Globalization and Communication Technology  
Introduction to Global Studies III  
Global 202 III, Fall 2014  
MW 11:00 AM - 12:15 PM  
Architecture & Urban Planning 191  

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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 globalization: conditions (how is globalization 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**

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

Develop an understanding of 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). 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 Monday & 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: one week is a lo-o-o-ng time to take a 15-minute quiz).

**Weekly Trouble: Discussion**

- Your participation in class discussions 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!).

- Essay Due Date: Thursday December 11, 2014
- Presentations: Last week of classes

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 3**
- Introductory Lecture: What is Globalization?

**WEEK 2**

*The Medium: Forget the Content*

*Debate: is the medium really the message?*

**SEPTEMBER 8**
- McLuhan, Understanding Media (D2L), 26 pages (McLuhan is the scholar who gave us the term “Global Village” in 1962)

**SEPTEMBER 10**
- McLuhan Explained (D2L)
- **Discussion and Screening:** *McLuhan’s Wake (or something else)*

**WEEK 3**

*The Global Medium: Bits or Atoms?*

*Debate: can we eat information?*

**SEPTEMBER 15**
- Negroponte, Bits are Bits (*Being Digital*, Part I, pp. 11-88)

**SEPTEMBER 17**
- Aneesh, “Code as Money,” *Virtual Migration* (ch. 6), 20 pages
- **Discussion and Screening (TBA):** *An Interview with Negroponte*

**WEEK 4**

*The Medium: Interface*

*Debate: where are the people?*

**SEPTEMBER 22**
- Negroponte, Interface (*Being Digital*, Part 2, pp. 89-162)

**SEPTEMBER 25**
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 29**

- Harvey, Space time compression (D2L), 20 pages

**October 1**

- Aneesh, Petro and Hall, Understanding Global Media (D2L), 30 pages
- **Discussion and Screening:** College, Inc.

**Week 6**

*Working from Galaxies far far away*

Debate: When did work turn into communication?

**October 6**

- Aneesh, Virtual migration (chapters 4), 30 pages

**October 8**

- Aneesh, Virtual migration (chapters 5), 35 pages
- **Discussion and Screening:** Nalini by Day, Nancy by Night

**Week 7**

*Networks*

Debate: Is everything a network?

**October 13**

- Castells, Global Public Sphere (D2L)

**October 15**

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

**Week 8**

*Media Networks*

Debate: who owns the global media?

**October 20**

- McChesney, Media Convergence and Globalization (D2L)

**October 22**

- Habermas, Political Communication in Media Society (D2L)
- **Discussion and Screening:** Outfoxed

**Week 9**

*Media and Identity*
Debate: Are our identities fragmenting?

October 27
- Aneesh, System Identities (D2L)
- Vaidyanathan & Bulock, Knowledge and Dignity in the Era of Big Data (D2L)
- NYT, Your Online Attention, Bought in an Instant

October 29
- Baker, The Numerati (D2L)
- NYT, Your Online Attention, Bought in an Instant
- NYT, How Google is mapping our lives?
- Discussion and Screening:

Risks of Global Communication

Week 10
Surveillance
Debate: Security or Liberty?

November 3
- Foucault, Panopticism
- Wired, The NSA Builds the biggest data eavesdropping network
- Total Information Awareness Program

November 5
- 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 10
- 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 12
- 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 17**

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

**November 19**

- 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 24**

- 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 27-December 1**

**Week 14**

*Resisting Surveillance and Information Hierarchies*

*Debate: is globalization information society at risk?*

**December 1**

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

**December 3**

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

**Week 15**

*Presentations*

*Your turn to lecture the class*

**December 8**

- Student presentations (Last Names: A-M).

**December 10**

- Student presentations (Last Names: N-Z)