

The George Washington University
Spring Semester, 2018
Tuesdays: 6:10 to 8:00 pm

School of Media and Public Affairs
Gelman Library, Room 608
SMPA 3195-60 and 3195-61

Globalization and the Media: The International Communications Seminar

1. COURSE OVERVIEW:

This three credit course will include a Spring Break visit to Paris—featuring speakers, panels, and field trips—with journalists, executives, government officials, scholars and others who bring unique international perspectives to major media issues. There will also be time each day during the trip for social and cultural events. Because most of the classroom hours will take place in Paris, the class will meet only on designated Tuesday evenings in Washington. There will be no examinations but a final research paper will be required.

The media have played a central role in shaping the rapidly changing international scene —both its new global connectedness and its intensifying tribal impulses. At the same time, a new category of media has emerged which is decidedly global in scope, even while national and regional media have retained their own distinctive characteristics. The great challenges confronting media in a time of technological revolution and cultural tension are sometimes broadly shared across national frontiers and sometimes sharply differentiated. These developments will provide some of the central themes for the class.

2. INSTRUCTOR:

Professor Lee W. Huebner, huebner@gwu.edu Phone: 202-994-0042. Office Hours: Tuesdays from 1:00 to 4:00 pm & by appointment. Room 511, SMPA Building

3. READING:

Manfred Steger, *Globalization: A Very Short Introduction* (2013)

Dominique Moisi, *The Geopolitics of Emotion* (2010)

William Hachten and James Scotton, *The World News Prism: Digital, Social & Interactive* (2016)

Adam Gopnik, *Paris to the Moon* (2001)

Lee W. Huebner, *Reflections on Globalization, Democracy and the Media* (2017)

Each student will be asked to lead a discussion on some part of the assigned readings. Graduate students will also be asked to report to the class on one of the books listed below—or on a similar book about media and international culture (consulting first with the instructor). This is an optional assignment for undergraduate students, who can qualify for extra credit by completing it.

Bondebjerg and Golding (editors), *European Culture and the Media* (2004), Tony Bennett, Mike Savage, *et.al*, *Culture, Class, Distinction* (2009); Dominic Thomas, *Black France: Colonialism, Immigration, and Transnationalism* (2006); Joan DeJean, *How Paris Became Paris: The Invention of the Modern City* (2014). Also: Huebner. Chapters 10-15.

OTHER RELEVANT READING MATERIALS will be distributed as the class proceeds. These resources will provide a deeper background and a relevant update on issues that will be current in Paris—and in Europe—at the time of the overseas trip. Rick Steves' guidebook to Paris is also useful optional reading.

4. CLASS MEETINGS AND PROJECTS:

A. The class will meet on designated Tuesdays, both before and after the Spring Break. Regular class attendance and participation in class discussions—both in Washington and Paris --will be an important part of the course and grade. Students who must be absent should inform the instructor in advance if at all possible. Note that laptops, tablets, and cell phones should not be used during class discussions.

B. Each student will be asked to prepare a short reaction paper of just 1 to 2 pages (to be submitted on-line in advance of the class) about some of the reading assignments (see assignment schedule below). The paper should (1) briefly summarize the reading; (2) mention your own reactions to the reading, including particular points with which you may agree or disagree; (3) mention any questions which you may have had about the assignment as well as topics that might be pursued in class discussions. Each student will be asked to lead off the discussion on one part of the reading assignments over the course of the term. Students assigned to lead a given discussion should write a somewhat expanded paper of 3 to 4 pages on that particular topic.

C. Each student will write a short “Reflections” paper of 4 to 5 pages, due shortly following the Paris trip and responding to that experience—both in seminar meetings and during non-seminar hours—as well as to reflections growing out of the Gopnik book.

D. Each student will prepare a Research Paper of 5 to 7 pages (double-spaced), which will be due no later than April 30. This paper should be submitted on-line, preferably as a Word document, through the Blackboard site and its Safe Assign feature –found under “Control Panel” and “Course Tools.”) The paper should focus on a central theme (chosen by the student and approved by the instructor) and relate to the Learning Outcomes described below. The paper should when possible, integrate material from the readings and class discussions, while also probing beyond the assigned readings—investigating points of further interest. These additional resources could include, for example, writings by one or more of the Paris speakers, and/or follow-up e-mail interviews with them, as well as other relevant materials. All students should submit their proposed topics to the instructor at or before the class meeting on Tuesday, April 10.

E. Students are encouraged to contribute to various dimensions of the program, e.g. making informed introductions of Paris speakers, exploring free time opportunities in Paris, organizing a social event before and/or after the trip, coordinating lodging and travel arrangements, photographing and blogging about the trip, etc. Such contributions will be considered as part of the class participation dimension of the course.

5. GRADING:

Three elements will comprise the final grade. They are: class discussion and participation in Washington and in Paris, including logistical contributions, 30%; the reaction and reflection papers, including class presentations growing out of the reading, 35%; and the final paper, 35%.

6. TOPIC AND ASSIGNMENT SCHEDULE

The class will meet in Washington on designated Tuesdays before and after the Paris trip. The meetings in Paris will begin on Sunday afternoon, March 11 and end on Friday evening, March 16. A tour of the Versailles Palace and other optional events can be arranged for Saturday, March 17.

January 16: Introductions and Course Overview

January 23: Read Hachten & Scotten book (Introduction and chapters 1-5—short paper due)

January 30: Class will not meet.

February 6: Read Hachten & Scotten book (chapters 6-11).

February 13: Read Hachten & Scotten book (chapters 12-15 and conclusion—short paper due on H and S book as a whole—selecting any dimensions you feel were of particular interest.)

February 20: Read Steger book (short paper due)

February 27: Read Moisi book (short paper due)

March 6: Class will not meet. Read selected chapters in Gopnik book as well as any special materials that will be distributed relating to current Issues in Europe

March 11-17: Seminar in Paris

March 20: Class will not meet.

March 27: Class discussion of Paris trip; Paris Reflection Paper due.

April 3: Read Huebner book (chapters 1-6—short paper due)

April 10: Read Huebner book (chapters 7-9). Deadline for Approval of Research Paper topic

April 17: Class will not meet

April 24: Research Paper summary presentations by each student. Research Papers to be submitted (online, via Blackboard site) no later than April 30.

7. LEARNING OUTCOMES:

At the conclusion of the course, students should be able to: (1) Summarize major trends which have changed the nature of world media in recent years, both the growing category of cross-border media and the changing nature of local and national media; (2) Describe varying ways of interpreting the relationship between media and society in Europe and the US; (3) Compare and contrast differing approaches to professional media careers in an international context; (4) Evaluate the impact of technological change as both a fragmenting and a connecting force.

8. OTHER UNIVERSITY AND CLASS POLICIES

University Policy on Religious Holidays: 1. Students should notify the instructor during the first week of the semester of their intention to be absent from class on their day(s) of religious observance; 2. The instructor will extend to these students the courtesy of absence without penalty on such occasions, including permission to make up examinations

Academic Integrity: The instructor supports and will enforce the GW Code of Academic Integrity, including this provision: "Academic dishonesty is defined as cheating of any kind, including misrepresenting one's own work, taking credit for the work of others without crediting them and without appropriate authorization, and the fabrication of information." For the remainder of the code, see: <http://www.gwu.edu/~ntegrity/code.html>

Disability support services: Any student who may need an accommodation related to a disability should contact the Disability Support Services office at [202-994-8250](tel:202-994-8250) in the Marvin Center, Suite 242, to establish eligibility and to coordinate reasonable accommodations. For additional information please refer to: <http://gwired.gwu.edu/dss/>

The University Counseling Center (UCC): [202-994-5300](tel:202-994-5300)—UCC offers 24/7 assistance and referral to address students' personal, social, career, and study skills problems. Services for students include: crisis and emergency mental health consultations, as well as confidential assessment, counseling services (individual and small group), and referrals. <http://gwired.gwu.edu/counsel/CounselingServices/AcademicSupportServices>.

University Policy on Time Requirements. This is a three-credit course. Over the semester, students are expected to spend 150 minutes in class lecture and discussion meetings under the instructor's supervision (37.5 hours for the semester) and 300 minutes per week on homework and other out-of-class preparations (75 hours for the semester).

Security: In case of an emergency, if possible, the class should shelter in place. If the class building is affected, follow the posted evacuation procedures for the building. After evacuation, seek shelter at a predetermined rendezvous location.