

**COMST/CES 421**  
**Intercultural Processes in Global Contexts**  
Spring 2007, TTH 12:00-1:15pm

**PROFESSOR:** Jolanta Drzewiecka

**OFFICE:** Murrow 365A

**OFFICE HOURS:** TTh, 1:30-3:30pm and by appointment

**PHONE:** 335-7928

**EMAIL:** jolanta@wsu.edu

Schirato, T. & Webb J. (2003). *Understanding Globalization*. Thousand Oaks, CA: Sage.

Readings available on-line through Article Indexes/E-Journals (E-Journals Search) and on *Electronic Course Reserves* (password: ziloa4), both through Griffin.

**COURSE GOALS:**

This course examines the intercultural dimensions of the human consequences of globalization from an interdisciplinary perspective. We will discuss the shifts and changes in people's actions, identities, allegiances, interests, and resistance in the context of globalization processes that are sweeping the globe. We will read texts and examine perspectives from different disciplines while focusing on communication as a process constitutive of intercultural relations. We will pay particular attention to the conditions and acts of interpersonal and mediated communication. The course is based on a premise that it is absolutely imperative to critically question and evaluate the broad transformations in which we participate, willingly or unwillingly, consciously or unconsciously, as a necessary condition for informed and engaged citizenship.

**COURSE REQUIREMENTS:**

**Attendance and Participation:**

You are expected to attend every class and participate in discussions. Your participation in class discussions is essential. You should regularly watch and read national and international news and bring in questions and examples related to the content of the course. Expect a lack of attendance and participation to negatively impact your grade.

This course requires extensive reading of difficult materials in preparation for class discussions. You should be prepared to dedicate a significant amount of time outside of class to reading your materials carefully and critically.

**Assignments:**

**Reading Discussions:** You will write a response paper to two selected readings. Your paper should consist of the following parts: 1) present an interpretation of an aspect of the reading that you found most compelling and explain what issues and/or questions it raises for you; 2) discuss how a class concept addresses this aspect of the reading, 3) analyze an example from a media source related to your discussion (most of the time this will be an article from a newspaper or a news magazine), and 4) discuss your ideas in class. You will select/be assigned two readings in class. The two-page typed response is due in class on the day of the discussion. You must be present in class to receive any credit. You cannot make up missed discussions.

**Term Project:** Your task is to produce a critical analysis of the media representation of a specific globalization process or issue. You will be working on your project throughout the semester in a group in class and outside of class. Members of the group will research specific aspects of the larger process such as multiculturalism and integration of Muslims in Europe; representation of war in the media; trafficking of women and children; representation of the "Rest" in the media; etc. Then, they will compare their findings with each other. Most graded work will be produced and graded individually. The project will consist of the following parts:

Part One: Media representation analysis.

Select an aspect of the larger global process chosen by your group and investigate how it is represented in the media. Gather 10-15 articles that have been published on the issue in major papers over 1-2 years and conduct a critical analysis of the content of the articles. In your analysis you should examine recurring themes and information, what is emphasized, and what appears to be missing? Include a section comparing your findings to your group member findings. Apply 4 class concepts in your analysis.

\*\* Attach your articles to the paper.

Part Two: Research analysis.

Critically examine the themes and information from Part One on the basis of scholarly research from academic sources (books and journals). You are required to use at least 10 sources. **No Wikipedia references!**

\*\* Attach the first page of all sources to the paper.

Part Three: Class presentation.

You will present your project in coordination with your group on an assigned day. The focus of the presentation should be on informing the audience about the most interesting information you have found and on teaching the audience about the relevance of class concepts to your research. Use visual aids only when helpful and effective.

Each part should include a list of references and follow a proper citation format. All information presented in all sections of the paper should be attributed to sources; all direct quotes should be marked as such and attributed to a source. *Any time you present any information that is not the result of your direct experience you have to cite the source, otherwise you are engaging in plagiarism. Plagiarism will result in a failing grade for the course.*

**HELPFUL HINTS:** “**To analyze**”: to study or determine the nature and relationship of the parts of; it suggests separating or distinguishing the component parts of something (as a substance, a process, a situation) so as to discover its true nature or inner relationships.

“**To apply a concept**”: to analyze a process, a situation, etc., using a theoretical concept.

Application results in greater understanding of both the phenomenon and the theoretical concept. Application should consist of (a) definition of the concept, (b) description of the phenomenon, (c) explanation of what the concept helps us understand about the phenomenon (what we would not know without the concept); (d) critique, limitations, or expansion of the concept.

**Point Distribution**

Reading responses	50pts (25 each)
Term project	
Part One	50pts
Part Two	50pts
Class Sessions	25pts
Presentation	25pts
<hr/>	
Total	200pts

**CLASS CALENDAR – COMST/CES 421**  
(Subject to change!)

DATE	TOPIC	CHAPTER
Week 1		
Jan 9	Introduction to the course	
Jan 11	What is globalization?	Chapter 1

## Week 2

**Jan 16** Dynamics of Globalization Chapter 2  
**Jan 18** Globalization Processes Chapter 4

## Week 3

**Jan 23** Culture and globalization  
**Jan 25** Culture and Globalization continued

## Week 4

**Jan 30** Cosmopolitan and multicultural citizenship  
**Feb 1** Colonization as globalization: *Savage Acts*

Hall, S. (1992). The West and the Rest: Discourse and power (pp. 276-320). In S. Hall & B. Gieben (Eds.), *Formations of Modernity*. Cambridge, UK: Polity Press. **[Griffin: Electronic Course Reserves]**

## Week 5

**Feb 6** Identity: Self and Other in culture Chapter 6  
**Feb 8** Orientalism: Perceptions of the Other

Hoodfar, H. (1997). The veil in their minds and on our heads: Veiling practices and Muslim women. In L. Lowe & D. Lloyd (Eds.), *Politics of culture in the shadow of capital*, (pp. 249-278). Durham: Duke University Press. **[Griffin: Electronic Course Reserves]**

## Week 6

**Feb 13** New and Old Ethnicities  
**Feb 15** Globalization of Racism

## Week 7

**Feb 20** Nation and diaspora: forms of belonging Chapter 5  
**Feb 22** Applications and review

Hall, K. (2002). British Sikh lives, lived in translation. In D. P. Mines & S. Lamb (Eds.), *Everyday Life in South Asia* (pp. 412-424). Bloomington: Indiana University Press. **[Griffin: Electronic Course Reserves]**

Strelitz, L. (2004). Against Cultural Essentialism: Media Reception among South African Youth. *Media, Culture & Society*, 26(5), 625-641. **[Griffin: e-journals]**

## Week 8

**Feb 27** **Exam**  
**March 1** Class project session: strategy session

## Week 9

**March 6** Media, public sphere and globalization Chapter 7

**March 8** Media, representations, and globalization: Reading discussions

Parameswaran, R. (2002). Local culture in global media: Excavating colonial and material discourses in "National Geographic." *Communication Theory*, 12, 287-315. **[Griffin: E-journals]**

Karnik, N. S. (1998). Rwanda and the media: imagery, war and refuge. *Review of African Political Economy*, 25, 611-623. **[Griffin: e-journals]**

**March 13-15 Spring Break**

Week 10

**March 20** Class project session

**March 22** Gender and Globalization: *Rich World Poor Women*

Week 11

**March 27** Gender and Globalization: Reading Discussions

McMillin, D. C. (2003). Television, gender, and labor in the global city. *Journal of Communication*, 53, 496-511. **[Griffin: e-journals]**

Kimmel, M. S. (2005). Globalization and Its Mal(e)contents. In M. S. Kimmel, J. Hearn, & R. W. Connell (Eds.), *Handbook of studies on men and masculinities*, (pp. 414-431). Thousand Oaks, CA: Sage. **[Griffin: e-journals]**

**March 29** Globalization and its politics Chapter 8  
**Class Project: Part One due**

Week 12

**April 3** Consumerism: *No logo: brands, globalization, resistance.*

**April 5** Globalization and Citizenship

Couch, Jen. (2001). Imagining Zapatismo: the Anti-globalisation Movement and the Zapatistas. *Communal / Plural: Journal of Transnational & Crosscultural Studies*, 9(2), 243-260.

Week 13

**April 10** Class Project Session

**Class Project: Part Two due**

**April 12** Project Presentations

Week 14

**April 17** Project Presentations

**April 19** Project Presentations

Week 15

**April 24** Project Presentations

**April 26** Review

**Final Exam: April 30, Monday, 7-9pm.**

**Reading response/discussion sign-up**

**Feb 8** Orientalism: Perceptions of the Other

Hoodfar, H. (1997). The veil in their minds and on our heads: Veiling practices and Muslim women. In L. Lowe & D. Lloyd (Eds.), *Politics of culture in the shadow of capital*, (pp. 249-278). Durham: Duke University Press. **[Griffin: Electronic Course Reserves]**

<hr/>	<hr/>

**Feb 22** Applications and review

Hall, K. (2002). British Sikh lives, lived in translation. In D. P. Mines & S. Lamb (Eds.), *Everyday Life in South Asia* (pp. 412-424). Bloomington: Indiana University Press. **[Griffin: Electronic Course Reserves]**

<hr/>	<hr/>

Strelitz, L. (2004). Against Cultural Essentialism: Media Reception among South African Youth. *Media, Culture & Society*, 26(5), 625-641. **[Griffin: e-journals]**

<hr/>	<hr/>

**March 8** Media, representations, and globalization: Reading discussions  
Parameswaran, R. (2002). Local culture in global media: Excavating colonial and material discourses in "National Geographic." *Communication Theory*, 12, 287-315. **[Griffin: E-journals]**

<hr/>	<hr/>

**March 8**  
Karnik, N. S. (1998). Rwanda and the media: imagery, war and refuge. *Review of African Political Economy*, 25, 611-623. **[Griffin: e-journals]**

<hr/>	<hr/>

**March 27** Gender and Globalization: Reading Discussions  
McMillin, D. C. (2003). Television, gender, and labor in the global city. *Journal of Communication*, 53, 496-511. **[Griffin: e-journals]**

<hr/>	<hr/>

**March 27**  
Kimmel, M. S. (2005). Globalization and Its Mal(e)contents. In M. S. Kimmel, J. Hearn, & R. W. Connell (Eds.), *Handbook of studies on men and masculinities*, (pp. 414-431). Thousand Oaks, CA: Sage. **[Griffin: e-journals]**

<hr/>	<hr/>

**April 5** Globalization and Citizenship

Couch, Jen. (2001). Imagining Zapatismo: the Anti-globalisation Movement and the Zapatistas. *Communal / Plural: Journal of Transnational & Crosscultural Studies*, 9(2), 243-260.

<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>
<hr/>	<hr/>