

Communication 297G – MEDIA, GOVERNANCE, POWER

Fall 2007

Tuesdays and Thursdays, 9:30-10:45 AM
School of Management (SOM) Rm 137

CONTACT DETAILS:

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You will be required to regularly use the Spark WebCT course site for required texts and learn about course updates and announcements. This is also the site that you will be expected to use to check your grades. If you have logistical questions about course readings, quizzes, assignments and exams, email your teaching assistants and/or go see them during office hours.

If you have substantive questions regarding course content or other issues that require my attention, please try and stop by my office hours OR make an appointment via email at: pchakrav@comm.umass.edu

Course Description

As communication technologies and the media have become an increasingly central part of our everyday lives across almost all aspects of our lives, it becomes crucial to understand broader questions about the design, use and accountability of increasingly global communication technologies and transnational media systems. This course introduces students to the basics of political economic and critical historical approaches to the study of communication. We will approach the central questions of “Who controls communication?” in historical perspective—from the 19th century and the height of the Western Colonial Empire to the current era of globalization. This course is designed to introduce you to a set of theories about communication technologies and mass media, by considering the changing relationship between the state—the nation state, supranational institutional actors as well as local authorities—and the market, across different societies. We will examine the history and future of “global communication” from underwater cables and the telegraph, to radio and television and finally the Internet

“revolution” and the spread of mobile media. We will rely on scholarly articles and books as well as journalistic writing, fiction and documentary film to provide background, context and a range of opinions on relevant topics. In order to do well in this course, you will be expected to BOTH attend class regularly and keep up with readings.

Readings

- Briggs, Asa and Peter Burke (2005) *A Social History of the Media: From Gutenberg to the Internet*. Polity Press.
- Kunzru, Hari (2004) *Transmission*. Dutton Press.
- Lynch, Marc (2007) *Voices of the New Arab Public: Iraq, al-Jazeera, and Middle East Politics Today*. Columbia University Press

Books for this class are available at **Amherst Books at 8 Main Street, Amherst**

Phone: 413 256 1547.

Email: books@amherstbook.com

All three books are also on reserve at the W.E.B. Du Bois Library (3rd floor Reserve Services)

- ALL ADDITIONAL MATERIALS ARE AVAILABLE ON WebCT Spark site at:
<https://spark.oit.umass.edu/webct/entryPageIns.dowebct>

Using WebCT Vista

You are required to use the WebCT Vista program to check for announcements, download readings, access background materials, submit all your written assignments for the class and check your grades. Detailed instructions on using WebCT Vista are included in a separate handout. It is your responsibility to learn how to use WebCT and you can consult the OIT helpdesk for any questions you might have about the program.

<http://www.oit.umass.edu/webct/campus-vista/students/index.html>

Course Requirements

Group Discussion (10%)

We will have weekly group discussion of course materials where you will submit a summary sheet of your group's discussion. We will use these sheets to tally your participation grade, with the understanding that you can miss up to 3 without penalty.

Assignments (20%)

There are two take-home assignments to be completed during the semester. These assignments ask you to *apply* readings and lecture material to a particular issue or topic in an essay format (3-5 double-spaced pages). Detailed instructions will be distributed in class explaining these assignments.

Midterm In-Class Exam (30%)

There will be an in-class mid-term exam consisting of true or false, multiple choice as well as short-answer questions (handwritten paragraph or two). This exam will cover material presented in-class and in the readings from the whole semester.

Final Exam (40 %)

There will be a cumulative final exam that emphasizes materials covered in the second half of the course. The exam will consist of short answer s as well as a longer essay component.

Evaluation

Quizzes	10%
Assignment #1	10%
Assignment #2	10%
Midterm Exam	30%
<u>Final Exam</u>	<u>40%</u>
TOTAL	100%

Students will also have the opportunity to do two extra credit assignments for a total of 10 percent of your final grade. Should you choose to pursue these options, your final exam would count for 30 or 35 % of your total grade, as opposed to 40 %.

Policies

Plagiarism: If you fail to cite or identify the origin of a direct quote or of an idea that you have paraphrased, then you are plagiarizing. Plagiarism can result in consequences varying from a warning to a more formal punishment through the university, including failing the class.

Style for Assignments Students will be asked to cite and reference their assignments in the APA (American Psychological Association) style, which will be reviewed in class. Standard instructions for class assignments include: identifying assignments with student numbers rather than names, stapling, and double-spacing, and using 12 point font.

Late Assignments: It is difficult for the instructor and teaching assistant to coordinate grading, ensure fairness, or return papers in a timely manner when assignments are not handed in on time. To encourage on-time assignments, for each **business day** that a paper is late it will receive a 2% reduction in the total score. Papers will not be accepted more than 2 weeks after the assignment was originally due, unless there are extenuating circumstances (such as an illness that can be documented), in which case the student and instructor will come to an agreement together.

Students with Disabilities: Reasonable accommodations will be made for students with documented disabilities, with the advice and assistance of the appropriate services on campus.

Syllabus Changes: This syllabus is a contract between professor and students. However, it is subject to change with sufficient notice to students.

COURSE SCHEDULE

UNIT 1

WEEK 1

Tuesday, September 4th

- Introduction: Why History Matters in Media Studies
- Texts:
 1. Listen to Interview with Professor Eric Kleinenberg on *Media Matters* (WebCT)

Thursday, September 6th

- Topic: The Social Context of the Print Revolution
- Texts:
 1. Briggs & Burke, pp. 13-60.

WEEK 2

Tuesday, September 11th

- Topic: Media and the Public Sphere in Europe
- Texts:
 1. Briggs & Burke, pp. 61-87.

Thursday September 13th

- Topic: Industrial Communication and Colonial Empire
- Texts:
 1. Briggs & Burke, pp. 88-99.
- **ASSIGNMENT 1 HANDED OUT**

WEEK 3

Tuesday, September 18th

- Topic: Language, Representation and Imperialism
- Texts:
 1. Rudyard Kipling “The White Man’s Burden” (WebCT)

Thursday, September 20th

- Topic: Racial Supremacy, Advertising and Empire
 - Texts:
 1. McClintock, Anne (1995) *Imperial Leather: Race, Gender and Sexuality in Colonial Conquest*. New York: Routledge: 207-231. (WebCT)
- WEEK 4

WEEK 4

Tuesday, September 25th

- Topic: Regulating International Communications
- Texts:
 1. Briggs and Burke, pp. 100-124.
- **ASSIGNMENT 1 DUE**

Thursday, September 27th

- Topic: The Rise of the Mass Culture Industries
- Texts:
 1. Briggs and Burke, pp. 124-150.

UNIT 2

WEEK 5

Tuesday, October 2nd

- Topic: Mass Media, Public Opinion and Propaganda
- Texts:
 1. Briggs and Burke, pp. 151-197.

Thursday, October 4th

- Topic: The Postcolonial Nation State
- Texts:
 1. Speech by Prime Minister Nehru to the Bandung Conference (1955) (WebCT)
 2. Armand Mattelart (2000). *Networking the World 1794-2000*. Minneapolis: University of Minnesota Press: pp. 49-73.

WEEK 6

Tuesday, October 9th

NO CLASS: MONDAY SCHEDULE

Thursday, October 11th

- Topic: Media and the Nation State in a Bipolar World
- Texts:
 1. Schiller, Herbert (1992) *Mass Communications and American Empire*. San Francisco: Westview Press: 123-136.

WEEK 7

Tuesday, October 16th

- Topic: Review of Global Communication and the Cold War Era
- Texts:
 1. Briggs and Burke, pp. 203-215.

Thursday, October 18th

- **IN CLASS MIDTERM EXAM**

UNIT 3

WEEK 8

Tuesday, October 23rd

- Topic: The New Global Political Economic Order
- Texts:
 1. Paula Chakravartty & Katharine Sarikakis (2006) *Media Policy and Globalization*. Edinburgh: University of Edinburgh Press, pp. 24-48.

Thursday, October 25th

- Topic: Cultural Globalization
- Texts:
 1. 1. Global Music Machine, *BBC Worldservice* (WebCT)

WEEK 9:

Tuesday, October 30th

- Topic: Convergence and the “Information Society”
- Texts:
 1. Briggs and Burke, pp. 216-253.

Thursday, November 1st

- Topic: Conglomeration and the Shrinking of the Public Sphere
- Texts:
 1. Listen to Discussion about Rupert Murdoch and Dow Jones on *Democracy Now* August 7th, 2007 (Web CT)

WEEK 10:

Tuesday, November 6th

- Topic: Global Media, Democracy and Empire
- Texts:
 1. Mitchell, Timothy (2002) “McJihad: Islam in the Global Order” *Social Text* 73 (4), pp. 1-18 (WebCT)
- **EXTRA CREDIT OPTION 1 HANDED OUT**

Thursday, November 8th

- Topic: The US Media and the Iraq War
- Texts:
 1. Watch News Wars (Part 1 & 2) on *Frontline*, 2007 (WebCT)
 2. Lynch, Mark (2007), pp. 1-28

WEEK 11

Tuesday, November 13th

- Topic: The Arab Public Sphere
- Texts:
 1. Lynch, Marc (2007), pp. 29-88.

Thursday, November 15th

- Topic: Media and Transformation in the Arab World
- Texts:
 1. Lynch, Marc (2007), pp. 89-170.
- **EXTRA CREDIT OPTION 1 DUE**

WEEK 12

Tuesday, November 20th

- Topic: Al Jazeera
- Texts:
 1. Lynch, Mark (2007), pp. 171-251.
- **ASSIGNMENT 2 HANDED OUT**

Thursday, November 22nd

THANKSGIVING

UNIT 4

WEEK 13

Tuesday, 27th

- Topic: Labor and the Information Economy
- Texts:
 1. Watch the Lecture by Thomas Friedman (The World is Flat) *Mitworld.edu* (WebCT)
 2. Read/Explore no jobsforindia blog
<http://www.nojobsforindia.com/>
 3. Read/Explore Blame India Watch Blog
<http://blameindiawatch.blogspot.com/>
- **EXTRA CREDIT OPTION 2 HANDED OUT**

Thursday, November 29th

- Topic: Technology, Mobility and Ties that Bind
- Readings:
 1. Kunzru, Hari (2004) *Transmission*

WEEK 14

Tuesday, December 4th

- Topic: Intellectual Property and Creative Commons
- Texts:
 1. Listen to Interview with Professor Lawrence Lessig *Media Matters* (WebCT)
- **ASSIGNMENT 2 DUE**

Thursday, December 6th

- Topic: Piracy and Public Cultures
- Texts:
 2. Read interview with Brazilian Minister of Culture, Gilberto Gil, *IP Watch*, 2006. (Web CT)

WEEK 15

Tuesday, December 11th

- Topic: Media and Social Movements
- Texts:
 1. “Latin America and Telesur,” March 23, 2007, *The International Herald Tribune* (WebCT)
 2. Read Writer and Journalist Tariq Ali’s Blog on Telesur, June 2007 (WebCT)
 3. Read Wikipedia entry on Internet Activism:
http://en.wikipedia.org/wiki/Internet_activism
 4. Walden Bello (2007) *The World Social Forum and the Crossroads*. (WebCT)
- **EXTRA CREDIT OPTION 2 DUE**

Thursday, December 13th

REVIEW FOR FINAL EXAM