Annenberg School for Communication & Journalism  
University of Southern California  
COMM 560: Critical Approaches to Global Media and Communications  
Spring 2013  
9:00-11:50 Wednesday (ASC 230)

Dr. Yu Hong  
Office hours (ASC 227E): Monday 10:00AM to Noon or by appointment  
Emails: hong1@usc.edu

Course Description  
The course offers critical and historical understandings about global communication as well as the environing political economic processes within which policies, interests, and implications of global communication are embedded. The course addresses two interrelated questions: First, how does global communication constitute global capitalism as a hierarchical and exploitative system; second, how does capitalism shape the production, distribution, and consumption of communication resources across and within national borders. Students will look at political-economic dynamics accompanying the spread of global communication and evaluate the social implications of communication-facilitated globalization on national development, social justice, and civil society.

Course Readings  

You are supposed to read the required handbook at your own selection and pace. We will discuss its utility in the final class meeting.

Other individual readings are available through course site on Blackboard.

Course Organization  
This course will mix lectures and discussions. Class will begin with a 15-20 minute discussion and will be followed by lectures and presentations.

Expectations  
1. Term paper: 50%  
For your final paper, you have three options. (1) A report of original research, written in a form suitable for submission to a conference, (2) A theory paper that attempts to synthesize some chunk of literature in a new way and/or proposes a new way to think about a question linked to international communication, or (3) a detailed proposal for an empirical study you plan to conduct in the following semester (as evidenced by a completed IRB submission, if necessary). You will work closely with me to develop your paper. A 2-3 page proposal is due Week 4— make sure you talk with me about your project before that deadline.
2. One presentation on class readings: 15%
   You will present on class readings between 15-20 minutes.

3. Presentation on terms papers: 10%
   You will present your term paper to your colleagues in the final class meetings between 15-20 minutes.

3. Discussion participation (not based solely on attendance): 25%
   This is a seminar course, and you are expected to contribute to class discussion at each meeting. After heavy reading loads, students are required to orally and critically engage with theories, develop alternative perspectives, and propose theoretically significant sites for empirical studies. Good contributions are relevant, thoughtful, analytical, extensive, constructive to the group effort, and conductive to deeper understanding.

Statement on Academic Integrity
USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one’s own academic work from misuse by others as well as to avoid using another’s work as one’s own. All students are expected to understand and abide by these principles. Scampus, the Student Guidebook, contains the Student Conduct Code in Section 11.00, while the recommended sanctions are located in Appendix A: http://www.usc.edu/dept/publications/SCAMPUS/gov/. Students will be referred to the Office of Student Judicial Affairs and Community Standards for further review, should there be any suspicion of academic dishonesty. The Review process can be found at: http://www.usc.edu/student-affairs/SJACS/.

Statement for Students with Disabilities
Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me (or to TA) as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m.–5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776

COURSE OUTLINE
(I will make minor alterations throughout the semester, so please pay close attention as we go along)

Week 1
Introduction
Introduction, Mechanics and topics of the Course

Lesson activity: Choose discussion topics and readings

Discuss and explore project topics

Week 2
Historical Paths of Global Communications
Post-WWII debates on global communication; dependency and world capitalist system theory; introduction to critical political economy research of communication

http://www.uta.fi/laitokset/tiedotus/laitos/Q21nordenstreng_EN.pdf
Herbert Schiller, Introduction, Chapter One and Two in *Information and the Crisis Economy*, 1986, Oxford University Press.


**Week 3**

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<th>Global Communications and Neoliberalism</th>
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<td>Neoliberal reforms as well as the processes, dynamics, and impacts in and through information, communication, and culture</td>
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**Week 4**

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<th>Media and Global Divide</th>
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<td>Why and how media in global capitalism contribute to hierarchical and exploitative geopolitical and geo-economic orders</td>
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Jan Nederveen Pieterse, “Media and global divides: representing the rise of the rest as threat,”


**Week 5**

**Alternative Global Media**

How to construct alternative as opposed to mainstream media? According to what normative values?


**Week 6**

**Global Civil Society**

Does global expansion of commercial media contribute to democracy and the growth of civil society? Apart from the liberal democratic notion of democracy, what alternative or even competing normative values exist?


**Week 7**

Individual meetings with the instructor

**Week 8**

**Information Society**

Do theories of information society make progressive coherence? Are there incompleteness, inadequacy, or possibilities for alternative perspectives?

**Week 9**

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<th>Labor and the Information Economy</th>
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<td>Where to situate labor in the information economy? How to extend the Marxian problematic to the new economy?</td>
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Dan Schiller, “Rosa Luxemburg’s Internet? State Mobilization and the Movement of Accumulation in Cyberspace.”


**Week 10**

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<th>Spring Break</th>
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**Week 11**

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<th>Development Communication</th>
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<td>Theories of development communication, with a focus on the limitations of the market, the state, and public policy</td>
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Jan Nederveen Pieterse “Information-for-Development: Business As Usual, Or Breakthrough?”
http://www.glocaltimes.k3.mah.se/viewarticle.aspx?articleID=33&issueID=4


### Week 12

**National ICT4D Policy**

ICT4D policies in peripheral countries from technological standards setting to network modernization, from soft power to privatization programs


### Week 13

**National ICT4D Policy**


### Week 14

**To be determined**

### Week 15

**Future Research**


### Student Presentation

Week 16

Final paper is due!