

## MCOM 3205: Day-by-day outline

(Last updated:2/18/09)

All readings in Blackboard Readings folder unless otherwise noted.

Class Day #	Class Date	In-class Topic	Reading & Homework Due	Major Assign. Due?
Day 1	Mon. Jan. 5	Class Introduction & overview		
Day 2	Wed., Jan. 7	<p><b>GLOBALIZATION</b> Defining globalization -- different perspectives</p> <p><u>Video(s)</u>: Wal-Mart and American jobs</p> <p>(Introduce Global Forum Assignment &amp; Lead Group Discussion Assignment)</p>	<p>- Held, D. et al. (1999). What is globalization? (parts 1-9) (<a href="http://www.polity.co.uk/global/whatisglobalization.asp">http://www.polity.co.uk/global/whatisglobalization.asp</a>) (<i>Global transformations: Politics, economics, &amp; culture</i>)</p> <p>- Friedman, T. (1999). The new system, pp. 8-19 (<i>Globalization &amp; state power: A reader</i>)</p> <p>- Lee, P. (2000). Three processes of dissolving boundaries, pp. 58-71. (<i>In search of boundaries: Communication, nation-states and cultural identities</i>)</p> <p>- <u>Write short bio for Global Forum on Blackboard</u>, submit using "Send your paper" function in Blackboard</p>	
Day 3	Mon., Jan. 12	<p><b>GLOBAL MEDIA</b> - An overview</p> <p>(Introduce e-mail UM student assignment)</p>	<p>- Comor, E. (2003). Media corporations in the age of globalization, pp. 19-33. (<i>International &amp; development communication</i>)</p> <p>- Thussu, D. (2000). The historical context of international communication, pp. 11-52, (<i>International communication: Continuity &amp; Change</i>)</p>	Group Discussion Leaders & Region Experts Sign-up
Day 4	Wed., Jan. 14	<p><b>GLOBAL CULTURE, AMERICANIZATION, OR BOTH?</b></p> <p><u>Video Clips</u>: "The First Universal Nation" (?)</p> <p>(Introduce Response Paper assignment &amp; Blog Assignment)</p>	<p>-Straubhaar, J. (2003). Globalization, media imperialism, &amp; dependency as communications frameworks, pp. 225-237, (<i>International communication: Concepts &amp; cases</i>)</p> <p>- Kusiel, R. (2003). Debating Americanization: The case of France, pp. 95-111. (<i>Global America?</i>)</p> <p>- Winter, R. (2003). Global media, cultural change &amp; the transformation of the local, pp. 206-221. (<i>Global America?</i>)</p> <p>- <u>Global Forum POST No. 1</u></p>	

<b>NO CLASS</b>	Mon., Jan. 19	<b>Martin Luther King Jr. Day NO CLASS</b>	<b>Martin Luther King Jr. Day NO CLASS</b>  - <b>Extra Credit:</b> <a href="#">Contact a Slovenian student</a> , send him or her an e-mail (see assignment sheet in Blackboard "Assignments")	
Day 5	Wed., Jan. 21	<b>AMERICANS &amp; GLOBAL CULTURAL FLOWS</b> Cultural insularity in the center?	- Schmid, J. (2001). Islam's books go unread in the West, pp. 1-2 ( <i>International Herald Tribune</i> ) - Timberg, S. (2004). In an insular state of mind, pp. 1-7. ( <i>L.A. Times</i> ) - Think local, pp. 1-4 (2002). ( <i>The Economist</i> ) - Peaslee, R. & Coates, C. (2004). The political economy of foreign film distribution in the U.S., pp. 1-19.  - <a href="#">Blog POST No. 1</a>	<b>Europe Group</b> Post two readings/list of questions to class discussion board <u>no later than Mon., Jan. 19 at 5 pm.</u>
Day 6	Mon., Jan. 26	<b>GLOBALIZATION, LANGUAGE &amp; IDENTITY</b> The hegemony of English and the future of multilingualism  (Introduce Position Paper assignment)	- Phillipson, R. (1991). English: The dominant language, pp. 17-37. ( <i>Linguistic imperialism</i> ) - Alatis & Straehle. (1997). Imperialism, chauvinism, and paranoia, pp. 1-19. ( <i>World Englishes 2000</i> ) - Franklin, J. (2003). We English speakers need incentives to learn other languages. ( <i>Asheville Citizen-Times</i> )  - <a href="#">Global Forum REPLY No. 1:</a> You should have replied to at least ONE Slovenian student's post by this date.	<b>Response paper due</b>
Day 7	Wed., Jan. 28	<b>WHAT IS DEVELOPMENT (COMMUNICATION)?</b> Discourses on development & communication	- Melkote, S. (2003). Theories of development communication, pp. 129-146. ( <i>International &amp; development communication</i> ) - Neher, D. (2003). Development communication in Africa, pp. 133-152. ( <i>International communication: Concepts &amp; cases</i> )  - <a href="#">Blog POST No. 2</a>	

Day 8	Mon., Feb. 2	<p><b>CRITICAL MEDIA ANALYSIS PART I:</b> An introduction</p> <p>(Introduce Media Analysis Paper assignment &amp; Group Project assignment)</p>	<p>- Tveiten, O. (1999). The meaning of modernization: U.S. media and the Sandinista story, pp. 95-120. (<i>International media monitoring</i>)</p> <p>- AND → Read Latin America group's two readings</p> <p>- <b>Latin America Group:</b> Report on your group research up to this point, provide links to TWO interesting articles to read, discuss, &amp; debate</p> <p>- <a href="#">Global Forum POST No. 2</a></p> <p>- <a href="#">Blog REPLY No. 1</a></p>	<p><b>Latin America Group</b></p> <p>Post two readings/list of questions to class discussion board <u>no later than Sun, Feb. 1 at 12 p.m.</u></p>
Day 9	Wed., Feb. 4	<p><b>CRITICAL MEDIA ANALYSIS PART II:</b> Northern media images of Africa</p> <p>(Introduce Issues &amp; Country Expert assignment)</p> <p><u>DVD and/or clips (?)</u></p>	<p>- Fair, J. &amp; Chakravartty, P. (1999). Touring disaster: American television coverage of famine in the Horn of Africa, pp. 145-160. (<i>International media monitoring</i>)</p> <p>- Araya, S. "<a href="#">The misrepresentation of Africa</a>" (<a href="http://www.pambazuka.org/en/category/comment/39756">http://www.pambazuka.org/en/category/comment/39756</a>)</p> <p>- AND → Read Africa group's two readings</p> <p>- <b>Africa Group:</b> Report on your group research up to this point, provide links to TWO interesting articles to read, discuss, &amp; debate</p> <p>- <a href="#">Blog REPLY No. 2</a></p>	<p><b>Africa Group</b></p> <p>Post two readings/list of questions to class discussion board <u>no later than Mon., Feb. 2 at 5 p.m.</u></p>
Day 10	Mon., Feb. 9	<p><b>CRITICAL MEDIA ANALYSIS PART III:</b> Finding &amp; analyzing media texts</p>	<p>Read Asia group's two readings</p> <p>- <b>Asia Group:</b> Report on your group research up to this point, provide links to TWO interesting articles to read, discuss, &amp; debate</p> <p>- <a href="#">Global Forum REPLY No. 2</a></p>	<p><b>Asia Group</b></p> <p>Post two readings/list of questions to class discussion board <u>no later than Sunday, Feb. 8 at noon.</u></p>
Day 11	Wed., Feb. 11	<p><b>CULTURE, (MIS)REPRESENTATION &amp; CONFLICT</b> Debating Samuel Huntington's 'Clash of Civilizations' thesis</p>	<p>- Huntington, S. (1993). The clash of civilizations?, pp. 1-19. (<i>Foreign Affairs</i>)</p> <p>- Said, E. (2001). The clash of ignorance, pp. 1-5. (<i>The Nation</i>)</p>	<p><b>Position paper due</b></p>

Day 12	Mon., Feb. 16	<p><b>CULTURE, (MIS)REPRESENTATION &amp; CONFLICT</b>          “Islamophobia” and American (mis)understandings of Islam</p> <p>GUEST SPEAKER: Dr. Christine Sheikh          (Group conferences)</p>	<p>- Readings TBA</p> <p>- <a href="#">Global Forum POST No. 3</a></p>	<p><b>Submit issues &amp; countries assignment</b></p>
Day 13	Wed., Feb. 18	<p><b>CASE STUDY IN MEDIA, CULTURE &amp; (MIS)REPRESENTATION</b></p> <p>Changing views of Islam</p> <p>GUEST SPEAKER: Dr. Liyakat Takim          (Group conferences)</p>	<p>- Readings TBA</p>	
Day 14	Mon., Feb. 23	<p><b>CULTURE, (MIS)REPRESENTATION &amp; CONFLICT</b></p> <p>The case of Iran</p> <p>GUEST SPEAKER: Morehshin Allahyari</p>	<p>- <a href="#">Global Forum REPLY No. 3</a></p>	
Day 15	Wed., Feb. 25	<p><b>CULTURE, (MIS)REPRESENTATION &amp; CONFLICT</b></p> <p>Analyzing an American documentary on Islam</p> <p><u>DVD</u>: “Obsession: Radical Islam’s war against the West”</p>	<p>- Readings TBA</p> <p>- <a href="#">Blog POST No. 3</a></p>	<p><b>Media analysis paper due</b></p>
Day 16	Mon., March 2	<p><b>THE NEW GLOBAL MEDIA</b>          The case of Al-Jazeera</p> <p><u>DVD</u>: "Control Room"</p>	<p>- Zayani, M. (2005). Al-Jazeera and the vicissitudes of the new Arab mediascape, pp. 1-41. (<i>The Al-Jazeera phenomenon</i>)</p> <p>- Memmot, M. (2005). “Former Marine in media glare as he joins Al-Jazeera” (<i>USA Today</i>)</p> <p>- <a href="#">Blog REPLY No. 3</a></p>	

Day 17	Wed., March 4	<p><b>THE NEW GLOBAL MEDIA</b> The case of Al-Jazeera</p> <p><u>DVD</u>: Finish "Control Room" &amp; discuss &amp; analyze it</p>	<ul style="list-style-type: none"> <li>- Souheila Al-Jadda. (2005). "Does Al-Jazeera belong in the USA?" (<i>USA Today</i>)</li> <li>- Krane, J. (2007). "Al Jazeera English scores gains" (<i>Associated Press</i>)</li> <li>- Milbank, D. (2008). "Live from Golden, Colo., it's Al-Jazeera" (<i>Washington Post</i>, 8-28-08)</li> </ul> <p>→ALSO: Read Middle East group's two readings</p> <p>- <b>Middle East Group</b>: Provide links to <i>TWO</i> interesting articles to read, discuss, &amp; debate</p> <p>- <a href="#">Global Forum POST No. 4</a></p>	<p><b>Middle East Group</b> Post two readings/list of questions to class discussion board <u>no later than Mon. March 2 at noon.</u></p>
Day 18	Mon., March 9	<p><b>GROUP PROJECT PRESENTATIONS</b></p>	<p>GROUP PROJECT PRESENTATIONS</p> <ul style="list-style-type: none"> <li>- Europe</li> <li>- Latin America</li> <li>- Asia</li> </ul> <p>- <a href="#">Global Forum POST - EXTRA CREDIT</a></p> <p>- <a href="#">Global Forum REPLY – EXTRA CREDIT</a></p>	
Day 19	Wed., March 11	<p><b>GROUP PROJECT PRESENTATIONS</b></p>	<p>GROUP PROJECT PRESENTATIONS</p> <ul style="list-style-type: none"> <li>- Africa</li> <li>- Middle East</li> </ul>	<p><b>Final Group Project Papers Due</b></p>