

Global Media MED 362

Instructor: Burcu Baykurt

Email: b.baykurt@columbia.edu

Office Hours: By appointment.

What makes media global? How do journalists and publics produce and consume global news? How do we distinguish between global news and local information flows? What are the processes involved in empowering cultural products to gain international leverage? In what ways do digital technologies shape global news? These are some of the questions we will tackle in this seminar, which aims to introduce you to contemporary theories and research on media and globalization. Our focus will be first and foremost empirical, that is, oriented to describing and understanding as fully as possible *what* is happening and *why*. We will survey case studies of the production, distribution, and reception of news from across the globe, and discuss the role of journalism in international affairs. By the end of this course, you will have a better sense of what globalization is, what forces are driving it, and what you can or want to do about it as a student and scholar, future communications professional, citizen, consumer, activist, and/or global cosmopolitan.



Course objectives:

- Develop a historically informed understanding of global journalism.
- Examine how various media technologies, industries, and representations shape perceptions of what is global news.
- Define the contribution of media and communications to the idea of a more connected, interdependent, and multilateral world.
- Appreciate what is theoretically at stake in making the globe central to media and communications.

CLASS SCHEDULE

September 20: Setting Our Course

September 27: What Makes Journalism Global?

Jean K. Chalaby. (1996). "Journalism as an Anglo-American Invention: A Comparison of the Development of French and Anglo-American Journalism, 1830s-1920s." *European Journal of Communication*. 11(3), 303-326.

Oliver Boyd-Barrett. (1997) "Global News Wholesalers as Agents of Globalization," in *Media in Global Context Reader* (Eds. Sreberny-Mohammedi et al.), pp. 131-144.

October 4: What Does Global Journalism Do? (Imperialism, Liberalism, Professionalism)

Sonia Serra. (2000). "The Killing of Brazilian Street Children and the Rise of the International Public Sphere." In James Curran (ed). *Media Organizations in Society*. Oxford University Press. Pp. 151-170.

Nancy Morris (2002). "The Myth of Unadulterated Culture Meets the Threat of Imported Media." *Media, Culture & Society* 24: 278- 289.

Janine di Giovanni. (2009). Bearing Witness. In John Own and Heather Purdey (Eds.). *International news reporting: frontlines and deadlines*. Wiley-Blackwell. Pp. 1-14

October 11: The Political Economy of Global Media

Tejaswini Ganti. 2002. "And Yet My Heart Is Still Indian: The Bombay Film Industry and the (H) Indianization of Hollywood"

James T. Hamilton. 2010. "The (Many) Missing Markets for International News: How News From Abroad Sells at Home." *Journalism Studies*. (11): 650-666.

October 18: The Making of Global Stories

Michael Schudson. 2007. "The Anarchy of Events and the Anxiety of Story Telling." *Political Communication*.

Julia Sonnevend. 2018. "The Five Dimensions of Transnational Storytelling." In: *Stories Without Borders: The Berlin Wall and the Making of a Global Iconic Event*.

October 25: Global Publics on Digital Media

Zizi Papacharissi. 2002. "The virtual sphere: the internet as a public sphere." *New Media & Society*. 4(1): 9-27.

Jeffrey Juris. 2012. "Reflections on #Occupy Everywhere: Social media, public space, and emerging logics of aggregation." *American Ethnologist*. 39(2): 259-279.

November 1: Comparing Media Systems

Hallin & Mancini. 2004. *Comparing Media Systems* (1)

November 8: Comparing Media Systems

Hallin & Mancini. 2004. *Comparing Media Systems* (1)

November 15 -- Midterm

November 22: Global Media and Authoritarian Populism

Maria Repnikova. 2017. *Media Politics in China: Improvising Power Under Authoritarianism*. (Excerpts)

Natalia Roudakova. 2017. *Losing Pravda*. (Excerpts)

November 29: Global Media and Soft Power

Robert O. Keohane and Joseph Nye Jr. 1998. "Power and Interdependence in the Information Age." *Foreign Affairs*. 77(5).

Omar Al-Ghazzi & Marwan Kraidy. 2013. "Neo-Ottoman Cool 2: Turkish Nation Branding and Arabic-Language Transnational Broadcasting." *International Journal of Communication*.

December 6: Global Media and NGOs

Matthew Powers. 2016. "The new boots on the ground: NGOs in the changing landscape of international news."

Jessie Graham. 2014. "A Professional Kinship? Blurring the Lines Between International Journalism and Advocacy."

December 13: Global Media and Social Movements

Russell, A. (2011). Extra-national information flows, social media, and the 2011 Egyptian uprising. *International Journal of Communication* 5, 1238–1247.

Omar Al-Ghazzi. 2014. "Citizen Journalism" in the Syrian Uprising: Problematizing Western Narratives in a Local Context" *Communication Theory*. 435-454.

December 20: Concluding Thoughts