

Identification	Subject (code, title, credits)	PSIR 305: Global Media and Communication 3KU / 6ECTS credits		
	Department	Political Science and Philosophy		
	Level	Undergraduate		
	Term	Fall 2021		
	Instructor	Guljan Kulakhmet		
	E-mail:	gkulakhmet@khazar.org		
	Classroom/hours	41 Mehseti str. (Neftchilar campus), Room 201 N, Monday 13:40-16:50		
	Office hours	By appointment		
Prerequisites	None			
Language	English			
Compulsory/Elective	Elective			
Required textbooks and course materials	<p>Core readings:</p> <ul style="list-style-type: none"> • Daya Thussu. (2006) International Communication: Continuity and Change: 2nd Edition New York: Oxford University Press • George Ritzer (2013) The McDonalidization of Society. Thousand Oaks, CA: Pine Forge Press. • Todd Gitlin (2007) Media Unlimited. New York: Henry Holt. • Manuel Castells (2012) Networks of Outrage and Hope: Social Movements in the Internet Age. Cambridge, UK: Polity. • John Wiley & Sons Hamelink, C. J. (2014) Global Communication London: Sage • McPhail, Thomas L (2014) Global Communication: Theories, Stakeholders, and Trends Chichester, UK: John Wiley • Armand Mattelart. (1996) Networking the World: 1794 – 2000. University of Minnesota Press • Jeremy Tunstall (2008) The Media Were American: U.S. Media in Decline. Oxford University Press 			
Course outline	The Global Media and Communication course examines the relevance of the theories of globalization and international communication, trying to seek answer to the question of how can we identify and analyze its social and cultural consequences? It scrutinizes social media using political, historical, technological and cultural perspectives.			
Course objectives	<ul style="list-style-type: none"> - to provide students with a basic knowledge about global communication and international media development and different communication theories; - to provide students with thorough understanding of how media works, its role and how it differ and also to develop an appreciation of cultural differences; - to help students develop skills in primary research about global media and communication. 			
Learning outcomes	<p>By the end of the course students will be able to</p> <ul style="list-style-type: none"> - Critically assess contemporary media phenomena and research in the field of global communication - understand the impact of digital technologies on the production, distribution, and consumption of mediated communications and its consequences for global communications and networked publics - comprehend the value of cross-cultural communication and the exchange of ideas for the purpose of shaping global communication 			
Evaluation	Methods	Date/deadlines	Percentage (%)	
	Midterm evaluation	To be determined by the		25

	Dean's Office	
Class attendance		5
Active participation at the seminars		10
Case-study and PowerPoint presentation		5
Paper	Before 12 th week	8
Quiz	5 th and 12 th week	12
Final exam	To be determined by the Dean's Office	35
Total		100
Policy	<p>You are expected to:</p> <ul style="list-style-type: none"> - attend classes on a regular basis as the classes are conducted in a combined lecture/seminar format where students should <u>play an active part</u>. - read the assigned and suggested readings before you come to class - engage actively in classroom discussions - offer thoughtful and informed classroom presentations and written work - submit all your assignments on time - follow assignments closely and carefully. <p>Class attendance: Students are required to comply with the attendance policy of Khazar University. Full-time students are expected to attend all classes unless they are sick or have the permission of the instructor (<i>approved absence</i>).</p> <p>A student must submit an absence request in anticipation of an absence from the course. In case he/she fails to do so, his absence will be considered unapproved. Specifically, to be eligible for taking exams, students must not miss more than 25% of class hours (<i>unapproved absences</i>). Otherwise, the student can take the exam only with the approval of the School Dean. Continuing unapproved absences or lack of participation may lead to withdrawal from the course.</p> <p>Academic misconduct Academic honesty plays an essential part in maintaining the integrity of Khazar University. Students are expected to recognize and uphold high standards of intellectual and academic integrity. The following acts are examples of academic dishonesty, therefore are strictly forbidden and will, if proven, be penalized:</p> <ul style="list-style-type: none"> - plagiarism, - cheating, - unauthorized collaboration, - falsification, - multiple submissions. <p><i>On plagiarism:</i> Plagiarism is unethical and an <u>offence</u> under the University regulations. Please familiarize yourself with the regulations relating to plagiarism and cheating in examinations. Plagiarism is copying other people's work without <u>proper</u> attribution. The students committing plagiarism and the students providing materials for plagiarizing will automatically receive a zero (0) for the assignment. Students must always indicate that they used someone else's words and ideas if they have done so, by using quotation marks and mentioning the source in the text or a footnote. A bibliography must also follow after the end of your essays.</p> <p>Rules of Professional Conduct The students shall behave in the way to create favorable academic and professional environment during the class hours. Unauthorized discussions and unethical behavior are strictly prohibited. Classroom behavior that seriously interferes with either (a) the instructor's ability to conduct the class or (b) the ability of other students to benefit from the course program will not be tolerated. When a student's behavior in a class is so seriously disruptive as to compel immediate action, the instructor has the authority to remove a student from the class on an interim basis, pending an informal hearing on the</p>	

	behavior.	
Tentative Schedule		
Date/Day (subject to change if necessary on holidays)	Topics	Readings
Week 1 04.10.21	Introduction: Course Description What is Global Media? The Power of Media	Acquaintance with Syllabus and with the key concepts
Week 2 11.10.21	Historical Context of International Communication	Daya Thussu. (2006) <i>International Communication: Continuity and Change</i> . Chapter 1
Week 3 18.10.21	Theories of Communication Concepts and Models	Daya Thussu. (2006) <i>International Communication: Continuity and Change</i> . Chapter 2 Michael R. Real (1980) <i>Media Theory: Contributions to an Understanding of American Mass Communications</i> <i>American Quarterly</i> Vol.32, pp. 238-258. Johns Hopkins University Press
Week 4 25.10.21	Global Affairs: Actors, Communication and Culture Media Flows (Contra-Flow) Localisation / Glocalisation	Tunstall. <i>The Media Were American</i> . Chapter 7, 8, 9, International Panel on Social Progress (2016) <i>Media and Communications</i> . Available online: https://comment.ipsp.org/chapter/chapter-13-media-and-communications Chapter 2
Week 5 01.11.21	I The Media Imperialism Debate US Media / Western Global Media McDonaldisation	Oliver Boyd-Barrett. 1998. "Media Imperialism Reformulated." In D.K. Thussu, ed., <i>Electronic Empires</i> . London: Arnold. George Ritzer (2002) <i>McDonaldisation</i> . Chapter 1 and 8 Open Democracy debate on media ownership (2001-2012): http://www.opendemocracy.net Essays by Robert McChesney ("Policing the Thinkable"); McChesney's response to Compaine ("Media corporations vs. democracy") Quiz
Week 6 08.11.21	No class (Holiday)	
Week 7 15.11.21	II The Media Imperialism Debate Noam Chomsky on Media, Objectivity and Reality	Noam Chomsky (2002) <i>Media Control</i> , Second Edition: <i>The Spectacular Achievements of Propaganda</i> . Seven Stories Press Noam Chomsky (2017) <i>Requiem for the American Dream: The 10 Principles of Concentration of Wealth & Power</i>
Week 8 22.11.21	Midterm Exam	Midterm Exam

<p>Week 9 29.11.21</p>	<p>Media and Public Opinion Media and Executive Power</p>	<p>Marcus E. Ethridge (2010) Politics in a Changing World. Boston: Wadsworth. Part 3. Pp. 230-24 McCombs, M. (2013). Setting the agenda: The mass media and public opinion. John Wiley & Sons. Dahlgren, P. (Ed.). (2013). Young citizens and new media: Learning for democratic participation. Routledge</p>
<p>Week 10 06.12.21</p>	<p>Theories of Governance Global Governance Internet Governance</p>	<p>Laura Denardis “Global War for Internet Governance”. Chapter 1 and 10. Magder, Ted (2006) “International Agreements and the Regulation of World Communication,” in J. Curran and D. Morley eds. Media and Cultural Theory Williams, B. A., & Carpini, M. X. D. (2011). After broadcast news: Media regimes, democracy, and the new information environment. Cambridge University Press.</p>
<p>Week 11 13.12.21</p>	<p>Propaganda and Diplomacy</p>	<p>Joseph Nye. 2008. “Public Diplomacy and Soft Power.” Metzl, Jamie (1997) “Information Intervention: When Switching Channels Isn’t Enough,” Foreign Affairs. 76 (6), 15 – 20</p>
<p>Week 12 20.12.21</p>	<p>Comparing Media Media Systems Professionalism vs State Intervention</p>	<p>Daniel C. Hallin and Paolo Mancini. 2004. Comparing Media System, UK: Cambridge University Press, chs.1-4 International Panel on Social Progress (2016) Media and Communications. Available online: https://comment.ipsp.org/chapter/chapter-13-media-and-communications Chapter 4 Paragraph 6 Quiz</p>
<p>Week 13 27.12.21</p>	<p>Transnationalization Transnational Media Contrasting US, European, Media</p>	<p>Daniel C. Hallin and Paolo Mancini. 2004. Comparing Media Systems, Cambridge University Press, chs. 1-4 John Nicholas, Robert Mcchesney (2013) Dollarocracy. Chapter 5-6.</p>
<p>Week 14 03.01.22</p>	<p>Media Trends (Focus on Media in Russia and China)</p>	<p>Colin Sparks. 2010. “China’s Media in Comparative Perspective.” International Journal of Communication 4: 552-56. Yang, Geobin (2006) “Activists Beyond Virtual Borders: Internet-mediated Networks and International Politics in China,” First Monday, issue 7, 15 August 2006</p>
<p>Week 15 10.01.22</p>	<p>Final Thoughts and Discussions</p>	