COMMUNICATION IN A GLOBAL CONTEXT  
(C8130, CRN: 87991) 

—SYLLABUS— 

Georgia State University  
Department of Communication  
Fall 2016  
Wednesday 4:30-7:00, Classroom South 326 

Dr. Maria Repnikova  
Assistant Professor, Department of Communication  
Director, Center for Global Information Studies  
Office: 928, 25 Park Place  
Hours: Tuesday 2-5pm or by appointment 

COURSE OVERVIEW 

The study of global communication has transformed and expanded in the past several decades, shaped by the interaction between the global geopolitical events and theoretical trends in social sciences and humanities. This course is designed to give you a firm foundation on global communication theory and history, as well as on how these theories can be applied in examining the pressing global questions of our time. In the first part of the course, we will trace global communication studies from the development paradigm to critiques of globalization. In the second part, we will focus on debates concerning globalization—arguably the defining phenomenon of the new century that is intertwined with increasingly rapid communication flows. We will explore media, new technologies and cultural communication interplay with digital activism, authoritarianism, public memory and identity, cultural economies, soft power and information wars. You will come out of the course equipped to critically engage with global communication theories, and inspired to ground your empirical research in a global perspective. 

This graduate seminar consists of intense roundtable discussions of reading materials, and it meets a core curriculum requirement in the Media & Society doctoral program. All students are expected to come to class each week prepared to engage in active discussion.
COURSE REQUIREMENTS

Please note: All assignments should be submitted, via Dropbox, before midnight of the day they are due. Either the Chicago Manual of Style or APA is acceptable. The chosen style should be applied consistently throughout each assignment. Papers need be carefully proofread prior to their final submission. Please note that the latest day to withdraw from class is October 10th.

(1) Attendance and Participation (25 percent)

- Students should be in class each week, on time, having read the assigned readings. Unplanned\(^1\) absences will severely impact a student’s participation grade.
- Students are expected to actively participate in each class discussion. The professor will call on everyone at the beginning of the class to speak for a minute or two about their reaction to the readings. You can pick one reading you liked in particular, or talk about the debates or key themes. Other than the initial thoughts on the readings, participation will be judged based on the following factors: (a) quality of comment (does a comment advance the discussion, keep the class focused on the main overall topic, and reflect a close reading of the text? Are you offering high quality claims backed with good reasons, or just expressing your own opinion?); (b) quantity of comment (are you contributing regularly, and in a manner that does not monopolize conversation?); (c) participatory style (do you show a thoughtful respect for other students and their views? Does your involvement encourage others to participate? Are you able and willing to engage in an extended high quality and even intense exchange with your peers?). Comments that take us back to the specifics of the text are almost always more valuable than comments that take us off on a tangent.
- Technology: technology should be used sparingly in class, as it is typically distracting and takes away from discussion. Laptops and tablets are allowed for note taking and reviewing the readings only. Mobile telephones should be switched to silent and used in the classroom only in case of emergency. If you are using technology for purposes other than those identified here (or otherwise sanctioned by the professor), you will be asked to leave the class immediately and receive a zero in participation for that week.

(2) Become a global communicator: Opinion Piece for Global Audiences (25%)

- Students will produce a book review of *Media in New Turkey: The Origins of an Authoritarian Neoliberal State* (2016). You are responsible for purchasing this book or ordering it in the library.

\(^1\) An excused absence should be requested in advance and include documentation.
• The review should be from one thousand to two thousand words, and engage with the key arguments of the book, as well as present possible shortcomings or critiques.
• Please read book reviews in *International Journal of Communication, New Media & Society*, and *Media, Culture & Society* for good examples of recent book reviews.
• Book review is a good academic exercise of first-time publishing for PhD students. In class, we are going to discuss the reviews in smaller groups, and talk about successful techniques for producing a publishable book review.

(3) **Research or Term Paper (50%)**

• Students are to choose between a critical review of the field (focusing on one of the weeks of the syllabus), or a small empirical research project linked to one of the topics we cover in class. Masters students are to write up to 5 thousand word papers, and PhD students are expected to write 9 thousand word paper including references and bibliography.
• There are deadlines throughout the semester to make this process smooth and interactive for every student. If you want additional feedback and to see where your grade stands, you can submit your first draft of the research paper to me two weeks before the final deadline for comments.
• The final copy has to be submitted by midnight December 5\(^{th}\), and should be carefully proofread (please go to the writing center if you need help) and ready for a submission to an academic conference.
• Students will present their findings (akin to an academic presentation) in the last day of class.

**GRADING SUMMARY**

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<tr>
<th>Component</th>
<th>Percentage</th>
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<tr>
<td>Participation</td>
<td>30%</td>
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<tr>
<td>Editorial</td>
<td>20%</td>
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<tr>
<td>Research paper</td>
<td>50%</td>
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<td>Total</td>
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**SUMMARY OF KEY DATES**

- September 13: Research Paper topics due
- September 27: Outline Due
- October 11: Book Reviews Due
- October 25: Literature Review Due
- December 5: Final Paper Due
CLASS POLICIES AND RECOMMENDATIONS FOR SUCCESS

1. Stay ahead of deadlines. Procrastinating will make for a stressful end of the semester.
2. Be on time for class. Listen actively and participate fully.
3. Meet with me if you have questions or concerns about the course or any of the assignments. You will NEVER offend me by asking for help. I will take it as a sign of your intellectual commitment.
4. Come to class having closely read all of the readings and with your reading journal. You should take notes every time you read anything for this class.
5. Come prepared to take notes (have a notebook for the course!). Always bring a copy of the relevant readings to class (or other relevant research readings you would like to share).
6. Expect periodic handouts and minor changes in the reading schedule.
7. Know and follow the syllabus!

UNIVERSITY POLICIES PERTINENT TO THIS CLASS

1. A “W” is awarded only to a student who is doing passing work. If you believe you may be entitled to a “hardship withdrawal” you should consult the general catalog for information about what procedures you must follow. I am only permitted to award a grade of “incomplete” in cases of special hardship. Incompletes cannot be given merely to extend the time of completion of course requirements.
2. I would appreciate hearing from anyone dealing with a disability that may require some modification of seating, testing, or other class requirements so that appropriate arrangements can be made. Please see me after class or during my office hours. I am eager to accommodate you in any reasonable way I can, and will work with you to make sure your grade is a function of your work, and that you are not suffering a grade reduction for other factors extraneous to your mastery of the material.
3. Plagiarism and cheating are strongly discouraged and are heavily penalized. Plagiarism is the practice of appropriating the work or ideas of others, and claiming it as your own without attribution. This includes such behaviors as copying test answers from another student, copying material from a book or article as if the quote was your own and without giving credit to the author, and using visual material as your own that has been copied. It is also a serious violation of the college academic honesty policy to lift text from available online sources for inclusion in an essay without attribution. Because a university is an “idea factory,” the theft or appropriation of someone else’s work without acknowledgement is the most serious academic violation. The department of communication policy is generally to award students caught plagiarizing or cheating a grade of “F” and to forward information regarding the case to the Dean’s office for broader disciplinary action if justified by the circumstances — I support this policy. When in doubt, acknowledge your source material. When in doubt, ask! I implore you
in the strongest possible terms not to jeopardize your professional and academic future by cheating, or failing to acquire a full understanding of borderline behaviors that are nonetheless outlawed and unethical.

**POLICY ON ACADEMIC HONESTY**

As members of the academic community, students are expected to recognize and uphold standards of intellectual and academic integrity. The University assumes as a basic and minimum standard of conduct in academic matters that students be honest and that they submit for credit only the products of their own efforts. Both the ideals of scholarship and the need for practices that are fair require that all dishonest work be rejected as a basis for academic credit. They also require that students refrain from any and all forms of dishonorable conduct in the course of their academic work. GSU’s Policy on Academic Dishonesty is available at: http://deanofstudents.gsu.edu/faculty-staff-resources/academic-honesty/

**OBLIGATION TO REPORT SUSPECTED VIOLATIONS**

Members of the academic community, students, faculty, and staff are expected to report violations of these standards of academic conduct to the appropriate authorities. The procedures for such reporting are on file in the office of the dean of each college and the Office of the Dean of Students.
## Schedule of Class Meetings and Readings

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<tr>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
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| 8/23 | Introduction to the course. Lecture: Origins of Global Communication Research  
• Go over syllabus, assignments, responsibilities, and required readings | Readings:  
| 8/30 | Modernization & Development |  
• Lerner (1958), *The Passing of Traditional Society: Modernizing the Middle East*, pp. 43-76.  
• Srinivas R. Melkote, “Theories of Development Communication.” Chapter 7 of Thussu’s IC Reader.  
• Arturo Escobar, “Place, Power, and Networks in Globalization and Postdevelopment,” in Karin Gwinn Wilkins, Redeveloping Communication for Social Change, chapter 12.  
| 9/6 | Imperialism |  
• Joseph Straubhaar, “Beyond Media Imperialism.” Chapter 15 in Thussu’s IC Reader.  
• Oliver Boyd Barrett, “Media Imperialism Reformulated.” Chapter 9 of Thussu’s IC Reader  
| 9/13 | Globalization |  
• Martin Shaw, “The Theoretical Challenge of Global Society,” in Media in Global Context Reader (Eds. Sreberny-Mohammedi et
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<th>Authors/References</th>
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• “The Revolutionary Public Sphere” (2017), Special Issue in *Communication and the Public*, [http://journals.sagepub.com/toc/ctpa/0/0](http://journals.sagepub.com/toc/ctpa/0/0) |
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<td><em>Democracy</em> 21: 4, 43-55.</td>
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• Daya Thussu, “Mapping Global Media Flow and Contra Flow.” Chapter 12 in Thussu’s IC Reader.  
• Arjun Appadurai, “Disjuncture and Difference in the Global Cultural Economy.” Chapter 23 in Thussu’s IC Reader.  
• Yuezhi Zhao (2013). China’s quest for “Soft power”: Imperatives, |
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<td>• Shawn M. Powers and Michael Jablonksi (2017), <em>The Real Cyber War</em>, Introduction and one chapter of your choice.</td>
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<tr>
<td>11/23</td>
<td>No Class</td>
<td>Research Day</td>
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<tr>
<td>11/29</td>
<td>Final presentations</td>
<td>Students are to present their final papers to everyone</td>
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