

OIELSX04 – Global Media : Fabrication, Circulations, Identities

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Department: International affairs
Semester: 1

Course level: L3 undergraduate
Domain: Electives (Cultural Studies)
Teaching language: English
Number of in-class hours: 36
Number of course sessions: 11 + Exam
ECTS: 6

Course description and objectives

The class seeks to interrogate today's global fabrication, circulations and consumption of media, and its impact on the creation of identities. We will explore concerns about the globalised homogenisation of media cultures, the survival of indigenous cultures, the activities and processes of cultural bricolage and creolisation (Hannerz). We will analyze issues related to industrial concentration of media power, but also processes of decentralisation, (g)localisation, and media protectionism. With examples and case-studies of media fabrication and media consumption drawn from various cultures around the world, the class will seek to understand the links between the circulation of global images together with the circulation of goods, capital, people (diaspora) — and its roles in the fabrication of both global and local identities. The issues discussed behind the circulation of images will touch on economics, politics, cultural studies, anthropology, and development studies, to explore the power configurations at work behind the global circulation of media. Is there a nascent global imaginary, is the world fragmenting at dizzying speed in multiple and constantly re-negotiated mediascapes (Appadurai) – or is global media continuously being repurposed in endless localized processes of identity production?

Objectives:

- To interrogate and explore the notions of cultural globalization
- To develop students' skills in cultural studies
- To interrogate media modernity
- To analyze how media functions in society

Prerequisites

None.

Learning outcomes

At the end of the class students will have a finer understanding of cultural circulations in our globalised world. They will be able to reflect critically on issues ranging from media influence to media reception, and will have a good grasp of the relations between media and migrations, global trade, consumption, cultural processes and identity production.

Assignments and grading

Students will receive two grades:

- reaction paper (50% of the final grade)
- final exam (50% of the final grade)

Reaction Paper:

Every three weeks, students will be given a choice of questions to discuss in a reaction paper. Students can choose to write more than one reaction paper throughout the semester – only the best grade of all reaction papers will be kept. Reaction papers will be 500 words maximum, and should be emailed before the class for which they are due.

The papers should show engagement with class material and class discussion.
Due dates will be week 4, week 7, and week 10.

The numerical grade distribution will dictate the final grade. The passing grade for a course is 10/20.

Class participation: Active class participation – this is what makes classes lively and instructive. Come on time and prepared. Class participation is based on quality of comments, not quantity.

Exam policy: In the exam, students will not be allowed to bring any document (except if allowed by the lecturer). Unexcused absences from exams or failure to submit cases will result in zero grades in the calculation of numerical averages. Exams are collected at the end of examination periods.

Course structure

Session	Topic
1	The global media village? Media, culture, societies
2	Global culture industries: concentration, market power, free trade
3	The global culture industries and the developing world: Bollywood, Nollywood, empowerment
4	Consuming the global: homogeneity vs. creolisation
5	Consuming global media: social media in localized contexts
6	Global Media Events
7	Decolonizing global media: markets, diversity, media narratives
8	Mediascapes: media in global circulation (Media in diaspora)
9	Global Media, local identities
10	The politics of global media representations
11	Global Imaginaries
12	Final Exam

Bibliography

- Ulf Hannerz. *Cultural Complexity: Studies in the Social Organization of Meaning*, Columbia University Press, 1992.
- Arjun Appadurai, *Modernity at large: the cultural dimensions of globalisation*, University of Minnesota Press, 1996.
- Hall Stuart, *Representation: cultural representations and signifying practices*, Sage, 1997
- Homi Bhabha, *The location of culture*, Psychology Press, 1992.

A list of readings will be provided for each seminar session.

Moodle

This course is on Moodle: **Yes**

Academic integrity

Be aware of the rules in Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.