

The George Washington University  
Spring Semester, 2019  
Tuesdays: 6:10 to 8:00 pm

School of Media and Public Affairs  
Government Hall, Room 104  
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, and a number of the programs will be held in homes and workplaces, offering a behind-the-scenes perspective on Paris. Because many of the class-hours will take place in Paris, the class will meet only on designated Tuesdays in Washington.

The media have played a central role in shaping the rapidly changing international scene--both its new global connectedness and its intensifying tribal dimensions. 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 highly 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](mailto:huebner@gwu.edu) Phone: 202-994-0042. Office Hours: Tuesdays from 2:00 to 6:00 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, *The Fake News Panic of a Century Ago* (2018)

Each student will be asked to lead a discussion on some part of the assigned readings. Graduate students –and undergrads who choose to complete an optional extra-credit assignment, will also be asked to prepare a short paper one of the books listed below.

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 book (see reference above).

OTHER RELEVANT READING MATERIALS will be distributed as the class proceeds. These resources will provide a deeper background and a relevant update on issues and personalities that that will be encountered during the overseas trip.

#### 4. CLASS MEETINGS AND PROJECTS:

A. The class will meet on designated Tuesdays, before and after the Spring Break. Class attendance and participation—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. 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 no more than 2 pages about some of the reading assignments (see assignment schedule below). The paper can be written in outline form, and submitted to the Instructor’s email address, preferably in Word document form, before the class for which the reading is assigned. It should, briefly: (1) summarize the reading; (2) mention your reactions to the reading, including any points of agreement or disagreement; (3) suggest any themes which you think might usefully be pursued in class discussions.

C. Each student will be asked to be lead-off the discussion on one part of the reading assignments over the course of the term, taking no more than 5 minutes to summarize the assigned material, mention any personal reactions, and suggest one or two discussion points for the class.

D. Each student will write a short “Reflections” paper of 3 to 4 pages, following the Paris trip and responding to that experience—both in seminar meetings and during non-seminar hours —while also sharing any reflections that may grow out of the Gopnik book or other readings.

E. Each student will prepare a final Research Paper of about 5 to 6 pages (double-spaced), which will be due on or before April 30. This paper should be submitted on-line, preferably as a Word document. The paper should focus on a central theme, chosen in consultation with the instructor and related to the Learning Outcomes described below. The paper should integrate relevant course materials, while also probing beyond the class assignments. Additional resources could include, for example, writings by one or more of the Paris speakers, and/or follow-up e-mail exchanges with them, as well as other informative materials. All students should submit their proposed topics to the instructor at or before the class meeting on Tuesday, April 16.

E. Students are encouraged to contribute to various logistical dimensions of the Seminar program, e.g. making informed introductions of Paris speakers, recommending valuable free time opportunities in Paris, organizing a class 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:

Four elements will comprise the final grade. They are: (1) class discussion and participation in Washington and Paris, including logistical contributions (25%); the short reaction papers (20%); the short reading quiz (10%); the Paris reflection paper (20%); and the final paper, (25%).

## 6. TOPIC AND ASSIGNMENT SCHEDULE:

The class will meet at GWU on designated Tuesdays before and after the Paris trip. The meetings in Paris will begin on Sunday afternoon, March 10 and end on Friday evening, March 15. A tour of the Versailles Palace and other optional events can be arranged for Saturday, March 16.

January 15: Introductions and Course Overview

January 22: Read Hachten & Scotten book (Introduction and chapters 1-8).

January 29: Read Hachten & Scotten book (chapters 9-15 and conclusion). Short reading quiz on all of H and S book.

February 5: Class will not meet.

February 12: Read Steger book (all) and Huebner book (Chapter 10). Class short paper due.

February 19: Read Moisi book (all). Class short paper due.

February 26: Class preparation for Paris trip.

March 5: Class will not meet, but students should read selected chapters in Gopnik book as well as any special materials that may be distributed relating to current issues in Europe. Rick Steves' guidebook to Paris is also a useful optional resource.

March 10-16: Seminar in Paris.

March 19: Class discussion of the Paris experience.

March 26: Class will not meet.

April 2: : Paris Reflection Paper due. Reflection Paper summary presentations by each student.

April 9: Read Huebner book (chapters 11-15). Class short paper due.

April 16: Class will not meet. Deadline for Approval of Research Paper topic

April 23: Research Paper summary presentations by each student. Research Papers to be submitted on-line, 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 referral.  
<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.