# MCOM 3205: Day-by-day outline

*(Last updated: 2/18/09)*

*All readings in Blackboard Readings folder unless otherwise noted.*

<table>
<thead>
<tr>
<th>Class Day #</th>
<th>Class Date</th>
<th>In-class Topic</th>
<th>Reading &amp; Homework Due</th>
<th>Major Assign. Due?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day 1</td>
<td>Mon., Jan. 5</td>
<td><strong>Class Introduction &amp; overview</strong></td>
<td></td>
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</tbody>
</table>
| Day 2       | Wed., Jan. 7     | **GLOBALIZATION**

  *Defining globalization -- different perspectives*

  **Video(s):** Wal-Mart and American jobs

- [Held, D. et al. (1999). What is globalization? (parts 1-9)](http://www.polity.co.uk/global/whatisglobalization.asp) *(Global transformations: Politics, economics, & culture)*
  - *Write short bio for Global Forum on Blackboard*, submit using "Send your paper" function in Blackboard

| Day 3       | Mon., Jan. 12    | **GLOBAL MEDIA**

  *- An overview*

  (Introduce e-mail UM student assignment) | - [Comor, E. (2003). Media corporations in the age of globalization, pp. 19-33.](International & development communication) | Group Discussion Leaders & Region Experts Sign-up |
|-------------|------------------|-----------------------------------------------------------------|----------------------------------------------------------------------------------------|--------------------------|
| Day 4       | Wed., Jan. 14    | **GLOBAL CULTURE, AMERICANIZATION, OR BOTH?**

  **Video Clips:** “The First Universal Nation” (?)

<p>|             |                  |                                                                 | - [Global Forum POST No. 1]                                                             |                          |</p>
<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
<th>Notes</th>
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<tbody>
<tr>
<td>NO</td>
<td>Mon., Jan. 19</td>
<td>Martin Luther King Jr. Day NO CLASS</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
<td><strong>Martin Luther King Jr. Day NO CLASS</strong></td>
<td><strong>Extra Credit:</strong> Contact a Slovenian student, send him or her an e-mail (see assignment sheet in Blackboard &quot;Assignments&quot;)</td>
<td></td>
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</tbody>
</table>
- Think local, pp. 1-4 (2002). (The Economist)  
- **Blog POST No. 1** | Europe Group  
Post two readings/list of questions to class discussion board no later than Mon., Jan. 19 at 5 pm |
| Day 6 | Mon., Jan. 26 | GLOBALIZATION, LANGUAGE & IDENTITY  
The hegemony of English and the future of multilingualism  
- Franklin, J. (2003). We English speakers need incentives to learn other languages. (Asheville Citizen-Times)  
- **Global Forum REPLY No. 1:** You should have replied to at least ONE Slovenian student's post by this date. | Response paper due |
| Day 7 | Wed., Jan. 28 | WHAT IS DEVELOPMENT (COMMUNICATION)?  
Discourses on development & communication | - Melkote, S. (2003). Theories of development communication, pp. 129-146. (International & development communication)  
- **Blog POST No. 2** |       |
Day 8  Mon., Feb. 2

CRITICAL MEDIA ANALYSIS PART I:  
An introduction

(Introduce Media Analysis Paper assignment & Group Project assignment)

- AND → Read Latin America group’s two readings
- Latin America Group: Report on your group research up to this point, provide links to TWO interesting articles to read, discuss, & debate
  - Global Forum POST No. 2
  - Blog REPLY No. 1

Day 9  Wed., Feb. 4

CRITICAL MEDIA ANALYSIS PART II:  
Northern media images of Africa

(Introduce Issues & Country Expert assignment)

DVD and/or clips (?)

- AND → Read Africa group’s two readings
- Africa Group: Report on your group research up to this point, provide links to TWO interesting articles to read, discuss, & debate
  - Blog REPLY No. 2

Day 10  Mon., Feb. 9

CRITICAL MEDIA ANALYSIS PART III:  
Finding & analyzing media texts

Read Asia group’s two readings

- Asia Group: Report on your group research up to this point, provide links to TWO interesting articles to read, discuss, & debate
  - Global Forum REPLY No. 2

Day 11  Wed., Feb. 11

CULTURE, (MIS)REPRESENTATION & CONFLICT
Debating Samuel Huntington’s ‘Clash of Civilizations’ thesis


Latin America Group
Post two readings/list of questions to class discussion board no later than Sun, Feb. 1 at 12 p.m.

Africa Group
Post two readings/list of questions to class discussion board no later than Mon., Feb. 2 at 5 p.m.

Asia Group
Post two readings/list of questions to class discussion board no later than Sunday, Feb. 8 at noon.

Position paper due
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<th>Day 12</th>
<th>Mon., Feb. 16</th>
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<tbody>
<tr>
<td><strong>CULTURE, (MIS)REPRESENTATION &amp; CONFLICT</strong></td>
<td>&quot;Islamophobia&quot; and American (mis)understandings of Islam</td>
</tr>
<tr>
<td>GUEST SPEAKER: Dr. Christine Sheikh</td>
<td>(Group conferences)</td>
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<tr>
<td>- Readings TBA</td>
<td>- <strong>Global Forum POST No. 3</strong></td>
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<tr>
<th>Day 13</th>
<th>Wed., Feb. 18</th>
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<tbody>
<tr>
<td><strong>CASE STUDY IN MEDIA, CULTURE &amp; (MIS)REPRESENTATION</strong></td>
<td>Changing views of Islam</td>
</tr>
<tr>
<td>GUEST SPEAKER: Dr. Liyakat Takim</td>
<td>(Group conferences)</td>
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<tr>
<td>- Readings TBA</td>
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<tr>
<th>Day 14</th>
<th>Mon., Feb. 23</th>
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<tbody>
<tr>
<td><strong>CULTURE, (MIS)REPRESENTATION &amp; CONFLICT</strong></td>
<td>The case of Iran</td>
</tr>
<tr>
<td>GUEST SPEAKER: Morehshin Allahyari</td>
<td>- <strong>Global Forum REPLY No. 3</strong></td>
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<tr>
<th>Day 15</th>
<th>Wed., Feb. 25</th>
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<tbody>
<tr>
<td><strong>CULTURE, (MIS)REPRESENTATION &amp; CONFLICT</strong></td>
<td>Analyzing an American documentary on Islam</td>
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<tr>
<td>DVD: &quot;Obsession: Radical Islam’s war against the West&quot;</td>
<td>- Readings TBA</td>
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<tr>
<td>- <strong>Blog POST No. 3</strong></td>
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<tr>
<th>Day 16</th>
<th>Mon., March 2</th>
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<tr>
<td><strong>THE NEW GLOBAL MEDIA</strong></td>
<td>The case of Al-Jazeera</td>
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| Day 17 | Wed., March 4 | THE NEW GLOBAL MEDIA  
The case of Al-Jazeera  

→ ALSO: Read Middle East group’s two readings  
- **Middle East Group**: Provide links to TWO interesting articles to read, discuss, & debate  
- Global Forum POST No. 4 |

| Day 18 | Mon., March 9 | GROUP PROJECT PRESENTATIONS | GROUP PROJECT PRESENTATIONS  
Europe  
Latin America  
Asia  
- Global Forum POST - EXTRA CREDIT  
- Global Forum REPLY – EXTRA CREDIT |

| Day 19 | Wed., March 11 | GROUP PROJECT PRESENTATIONS | GROUP PROJECT PRESENTATIONS  
Africa  
Middle East | Final Group Project Papers Due |