Overview:
This class is designed to be an introduction for freshmen and students who are new to the study of globalization. In this course we will examine the cultural, social, and political shifts brought about by globalization. For the most part, our focus will be on modern and contemporary world culture and on current issues in the globalization of telecommunications of all kinds. We will, however, also consider the historical contexts and pressures at work within the contested terrain of globalism.
This course is divided into three sections. Section one is focused on the history, institutions, key terms and theories of globalization. Section two turns the lens on multimedia and entertainment conglomerates which in many ways influence what global cultures get to see, hear, and buy. Section three moves the debate to the growing power and influence of Asia to ask the question: will the 21st Century be the Asian Century?

Please note: Summer classes move fast so please do not take a couple of days off. Ideally, you should read ahead and be ready for discussions, responses, and essays before they are due. All discussions and essays should be in Word.
Required Reading:
Required readings are in the “Table of Contents” section, while deadlines for discussions and responses can be found in “Syllabus/Course Calendar.” All reading assignments should be completed by the indicated deadlines for discussions and responses. You should get started on the readings as soon as possible because the first required discussion post is due May 27 by 11:30pm, and the first response post is due May 28.

All discussion posts are due by 11:30pm on the designated day and Responses are due by 11:30pm of the following day. Essays are due by 11:59pm on the designated day.

Requirements and Grades:
Grades in this class will be based on the Discussions and Responses (50%) and on THREE essays of a minimum of 3 pages (50%). It is, therefore, very important that you keep up with the readings and know precisely when deadlines are looming. You are responsible for knowing when posts and essays are due.

Discussions and Responses:
A significant portion of our class activity (and 50% of your grade) is composed of asynchronous conversations—i.e., we will not all be talking at the same time. Using live chat rooms for our discussions would be problematic since it is impossible to get everyone online at the same time. Instead, we will use discussion boards that allow you to take part in the class conversation at your convenience. Through these online conversations, you will be able to bring your analytical, intellectual, and experiential perspectives to our readings and discussions. In addition, you should be able to get to know each other and inspire one another intellectually. Please be warned, rudeness and inappropriate language in your posts will not be tolerated. Keep it civil, people.

You are required to post ONE discussion message in response to the reading in about 300 words. Try not to go beyond this limit and save your larger thoughts for the essays

Beyond this, you must respond to at least ONE of your peers’ discussion posts in 150–200 words. You are welcome to debate with more than one of you class mates and, in fact, I welcome and encourage lively (but civil) discussion.

For a detailed description of what constitutes academic misconduct and the consequences involved go to:
May 26: Introductions: To get us started, post a brief introduction in the “Discussion” section along the following lines: Why were you drawn to this class? Have you taken other classes in global studies? Have you ever been abroad, for fun or study? And anything else that might be of interest to the class.

Key Terms, Organizations, and Theories
Reading: “Global Communication: Background,” pages 1-16. Cold War—Globalization—Terrorism—NWICO

May 27: Discussion #1 due by 11:30pm
May 28: Response due by 11:30pm

World Systems Theory
Reading: “Global Communications: Background,” pages 24-34.
(Pay particular attention to pages 30-34, “Connections,” and “Communication Forces among Nations”).

May 30: Discussion #2 due by 11:30pm
May 31: Response due by 11:30pm

Essay Topic: Core and Periphery

ESSAY # 1 DUE JUNE 2 BY 11:59 PM

Section Two
Globalization and Electronic Imperialism

June 3:  *U.S. Media and MTV*
Reading: “Global Issues: Music and MTV,” pages 223—234

June 4: Discussion # 3 by 11:30pm
June 5: Response due by 11:30pm

June 7: *The MTV Effect*
Reading: “MTV: Dominant Global Music Connection” 235-42
“2013 MTV EMA' Delivers Huge Global TV Ratings
Including Most Watched EMA Ever In The U.S.”

June 8: Discussion #4 due by 11:30pm
June 9: Response due by 11:30pm

Essay Topic: Cultural Imperialism

JUNE 11: ESSAY #2 DUE BY 11:59 PM

---

Section Three
The Rise of Asia and Summary

June 13: **China: The Rising Global Power**
Reading: “Media Globalization: China”
Lecture Notes: The Coming Asian Century
“China: Soft Power in Africa”
“Stampede to Join China’s Development Bank Stuns Even Its Founder”
Suggested Reading: Alternative Opinion: “The world has nothing to fear from the US losing Power.”

June 14: Discussion #5 due by 11:30pm
June 15: Response due by 11:30pm
June 16: *The Pros and Cons of Globalization*

**Reading:** “Summary and Conclusions,” pages 349-366

June 17: Discussion #6 due by 11:30pm
June 18: Response due by 11:30pm

**Final Essay Topic:** Global Discontents and Achievements

---

For more information about the BA in Global Studies and Education Abroad opportunities at UWM, click on the following: [http://www.uwm.edu/Dept/CIE/GS/](http://www.uwm.edu/Dept/CIE/GS/)

If you are interested in film and media studies at UWM (from BA through PhD) click on the following: [http://www.uwm.edu/Dept/English/film/](http://www.uwm.edu/Dept/English/film/)