Introduction
Media and Globalization

Tine Ustad Flegenschou
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Today’s lecture

• Practical issues and course overview
• Introducing media and globalization
Part I: Course overview

- Practical issues and course overview
  - Presentations
  - Overview and structure of the course
  - Lectures, seminars and reading requirements
  - Exam details - academic writing
Part I: Course overview

• **Staff:** Tine Ustad Figenschou: Main lecturer
  Henry Mainsah: Lectures + seminars MA
  Karoline A. Ihlebæk: Seminars BA

• **Guest Lecturers:** Gillian Doyle (Glasgow University), Yngvar Kjus (Norwegian Media Authority), Elisabeth Eide (Oslo University College) and Alexa Robertson (Stockholm University)

• **Administrative** officer for foreign students:
  Hanne D. Ellingsen (h.d.ellingsen@media.uio.no)

**NB:** Main lecturer answers questions about the course in general. Questions about the seminars goes to the seminar teachers.
Part I: Course overview

• General course description
  MEVIT 3220 (Bachelor level)
  MEVIT 4220 (Masters level)

• Home page spring 2011:
  MEVIT 3220
  MEVIT4220

• All students should also make sure they have Fronter access and learn how to use Fronter
Part I: Course overview

- General course description
  MEVIT 3220 (Bachelor level)
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Part I: Course overview

• Lectures for MEVIT 3220 and MEVIT 4220 are combined (Tuesdays 10.15-12.00)
  - Overview, explaining issues and concepts, combining theory and analysis
  - Key thematic areas and examples
  NB: Lectures will not cover everything

• Seminars are separate and take place on Fridays (from February 18)
  - Discussions on selected topics, group work
  - Focus on writing and preparing term papers (MA) and exams (BA)
  - Excursions
  NB: The seminar programme will be presented in detail on the first seminar
Part I: Course overview

• Learning outcomes (main course page):

1) Critically discuss the main theoretical approaches to globalization and media, and how these key approaches relate to each other.

2) Explain the complex and contradictory globalization, regionalization and localization processes in international cultural industries and media markets.

3) Employ the theoretical framework and empirical insights to analyze similarities and differences in various political-economic contexts and cultural fields.

4) Apply the theoretical and empirical insights to design and write the individual term paper, refine academic writing skills and provide constructive feedback on the academic writing of peers (NB: MA level only).
Part I: Course overview

• **Detailed teaching plan** (hand-outs + will be uploaded on course page)

• **Required reading:** [MEVIT 3220](#) / [MEVIT 4220](#)
  - Same books/articles for MA/BA with two exceptions
  - Students are required to get hold of all the books
  - Articles are available electronically on the [university library website](#)
  - There is NO compendium
  - Lecturers and seminar teachers expect you to be *ajour* with your reading (cf. Detailed teaching plan)
  - Additional literature may be used in term paper, although the relevant literature in the curriculum should be prioritized
Part I: Course overview

• The exam:
  - **MEVIT 3220** (BA) students will write a home exam. You will be asked to write an essay (10 pages) on a defined topic given on **May 2, 10.00**. The home exam should be submitted three days later on **May 5, 14.00**.

  - **MEVIT 4220** (MA) students will write a 20 page term paper on a topic of their choice that is related to the course content. The chosen topic must be approved by seminar teacher Henry Mainsah before submission. Deadline **April 28, 14.00**.

  - **NB**: Become familiar with the rules for citing/quoting and referring sources. Suspicion of cheating/attempted cheating represents breach of academic integrity. Consequences: Your exam can be annulled, **and** you risk exclusion from UiO and other higher learning education institutions in Norway for up to one year...
Part II: Introduction media and globalization

In everyday speech *globalization* used to characterize a series of interrelated processes such as:

- Internationalization of production, trade and finance
- International movement of people
- Global circulation of cultural products, ideas and ideologies, and communication flows
- Global governance (peace, security and conflict solution, international agreements, environmental issues)
- Global civil society (international protest movements, NGOs etc)
Part II: Introduction media and globalization

Defining globalization:

*The intensification of world-wide social relations, which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa* (Giddens 1990:64)

Refers to the growing interconnectedness of different parts of the world, a process which gives rise to complex forms of interaction and interdependency (Thompson 1995:149)

Refers both to the compression of the world and the intensification of consciousness of the world as a whole (Robertson 1992:8)

A social process in which the constraints of geography on social and cultural arrangements recede and in which people become increasingly aware that they are receding (Waters 1995:3)
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Defining globalization:

Globalization consists of the junctures and disjunctures of five scapes:

1) **Ethnoscapes** (changing landscape caused by movements of people - tourism, migrants, refugees)
2) **Mediascapes** (both the electronic capabilities to produce and disseminate information and the images created by these media)
3) **Technoscapes** (the fluidity of technology)
4) **Financescapes** (movement of currency markets and money across boundaries)
5) **Ideoscapes** (movement of ideas and images) (Appadurai 1990:33-36)
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Defining *mediated globalization:*

*Globalization is a process in which worldwide economic, political, cultural and social relations have become increasingly mediated across time and space* (Rantanen 2005: 8)

- Globalization increasingly takes place through media and communication.

- **Paradox:** Globalization theorists do not refer to or analyze the specific role of media and communication to globalization processes!
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Mediated globalization: Key dimensions:
- Homogenization and/or heterogenization?
- De-territorialization and/or re-territorialization/localization?
- Continuity and/or change?
- The media as producers and/or facilitators?
- Mediated cosmopolitanism?
- Euphemism for western cultural imperialism?

The analysis of these key processes varies according to theoretical position and empirical data.