Globalization and Communication Technology
Introduction to Global Studies III

Global 202 III, Fall 2015
MW 11:00 AM - 12:15 PM
Bolton Hall B84

Professor A. Aneesh
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Office hours: MW 1-2 PM (Garland 114)

This course will explore the emergent reality of unprecedented economic, political, military, and cultural interconnections made possible through global communication technologies. It will allow us to develop new ways of analyzing and researching a world that is simply too complex to be captured in previous vocabulary. Global media marketing and global audiences, telecommunication networks shrouding the planet, transnational virtual communities, global financial flows, transnational 24-hour work regime extending across nations are beginning to stretch the language of nation-states, national borders and local community. The course is organized around three themes of global communication: conditions (how is global communication possible?), mechanisms (how does it work?) and risks (does it hurt?).

In short, this course will not only introduce you to the brave new global age, it will also offer theoretical and analytical tools to understand the world around you. And, you will enjoy it, too (hopefully!).

Texts

- Other texts will be available on D2L

Note: there will be a number of video screenings during the semester. You should approach these screenings as you would any other required reading by paying close attention and taking notes.

Goals

- Outline theories of globalization and its implications for everyday social reality (including your own).
Identify potential issues, problems, and risks introduced by communication technologies.

Describe the role and effects of the global media, ranging from the Internet to television.

Assignments:

- Quizzes 30% (300 points)
- Discussion 20% (200 points)
- Response Essay 50% (500 points)

Weekly Headache: Quizzes

- It is an absolute, total, unqualified requirement that you participate joyously (even if you need to fake it) in each class meeting. Attendance is mandatory because discussions are linked to it (i.e., you will be writing a short response to a fun question in class about one of the readings). But you will see how this initial headache will translate into collective happiness.

- To make sure that you read the assigned texts, we will have one short online quiz every week with Sunday as a weekly deadline, consisting of 10 questions each (2 points for each question, totaling 20 points for each quiz). Five out of ten questions will be asked from my class lecture (ensuring your attendance) and the other five will be from the weekly readings (ensuring your read them).

- Quiz questions will be mostly in the multiple-choice format. You can take the weekly quiz any time between Wednesday & Sunday (by midnight). But only one attempt is allowed for each quiz, and you have to complete it in 15 minutes, meaning there will be no time for you to go looking for answers in the book while taking the quiz. If for some reason, you miss taking a quiz, TOO BAD! (hint: 4-5 days are a lo-o-o-ng period of time to take a 15-minute quiz).

Weekly Trouble: Discussion

- Your participation in class discussions, including your response to a given question each week will cover about 20% of your total grade, i.e., 200 points.

Final Nightmare: Response Essay

- You will write one response essay, selecting a question from a given list of questions. In this paper you will apply the concepts and theories learned in different weeks.

  Format and Length of the assignment: 1400-1500 words, no more, no less (don’t forget to mention the word count at the beginning of the paper).

- Submit your paper in the D2L Dropbox in Word or PDF (12-point Times New Roman). And use your name and response question as your filename. For example, “Smith, Global Media Response.”
This paper must obviously be written well: good writing is very important for short papers. Please do not turn in a paper with typographical errors or poor organization (ah, life is rough!).

You can choose any writing style (e.g., MLA, APA or Chicago style) as long as you use it consistently. Even footnotes for bibliographic references will work for this paper.

Essay Due Date: Monday, December 14, 2015

Presentations: Last three class meetings

Credit Hours

It is expected that students will spend about 10 hours per week completing tasks related to this course. As a general guide, students should expect to spend about 3 hours reading assigned course materials, about 2 hours composing weekly responses for discussion, about 3 hours preparing for quizzes, and about 2 hours working on the semester long proposal project or preparing for exams.

Schedule

This schedule may change slightly as the course evolves. Updates on the D2L site will always supersede the schedule listed here. Always check D2L to know updated information about readings and assignments in a particular week.

CONDITIONS OF GLOBAL COMMUNICATION

Week 1
Introduction

September 2
  Introductory Lecture: What is Globalization?

Week 2
The Medium: Forget the Content
Debate: is the medium really the message?

September 7: LABOR DAY

September 9
  McLuhan, Understanding Media (D2L), 26 pages (McLuhan is the scholar who gave us the term “Global Village” in 1962)

Week 3
The Global Medium: Bits or Atoms?
Debate: can we eat information?

September 14
  Negroponte, Bits are Bits (Being Digital, Part I, pp. 11-88)

September 16
  Aneesh, “Code as Money,” (D2L), 20 pages
Discussion and Screening (TBA): McLuhan’s Wake or an interview with McLuhan

WEEK 4
The Medium: Interface
Debate: where are the people?

SEPTEMBER 21
❖ Negroponte, Interface (Being Digital, Part 2, pp. 89-162)

SEPTEMBER 23
❖ Negroponte, Digital Life (Being Digital, Part 3, pp. 163-226)
❖ Discussion and Screening: Triumph of the Nerds

MECHANISMS OF GLOBAL COMMUNICATION

WEEK 5
Honey, I shrunk the globe
Debate: Is the globe really shrinking?

SEPTEMBER 28
❖ Harvey, Space time compression (D2L), 20 pages

SEPTEMBER 30
❖ Aneesh, Neutral Accent (Prologue and Chapter 1: Glimpsing an Urban Future)
❖ Discussion and Screening: College, Inc.

WEEK 6
Working from Galaxies far far away
Debate: When did work turn into communication?

OCTOBER 5
❖ Aneesh, Neutral Accent (Chapter 2: Inside a call center)

OCTOBER 7
❖ Aneesh, Neutral Accent (Chapter 3: Neutral Accent)
❖ Discussion and Screening: Nalini by Day, Nancy by Night

WEEK 7
Neutralizations
Debate: How to explain the world’s indifference?

OCTOBER 12
❖ Aneesh, Neutral Accent (Chapter 5: Nightly Clashes)

OCTOBER 14
❖ Aneesh, Neutral Accent (Epilogue: The Logic of Indifference)
❖ Discussion and Screening: Outfoxed

WEEK 8
Media and Identity
Debate: Are our identities fragmenting?
OCTOBER 19
- Aneesh, *Neutral Accent* (Chapter 4: System Identities)
- Vaidyanathan & Bulock, Knowledge and Dignity in the Era of Big Data (D2L)
- NYT, Your Online Attention, Bought in an Instant

OCTOBER 21
- Baker, The Numerati (D2L)
- NYT, Your Online Attention, Bought in an Instant
- NYT, How Google is mapping our lives?
- **Discussion and Screening:**

  **WEEK 9**
  **Networks**
  *Debate: Is everything a network?*

OCTOBER 26
- Castells, Global Public Sphere (D2L)

OCTOBER 28
- Benkler, Peer Production (D2L)
- **Discussion and Screening:** Benkler on open source cooperation

RISKS OF GLOBAL COMMUNICATION

WEEK 10
**Surveillance**
*Debate: Security or Liberty?*

NOVEMBER 2
- Foucault, Panopticism
- Wired, The NSA Builds the biggest data eavesdropping network
- Total Information Awareness Program

NOVEMBER 4
- NYT, How Laura Poitras Helped Snowden Spill His Secrets
- **Discussion and Screening:** *Spying on the Home Front*

WEEK 11
**New Media, Youth and Revolution**
*Debate: whether to be young is very heaven?*

NOVEMBER 9
- Lisa Anderson, Demystifying the Arab Spring: Parsing the Differences Between Tunisia, Egypt, and Libya (D2L)
- Stepanova, The Role of Information Communication Technologies in the “Arab Spring” (D2L)
- Khondker, Role of the New Media in the Arab Spring (D2L)

**November 11**
- Howard and Parks, Social media and political change (D2L)
- Wolover, An Issue of Attribution: Tunisian Revolution and the Media
- **Discussion and Screening:** How Facebook Changed The World: The Arab Spring

**Week 12**
*Media Propaganda*
*Debate: Is it spin or reality?*

**November 16**
- Tabrizi, The Convergence of the Pentagon and Hollywood (D2L)
- Chomsky, Media Control (D2L)

**November 18**
- The New York Times, The Pentagon’s Hidden Hands
- **Discussion and Screening:** Pentagon and Hollywood: A Dangerous Liaison

**Week 13**
*War*
*Debate: are wars just bloody propaganda?*

**November 23**
- Der Derian, Virtuous War Virtual Theory (D2L)
- America’s Army: Video Game
- Der Derian, National Security (D2L)
- Der Derian, Imaging Terror (D2L)

**Thanksgiving Recess: November 25-November 29**

**Week 14**
*Resisting Surveillance and Information Hierarchies*
*Debate: is globalization information society at risk?*

**November 30**
- McCarthy, Toward an Information Movement (D2L), 30 pages.
- New Yorker, In Defense of Leakers: Snowden and Manning

**December 2**
- Course Recap
- **Discussion and Screening** (TBA)

**Week 15**
*Presentations*
*Your turn to lecture the class*
DECEMBER 7
    ❖ Student presentations (Last Names: A-I).

DECEMBER 9
    ❖ Student presentations (Last Names: J-R)

DECEMBER 14
    ❖ Student presentations (Last Names: S-Z)

SYLLABUS LINKS
1. Students with disabilities. Notice to these students should appear prominently in the syllabus so that special accommodations are provided in a timely manner. http://www4.uwm.edu/sac/
2. Religious observances. Accommodations for absences due to religious observance should be noted. http://www4.uwm.edu/secu/docs/other/S1.5.htm
3. Students called to active military duty. Accommodations for absences due to call-up of reserves to active military duty should be noted.
   Students: http://www4.uwm.edu/current_students/military_call_up.cfm
   Employees: http://www4.uwm.edu/secu/docs/other/S40.htm
   (Editorially Revised, 3/25/09)
4. Incompletes. A notation of "incomplete" may be given in lieu of a final grade to a student who has carried a subject successfully until the end of a semester but who, because of illness or other unusual and substantiated cause beyond the student's control, has been unable to take or complete the final examination or to complete some limited amount of term work. https://www4.uwm.edu/secu/docs/other/S_31_INCOMPLETE_GRADES.pdf
5. Discriminatory conduct (such as sexual harassment). Discriminatory conduct will not be tolerated by the University. It poisons the work and learning environment of the University and threatens the careers, educational experience, and well-being of students, faculty, and staff.
   https://www4.uwm.edu/secu/docs/other/S_47_Discrimina_duct_Policy.pdf
6. Academic misconduct. Cheating on exams or plagiarism are violations of the academic honor code and carry severe sanctions, including failing a course or even suspension or dismissal from the University.
   http://www4.uwm.edu/osl/dean/conduct.cfm
7. Complaint procedures. Students may direct complaints to the head of the academic unit or department in which the complaint occurs. If the complaint allegedly violates a specific university policy, it may be directed to the head of the department or academic unit in which the complaint occurred or to the appropriate university office responsible for enforcing the policy. https://www4.uwm.edu/secu/docs/other/S_47_Discrimina_duct_Policy.pdf
8. Grade appeal procedures. A student may appeal a grade on the grounds that it is based on a capricious or arbitrary decision of the course instructor. Such an appeal shall follow the established procedures adopted by the department, college, or school in which the course
resides or in the case of graduate students, the Graduate School. These procedures are available in writing from the respective department chairperson or the Academic Dean of the College/School. [http://www4.uwm.edu/secu/docs/other/S28.htm](http://www4.uwm.edu/secu/docs/other/S28.htm)

9. Other The final exam requirement, the final exam date requirement, etc. [http://www4.uwm.edu/secu/docs/other/S22.htm](http://www4.uwm.edu/secu/docs/other/S22.htm)

(Editorially Revised, 8/26/11) (Editorially Revised, 8/21/15)