

# Syllabus

for course at advanced level

**Global Media Studies**  
**Global Media Studies**

**7.5 Higher Education  
Credits**  
**7.5 ECTS credits**

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|--------------------------|--|
| <b>Course code:</b>      | MK7014   |
| <b>Valid from:</b>       | Autumn 2009  |
| <b>Date of approval:</b> | 2009-06-09   |
| <b>Department</b>        | Department of Media Studies                            |
| <b>Subject</b>           | Communications Studies/Media and Communication Studies |

## Decision

This course plan has been approved by the board of directors of the Department for Journalism, Media & Communication (JMK) 2009-06-09.

## Prerequisites and special admittance requirements

### Course structure

| Examination code | Name                 | Higher Education Credits |
|------------------|----------------------|--------------------------|
| GLOB             | Global Media Studies | 7.5                      |

### Course content

The course addresses the relationship between globalization and the media from an interdisciplinary point of departure. Lectures and seminars on the theoretical debates pertaining to this relationship will be combined with group and individual work that explores these debates from empirical and methodological vantage points.

While globalization is the setting, 'new' and 'traditional' media are in focus. The course will explore the role played by television and online media in the reconfiguration of political identities, and the opening up of new spaces for public discussion. Questions to be discussed include: how have technological and globalisation processes affected notions of democracy, citizenship, and political community? What role do the media play in constructing political and social identities? And how can such developments be studied empirically?

### Learning outcomes

By the end of the course, the student should have acquired advanced competence in the field of media and globalization theory, and an ability to use them to critically and independently compare different research perspectives and apply them to specific medial situations.

### Education

Key concepts and the major theoretical debates will be introduced in a series of lectures, which will be followed up by reading assignments and seminar discussions. The literature will be further explored in group and individual work with a focus on empirical analysis.

### Forms of examination

Students are expected to attend all classes and work sessions, and to have prepared for them in advance. Part of the final grade will be based on this work. In addition, students will be required to submit a final course paper, and to attend a seminar at which the paper is critiqued by classmates, as well as to prepare a discussion

of another student's paper.

**Required reading**

Chalaby, Jean K. (2009) *Transnational Television in Europe. Reconfiguring Global Communications Networks*. I.B. Taurus.

Cottle, Simon (2009) *Global Crisis Reporting. Journalism in the Global Age*. Maidenhead: McGraw Hill/Open University Press, 190 pages.

Firmstone, Julie (2008) "Approaches of the transnational press to reporting Europe", *Journalism* Vol. 9(4): 423-442. Available in Mondo.

Golan, Guy J. (2008) "Where in the World is Africa? Predicting Coverage of Africa by US Television Networks", *The International Communication Gazette* Vol. 70(1): 41-57. Available in Mondo.

Hafez, Kai (2007) *The Myth of Media Globalization*. Cambridge: Polity, 200 pages.

Johnson, Thomas J. And Shahira Fahmy (2008) "The CNN of the Arab World or a Shill for Terrorists? How Support for Press Freedom and Political Ideology Predict Credibility of Al-Jazeera among its Audience", *The International Communication Gazette* Vol. 70(5): 338-360. Available in Mondo.

Leung, Christine C.M. and Yu Huang (2007) "The paradox of journalistic representation of the other. The case of SARS coverage on China and Vietnam by western-led English-language media in five countries", *Journalism* Vol. 8(6): 675-697.

McMillin, Divya C. (2007) *International Media Studies*. Oxford: Blackwell, 230 pages.

Peng, Zengjun (2008) "Framing the Anti-War Protests in the Global Village. A comparative study of newspaper coverage in Three Countries", *The International Communication Gazette* Vol. 70(5): 361-377. Available in Mondo

Volcic, Zala (2008) "Former Yugoslavia on the World Wide Web. Commercialization and Branding of Nation-States", *The International Communication Gazette* Vol. 70(5): 395-413. Available in Mondo.

Wu, H. Denis (2007) "A Brave New World for International News? Exploring the Determinants of the Coverage of Foreign Nations on US Websites", *The International Communication Gazette* Vol. 69(6): 539-551. Available in Mondo