

Transnational Media and Communication

Spring 2018 Wednesday 3:15 PM AVC

Lecturer: Tae-Sik Kim, PhD

Office Hour: Tue & Wed 1:30 – 3:00 PM. Office Number: 5. 50

Contact Information: beinkid@mail.muni.cz

➤ Course Objectives

This course examines transnational contexts stemming from the globalized political-economy system that has facilitated global mobility of people. The first part of the course is focused on early understandings of national community and its internationalization. The second part of the course covers recent theoretical perspectives on transnational media. The third part of the course is focused on cases highlighting the logic of transnational media and communication. By reading a variety of research articles assigned in the course and participating in class discussions, students learn to develop their own research projects focusing on recent socio-cultural changes affected by the transnationalization of media and communication practices.

- Comprehend multiple theories of transnational communication.
- Understand our world as the main context of new transnational communication research
- Review and analyze a variety of research articles on transnational communication.
- Build professional experiences by conducting relevant case studies
- Develop a research project by applying sociocultural experiences.

➤ Syllabus

Week 1. Course introduction

Week 2. Once upon a time, Communication with strangers

Week 3. (pre-trans)National Community

Week 4. Cultural Imperialism **(Response Paper on Week 2, 3, 4 Readings Due: 13. 3. 2018)**

Week 5. **Reading Week (No Class)**

Week 6. New Order: Globalization, Transnationalism, Flexible Citizenship

Week 7. **Research Plan Due (No Class)**

Week 8. Reflexive Cultural Proximity

Week 9. Cultural Hybridity (**Response Paper on Week 6, 7, 8 Readings Due: 17. 4. 2018**)

Week 10. Case Study: Research Sample

Week 11. Case: Asian Transnational Flow

Week 12. Case: European Media Market (**Response Paper on Week 11, 12 Readings Due: 8. 5. 2018**)

Week 13. Class Conference

➤ Literatures

Reading Articles: See, below.

➤ Teaching Methods

The format of the course is a combination of brief lectures and controlled discussions of various assigned readings.

All students are expected to read all articles assigned and to develop appropriate discussion questions. Each student is a discussion leader for an assigned week.

Student should submit **a research paper** (topic of student's choice in consultation with instructor; minimum 20 pages including references, figures, and tables).

➤ Assessment Methods

❖ ATTENDANCE: 4 unexcused absences during a semester shall be denied academic credit

❖ Response Papers (150 x 3 = 450)

✓ Essay on related topics with 2 discussion questions.

✓ Submit only 4 response papers

✓ **Due dates are indicated above**

✓ **No Late Paper Accepted**

❖ One Discussion Leader (150):

- ❖ Research Paper (400): Due- **Midnight, Monday 11. June, 2018** (*Late Paper – Subtract 5% for each day after the due date*)

Total: 1000 A: 900-1000 B: 800-899 C: 700-799 D: 600-699 E: 500-599 F: -499

➤ Study Materials

Week 2. Once upon a time, Communication with strangers

- Berry, J. W. (1997). Immigration, acculturation, and adaptation. *Applied psychology*, 46(1), 5-34.
- Kim, Y. Y. (2008). Intercultural personhood: Globalization and a way of being. *International journal of intercultural relations*, 32(4), 359-368.

Week 3. (pre-trans)National Community

- Anderson, B. (2006). *Imagined communities: Reflections on the origin and spread of nationalism*. Verso Books. **CHAPTER Introduction, 1, 2, and 3.**

Week 4. Cultural Imperialism

- Dorfman, Ariel, & Mattelart, Armand. (1971). *How to Read Donald Duck: Imperialist Ideology in the Disney Comic*. New York: I.G. Editions, Inc. **(From P 27~)**

Week 6. New Order: Globalization, Transnationalism, Flexible Citizenship

- Appadurai, A. (2011). Disjuncture and difference in the global cultural economy 1990. *Cultural Theory: An Anthology*, 282-295.
- Ong, A. (1999). *Flexible citizenship: The cultural logics of transnationality*. Duke University Press. **(INTRODUCTION)**

Week 8. Reflexive Cultural Proximity

- Straubhaar, J. (1991). "Beyond Media Imperialism: Asymmetrical Interdependence and Cultural Proximity," *Critical Studies in Mass Communication* 8, 1-11.
- Georgiou, M. (2012). Watching soap opera in the diaspora: cultural proximity or critical proximity?. *Ethnic and Racial Studies*, 35(5), 868-887.

Week 9. Cultural Hybridity

- Kraidy, M. M. (2002). Hybridity in cultural globalization. *Communication Theory*, 12(3), 316-339.

- Kraidy, M. M. (2003). Glocalisation: An international communication framework?. *Journal of International Communication*, 9(2), 29-49.

Week 10. Case Study: Research Sample

- Kim, T-S. (2014). A qualitative inquiry into the life experiences of unaccompanied Korean adolescents in the United States, *The Qualitative Report*, 19 (40).
- Kim, T-S (2016). Transnational Communication Practices by unaccompanied Korean young students in the United States, *Asian and Pacific Migration Journal*

Week 11. Case: Asian Transnational Flow

- Iwabuchi, K. (2001). Uses of Japanese popular culture: Trans/nationalism and postcolonial desire for 'Asia'. *Emergences: Journal for the Study of media & Composite cultures*, 11(2), 199-222.
- Shim, D. (2006). "Hybridity and the rise of Korean popular culture in Asia." *Media Culture Society* 28(1): 25- 44.

Week 12. Case: Transnational Media in Europe

- Theiler, T. (1999). Viewers into Europeans?: How the European Union tried to Europeanize the audiovisual sector, and why it failed. *Canadian Journal of Communication*, 24(4).
- Georgiou, M. (2005). Diasporic media across Europe: multicultural societies and the universalism–particularism continuum. *Journal of ethnic and migration studies*, 31(3), 481-498.