 6 Sep Introductions

**Week 2**
**What’s at stake?**
- 11 Sep Appiah, “The Case for Contamination”
- 13 Sep Chakrabarty, excerpt from *Provincializing Europe*

**Week 3**
**Developmentalism**
- 18 Sep Schramm, excerpt from *Mass Media and National Development*
Lerner, excerpt from *The Passing of Traditional Society*

20 Sep  
Rogers, “Communication and Development: The Passing of the Dominant Paradigm”

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**Week 4**

**Current Research**

25 Sep  
Sonnevend, excerpt from *Stories Without Borders: The Berlin Wall and the Making of a Global Iconic Event*  
[video call]

26 Sep  
**Research proposal due, noon, D2L Dropbox**

27 Sep  
Youmans, excerpt from *An Unlikely Audience: Al Jazeera’s Struggle in America*  
[video call]

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**Week 5**

Cultural imperialism and nationalisms

2 Oct  
Straubhaar, “Beyond media imperialism: Assymetrical interdependence and cultural proximity”

4 Oct  
Hutchinson and Smith, Eds., excerpts on “Theories of Nationalism.” Only the Anderson selection from this PDF is required (p. 89-96). The others are optional.  
Hilmes, “Who We Are, Who We Are Not: The Emergence of National Narratives”

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**Week 6**

Globalization and Modernity

9 Oct  
Tomlinson, “Globalization and Cultural Identity”  
Massey, “A Global Sense of Place”

11 Oct  
Appadurai, “Disjuncture and Difference in the Global Cultural Economy”

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**Week 7**

Hybridity, Diaspora, Flows

16 Oct  
Curtin, “Media Capital: Toward the Study of Spatial Flows”

18 Oct  
Kraidy, “Hybridity without guarantees”  
Hall, “Diaspora and Cultural Identity”

20 Oct  
**Literature review due, noon, D2L Dropbox**

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- - - halfway point for responses and participation - - -

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**Week 8**

Soaps and Telenovellas

23 Oct  
Katz and Liebes, “Interacting with Dallas”

25 Oct  
Rivero, “The Performance and Reception of Televisual ‘Ugliness’ in Yo Soy Betty La Fea”

27 Oct  
**Exam I posted to D2L**
Week 9
Design & Infrastructure

30 Oct  No class. **Exam I due, noon, D2L Dropbox**
        Sandvig, “The Internet as Infrastructure”
**Sign up for conference slots**

Week 10
Conferences

(No class. Individual conferences. Use extra time to read ahead and work on final project)

6 Nov  Conferences
8 Nov  Conferences

Week 11
Reality TV

13 Nov  Jacobs, “Big Brother, Africa Is Watching”
        Akass and McCabe, “Bigoted Brother, Forgotten Sisters”
15 Nov  Meng, “Who Needs Democracy If We Can Pick Our Favorite Girl?: Super Girl As Media Spectacle”

17 Nov  **Introduction, thesis statement, and outline due, noon, D2L Dropbox**

Week 12
ICT4D/Information and Communication Technologies for Development)

20 Nov  Mazzarella, “Beautiful Balloon: The Digital Divide and the Charisma of New Media in India”
22 Nov  Bhatia, “The Inside Story of Facebook’s Biggest Setback”

Week 13
Media Travels

27 Nov  Larkin, “Itineraries of Indian Cinema”
        Onishi, “Nigeria’s Booming Film Industry Redefined African Life”
29 Nov  Starosielski, “Things & Movies: DVD Store Culture in Fiji”
        Mod, “The Facebook-loving Farmers of Myanmar”
**Sign up for presentation slots**

Week 14
Sound Politics

4 Dec  Mohan & Punathambekar, “A Sound Bridge: Listening for the Political in a Digital Age”
        Gaikwad, “Dalit youth killed for keeping Ambedkar song as ringtone”
6 Dec  1) Smith, “‘Strange Fruit’ & the Role of Murder Ballads in the Fight for Civil Rights”
        2) [Watch] DemocracyNow!, “‘Strange Fruit:’ History of Anti-lynching Song Rebecca Ferguson has Demanded to Sing at Inauguration,” (link)
        3) [Watch] - Billie Holiday singing strange fruit (link)
4) [Watch] - Toby Keith performs “Beer for My Horses” at the Lincoln Memorial on Inauguration Day (link, lyrics)
5) Orr, “Revisiting Toby Keith’s Beer for My Horses”
*Exam II posted at end of class*
**Exam II due, 5pm, D2L Dropbox**

8 Dec

Week 15
Presentations

**Presentations**

11 Dec

13 Dec

21 Dec

**Final project due, 10am, D2L Dropbox**

TIME ALLOCATION
(this section of the syllabus is required by the Higher Learning Commission):
The average student will be expected to invest the following amounts of time in order to achieve the learning objectives of JAMS 620.

- Time in the classroom (face-to-face instruction): 28 meetings x 75 minutes = 2100 minutes or 35 hours
- Time spent reading: 3 hours per week x 15 weeks = 45 hours
- Time taking and preparing for exams: undergraduate students – 12 hours; graduate students – 16 hours
- Time completing assignments: undergraduate students - 3.5 hours per week x 15 weeks = approx. 52 hours; graduate students – 4.5 hours per week X 15 weeks = 67.5 hours
- Undergraduate Total=144 hours
- Graduate Total=163.5 hours