

FAS2882C: Media in Global Contexts

FASstrack 2025

Schedule: AM Session (9.30am-1.30pm, Singapore Time)

Tuesday, Wednesday, Thursday, and Friday

Course Description

What is the location of YouTube? When you log in, do you "go" somewhere different from me? Are you watching global media, local media, or both? Media (digital and not) often occurs simultaneously within multiple scales of context (local, national, transnational, etc) and the flows between those scales. So, what does that mean for how we socially experience and engage with one another through media?

The course covers key topics regarding media in global contexts. A central focus of the course is the relationship between media and globalization. However, the course is also dedicated to understanding various global dimensions and engagements of media, both "traditional" media and "new" media. For example, a local community newspaper (traditional media) may be a way to translate and explain an international event people see unfold in their social media feeds (new media), or a politician's remarks on social media (new media) become the feature of national televised news (traditional media).

The course is structured around three themes: *Media and Globalization* (Days 1-4), *Global Media Cultures* (Days 5-7) and *Global Media Environments* (Days 8-9). For the first segment of the course, *Media and Globalization*, we consider media's relationship to economic, political and cultural dimensions to globalization. Next, with *Global Media Cultures*, we dig more deeply into the relationship between media and culture. We will examine, in particular, articulations of the local and global in the cultural circulation via media. Finally, we end the course with *Global Media Environments* during which we turn to the technological aspects of engaging with media, focusing particular on "media environments"—the idea that we fluidly interact between multiple technologies, which in itself creates communicative meaning.

Materials and perspectives are integrated across several disciplines including Global Studies, Media Studies, Anthropology, Sociology and more. Foundational concepts regarding media and globalization will be incorporated, so that students without prior courses in media or global studies will be have a suitable entry point for the course. By the end of the course, you should be able to demonstrate critical thinking and discussion abilities on multiple topics pertaining to media and globalization, and identify and explain the ways in which the global articulates into broader conversations on media and society.

Preclusion/ Prerequisite

Nil

Lecturer

Shelley Guyton, Lecturer, stguyton@nus.edu.sg

Course Assessment

| Assessments | | Assessment deadlines |
|---|-------------|--|
| Participation | 20% | Daily |
| Reading quizzes -2 quizzes at 15% each | 30% | Quiz 1: 11 July (Friday) Quiz 2: 18 July (Friday) |
| Essay | 30% | 13 July |
| Project | 20% | 23 July |
| Total for CA: | 100% | |

- **Participation (20%):** Participate in each day's discussions and activities (12%). Generate one learning activity together in a small group of your classmates (8%).
- **Reading quizzes (30%):** The quizzes assess your comprehension of the readings' main ideas. These will include 15 questions per quiz, a combination of multiple choice and true/false format questions.
 - Quiz 1: Covers readings from Days 1-4
 - Quiz 2: Covers readings from Days 5-8
- **Essay (30%):** The essay asks you to demonstrate knowledge of concepts learned during the *Globalization and Media* introductory theme of the course. 1,500 words.
- **Project (20%):** Individually, you will complete a project which traces and explains the global-local aspects of a media environment of your choice. You may build upon ideas you developed earlier, in the Essay assignment. This assignment is more creative and open to format. Therefore, rather than a word count, you will be asked to for a product (digital poster, video, blog, etc.) which can be watched/read in about 10 minutes.

Course Topics

| Theme | Day | Topic | Session Activities |
|-------------------------|-------------|--|---|
| Media and Globalization | 1 (4 July) | Introduction & Overview of media and globalization | Discussion and activities: Course overview, globalization, media's relationship to globalization. |
| | 2 (8 July) | Media and economic globalization | Discussion and activities: Media's roles in economic globalization, the culture industry, work and the digital divide. |
| | 3 (9 July) | Media and political globalization | Discussion and activities: Media's roles in political globalization, news and telling stories as a political act, public sphere. |
| | 4 (10 July) | Media and cultural globalization | Discussion and activities: Media's roles in cultural globalization, visual culture, cultural value, hybrid cultural objects, mimetic media, remediation and social meaning. |

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| Global Media Cultures | 5 (11 July) | Global media imaginaries | Quiz 1 Discussion and activities: Identity, representation, visualizing abstractions, fandoms. Workshop to prepare for essay (due 13 July) . |
| | 6 (15 July) | Media of social movements | Discussion and activities: Media as a site for social struggle, visuals of social movements, social media and global movements. |
| Global Media Environments | 7 (16 July) | Media environments | Discussion and activities: Polymedia, media ecologies, placemaking and temporality. |
| | 8 (17 July) | Digital media technologies, self and society | Discussion and activities: Virtual worlds, digitized interpersonal connections. |
| | 9 (18 July) | Conclusion | Quiz 2 Project plan sharing and feedback workshop to prepare for project final submission (due 23 July) . |

Sample Reading List

Students do not need to purchase any textbooks. All readings can be accessed in Canvas.

Readings includes selections from these published and open-source textbooks:

Lule, J. (2021). *Globalization and Media* (Fourth). Rowman & Littlefield.

Ngwainmbi, E. K. (2019). *Media in the Global Context: Applications and Interventions*.
<https://link.springer.com/book/10.1007/978-3-030-26450-5>

University of California, Berkeley Haas School of Business. (n.d.). *#MOVEME: A Guide to Social Movements and Social Media*. <https://moveme.berkeley.edu/>

University of Minnesota Libraries. (2010). *Understanding Media and Culture: An Introduction to Mass Communication*. University of Minnesota Libraries.
<https://open.lib.umn.edu/mediaandculture/>