Globalization, Communication, and Society
Professor Manuel Castells
Spring 2011

Annenberg School for Communication & Journalism

Comm 559 Room 228
Wednesday 3:30 p.m. – 6:20 p.m.
(213) 821-2079

Office Hours by Appointment
Tuesday 9:30 a.m. – 12:30 p.m.

Description of the course

This is a **graduate course** focused on analyzing the relationship between multidimensional globalization, communication and social change. The analysis will highlight the economic, social, cultural, and political implications of globalization, and the specific influence of communication in the various dimensions of globalization. The approach will be comparative, and multicultural, and this will be reflected in the reading materials and in the lectures.

Format of the Class

This is a lecture and discussion class, meeting three hours per week in one weekly session. Each session will cover one theme, in chronological sequence, as per the syllabus of the course. Students will be encouraged to participate actively in the discussion. Students are expected to read required readings. Recommended readings will be helpful for a better understanding of each topic. Readings are organized specifically for each theme treated in the class. They are numbered in correspondence with the sequence of the lectures.

Pre-requisites

Graduate standing, no exceptions. Enrolment is limited to 25 students. First priority for enrolment is given to the students of the USC/LSE Master Program in Global Communication. Second priority is for graduate students in other programs of communication and journalism. Third priority is for students in sociology, planning, and international relations. Students should have the knowledge of history, geography, political economy, and world politics to be expected from a USC graduate student.

Requirements and Grading

Regular attendance. Active participation in class discussions. Research, elaboration and writing of a paper on a topic related to the area of study in the course. **The paper must be empirical and analytical, and deal with a concrete topic. It cannot be purely theoretical or normative. It should be based on library research, and proper documentation**. Topic of the paper has to be decided in agreement with the instructor during the first month of the class. Length is flexible. Quality matters, not quantity. Quality is measured by the originality of the thinking, and the analytical capacity demonstrated in the paper. The paper cannot be purely descriptive. It is estimated it will take about 40 hours of library research, analysis, and writing during the semester. Grading will be based on the quality of the paper (65%) and on class participation (35%). There will be no control of the readings, but it is assumed that the readings included in the syllabus will considerably help the understanding of the subject, and thus the elaboration of the paper and participation in class discussions.

Themes of the Course (in chronological sequence, one per week)

1. **Globalization, Communication, Technology, and Society: An Analytical Overview**

2. **The Global Economy (I)** What is a Global Economy? Dimensions of the Global Economy. The Internationalization of Production of Goods and Services. Asymmetrical international trade. A global labor force? The global networks of science and technology. The global criminal economy.

3. **The Global Economy (II)** Financial Globalization and Global Financial Crises.

4. **Globalization, Poverty, and Inequality**. Inequality, Poverty, and Social Exclusion: the Rise of the Fourth World. The plight of children.

5 **Global Cities and Metropolitan Regions.** Nodes of the Global Networks of Power, Wealth, Information and Communication.

6. **Global Multimedia Networks in the Age of the Internet and Wireless Communication.** Business Concentration, Content Customization, and Global Networking of Media. From Mass Communication to Mass Self-Communication.

7. **Globalization, Identity, and Social Struggles** Cultural Identity as Source of Meaning and Mobilization (nationalism, religious fundamentalism, ethnic movements, localism and regionalism)

8. **The Global Civil Society, Global Governance and the Network State**

9. **War and Peace in a Globalized World: Multilateralism, Unilateralism, and the New Geopolitics. Global Terrorist Networks and Netwars.**

10. The Diversity of Globalization: Introduction

I. The View from Asia (focus on China)

11 II. The View from Latin America (focus on Chile and Costa Rica)

12. III. The View from Africa (focus on South Africa)

13. IV. The view from the European Union

14. V. The view from the United States

15. Conclusion: **Networked Media and Global Culture in a Multicultural World.**

READINGS

Required Reading: For the convenience of students, five full books are required. A reader containing most of the required readings may be prepared at the request of the students.

Readings are related to specific themes, following the same sequential numbering.

1. David Held and Anthony McGrew (eds). *Globalization Theory. Approaches and Controversies.* Cambridge: Polity Press, 2007. (**The whole book is required)**

2. a) Manuel Castells. *The Rise of the Network Society.* Oxford: Blackwell, 2000 (second edition). Section on "The Global Economy: Structure, Dynamics, and Genesis." Pages101-147 of the second edition.

   b) Pietra Rivoli *The Travels of a T-Shirt in the Global Economy,* Hoboken, NJ: John Wiley&Sons, 2009 **(The whole book is required)**

   c) Misha Glenny *McMafia. A Journey Through the Global Criminal Underworld,* New York: Alfred P. Knopf, 2008, pages 211-284

3. a) George Cooper. *The Origin of Financial Crises.* New York: Vintage Books, 2008, pages 3-18, 91-125.

   b) Caitlin Zaloom. *Out of the Pits: Traders and Technology from Chicago to London.* Chicago: University of Chicago Press, 2006. Chapters 2, 3, and 7.

   c) Joseph Stiglitz, *Free fall: America, Free Markets, and the Sinking of the World Economy*, New York: W.W. Norton, 2010, chapters 1 and 2.

4. a) United Nations Development Program. "The State of Human Development." *Human Development Report 2006.* New York: Oxford University Press, 2006. Pages 263-273.

   b) Paul Collier. *The Bottom Billion. Why the Poorest Countries Are Falling and What Can Be Done About It,* Oxford: Oxford University Press, 2008, chapters 1 and 2.

   c) Loic Wacquant. *Urban Outcasts: A Comparative Sociology of Advanced Marginality.* Cambridge: Polity Press, 2008. Pages 227-279.

   d) UNICEF *The State of the World's Children. Special Edition.* New York: Unicef, November 2009 (report can be downloaded online)

5. a) Mark Abrahamson. *Global Cities.* Oxford: Oxford University Press, 2004. Pages 71-94 and 121-161.

   b) Mike Davis. *Planet of Slums.* New York and London: Verso, 2006. Pages 1-49**.**

   c) U.N. – Habitat, *State of the World's Cities 2010/2011: Bridging the Urban Divide*, Nairobi: United Nations Habitat, 2010 (report can be downloaded on line)

6. a) Amelia Arsenault and Manuel Castells. "The Structure and Dynamics of Global Multimedia Business Networks." In *International Journal of Communicati*on, volume 2, 2008 (accessible online: www.ijoc.org).

   b) Ingrid Volkmer. *News in The Global Sphere. A Study of CNN and Its Impact on Global Communication.* Luton: University of Luton Press, 1999. Pages 91-217.

   c) Monroe E. Price. *Media and Sovereignty. The Global Information Revolution and its Challenge to State Power.* Cambridge, MA: MIT Press. 2002. 3-29, 228-250

   d) Manuel Castells et alter *Mobile Communication and Society. A Global Perspective*, Cambridge: MIT Press, 2006, pages 7-38, 215-258.

7. a) Manuel Castells. *The Power of Identity.* Oxford: Blackwell, 2nd edition, 2004. Pages 12-23 and 108 -144.

   b) Olivier Roy. *Globalized Islam: The Search for a New Ummah.* New York: Columbia University Press, 2004. Pages 326-340.

   c) Paul W. James. *Globalism, Nationalism, Tribalism: Bringing Theory Back In*, London: Sage, 2006, pages 13-38.

8. a) Manuel Castells. “The New Public Sphere: Global Civil Society, Communication Networks and Global Governance.” *Annals of the American Academy of Political and Social Science,* vol. 616, no. 1, 2008: Pages 78-93 (accessible online)

   b) Ulrich Beck. *Power in the Global Age.* Cambridge: Polity Press, 2005. Pages166-235.

   c) Jeffrey S. Juris. *Networking Futures: The Movements Against Corporate Globalization.* Durham: Duke University Press, 2008. Pages 1-26 and 287-302.

   d) Joseph Nye. and John D. Donahue (eds.) *Governance in a Globalizing World.* Washington: Brookings Institution, 2000. Pages 1-41.

9. a) Joseph S. Nye. *The Paradox of American Power.* Oxford: Oxford University Press, 2002, pages 77-136.

   b) John Arquilla and David Rondfeldt. *Networks and Netwars.* Santa Monica, CA: Rand Corporation, 2003. Pages 1-25, and 311-354.

   c) John Arquilla and Douglas A. Borer (editors) *Information Strategy and Warfar*e, New York: Routledge, 2007, pages 1-112.

   d) Philip Smucker *Al Qaeda’s Great Escape. The Military and the Media on Terror’s Trail,* Washington DC: Potomac Books, 2004. . **(The whole book is required).**

10. a) Jack Linchuan Qiu. *The Working Class Network Society: Communication Technology and Information Have-less in Urban China*. Cambridge, MA: MIT Press, 2009. **(The whole book is required)**

    b) You-tien Hsing and Ching Kwan Lee (Editors). *Reclaiming Chinese Society: The New Social Activism,* London. Routledge, 2009. 42-63, 184-206

    c) You-tien Hsing *The Great Urban Transformation. Politics of Land and Property in China*, Oxford: Oxford University Press, 2010 pages 33-92

11. a) United Nations Development Program. Democracy in Latin America", New York: UNDP, 2004. Pages 33-129

    b) Meg Tyler Mitchell and Scott Pentzer. *Costa Rica: A Global Studies Handbook*. Santa Barbara, California: ABC-CLIO, 2008, Pages 169-226.

12. a) Moeletsi Mbeki. *Architects of Poverty: Why African Capitalism Needs Changing*. Johannesburg, South Africa: Picador Africa, 2009 pages 1-188.

13. a) Erik Jones and Amy Verdun (eds). *The Political Economy of European Integration*. New York: Routledge, 2005, Pages 128-169.

b) Manuel Castells. "The Construction of European Identity." In Maria Joao Rodrigues (ed) *The New Knowledge Economy in Europe.* Northampton, MA: Edward Elgar, 2002, Pages 232-241.

14. a) Joseph Stiglitz *"The Roaring Nineties."* New York: WW Norton, 2003, Pages 3-28, 180-240, 269-280.

b) Paul Krugman *The Return of Depression Economics and the Crisis of 2008* New York: W.W. Norton, 2009, chapters 6, 7, 8.

c) Nathan Gardels and Mike Medavoy. *American Idol after Iraq: Competing for Hearts and Minds in the Global Media Age.* Oxford: Wiley-Blackwell, 2009, pages 1-8, 71-97.

15. a) Gustavo Cardoso. *The Media in the Network Society.* Lisbon: ISCTT, Center for Research and Studies in Sociology, 2006: Pages111-146.

b) Philip Seib. *The Al-Jazzera Effect: How the New Global Media are Reshaping World Politics.* Washington, DC: Potomac Books, 2008. **(The whole book is required)**

Recommended Reading

1. a) World Commission on the Social Dimension of Globalization. *A Fair Globalization. Creating Opportunities for All.* Geneva: International Labour Organization, 2004.

b) Ernest J. Wilson III. *The Information Revolution and Developing Countries.* Cambridge, MA: The MIT Press, 2004.

c) Steven Vertovec and Darrell Posey, eds. *Globalization, Globalism, Environments and Environmentalism.* Oxford: Oxford University Press, 2003.

2. a) Joseph Stiglitz. *Globalization and its Discontents.* New York: WW Norton, 2002.

b) Martin Wolf. *Why Globalization Works.* New Haven: Yale University Press, 2004.

c) Elmar Rieger and Stephan Leibfried. *Limits to Globalization.* Cambridge: Polity

Press, 2003.

3. a) Will Hutton and Anthony Giddens (eds), *On the Edge. Living in Global Capitalism*, London: Jonathan Cape, 2000

b) Martin Wolf, *Fixing Global Finance*, Baltimore: Johns Hopkins University Press, 2008

4. a) Jeffrey D. Sachs. *The End of Poverty: Economic Possibilities for Our Time.* New York: The Penguin Press, 2005.

b) Alice H. Amsden. *Escape from Empire: The Developing World's Journey through Heaven and Hell.* Cambridge, MA: The MIT Press, 2007.

c) Ananya Roy. *City Requiem, Calcutta: Gender and the Politics of Poverty.* Minneapolis, University of Minnesota Press, 2003.

d) Keith Horton and Haig Patapan, eds. *Globalization and Equality.* London: Routledge, 2004.

e) Douglas Massey, et alter. *World in Motion: Understanding International Migration at the End of the Millennium*. Oxford: Clarendon Press, 1998.

5. a) Allen Scott, ed. *Global City Regions: Trends, Theory, Policy.* Oxford: Oxford University Press, 2001.

b) Stephen Graham and Marvin Simon. *Splintering Urbanism.* London: Routledge, 2001.

c) Michael Dear, ed. *From Chicago to L.A.* London: Sage, 2002.

d) Peter Hall and Kathy Pain, *The Polycentric Metropolis,* London: Earthscan, 2006

d) Weiping Wu and Shahid Yusuf. “Shanghai: Remaking China’s Future Global City” in *World Cities Beyond the West: Globalization, Development and Inequality.* Cambridge: Cambridge University Press, 2004. Pages 27-58.

6. a) Manuel Castells. *The Internet Galaxy.* Oxford and New York: Oxford University Press, 2001.

b) Scott Lash and Celia Lury, *Global Cultural Industry*, Cambridge: Polity Press, 2007

c) Marcus Franda. *Launching into Cyberspace: Internet, Development and Politics in Five World Regions.* Boulder: Lynne Rienner Publishers, 2003.

d) Manuel Castells, Mireia Fernandez-Ardevol, Jack Linchuan Qiu, Araba Sey. *Mobile Communication and Society. A Global Perspective.* Cambridge: MIT Press, 2006.

7 a) Manuel Castells. *The Power of Identity.* 2nd ed. Oxford: Blackwell, 2004. Chapter 1, and pages 109-144 of Chapter 2.

b) Bruce B. Lawrence. *Shattering the Myth. Islam Beyond Violence.* Princeton: Princeton University Press, 1998. Pages 3-106.

c) Mehdi Mozaffari, ed. *Globalization and Civilizations.* London: Routledge, 2002.

d) David Domke and Kevin Coe. *The God Strategy. How Religion Became a Political Weapon in America,* Oxford: Oxford University Press, 2008.

8. a) Mary Kaldor. *Global Civil Society.* Cambridge: Polity Press, 2003.

b) Robert O´Brien, et alter. *Contesting Global Governance. Multilateral Economic Institutions and Global Social Movements.* Cambridge: Cambridge University Press, 2000.

c) Manuel Castells. *The Power of Identity.* 2nd ed. Oxford: Blackwell, 2004, pages 72-108 and 145-167.

d) Jeffrey S. Juris. *Networking Futures: The Movements Against Corporate Globalization.* London: Duke University Press, 2008.

e) Saskia Sassen. *Territory. Authority. Rights. From Medieval to Global Assemblages.* Princeton: Princeton University Press, 2006. Pages 323-376.

f) Joseph Nye and John D. Donahue, eds. *Governance in a Globalizing World.* London: Routledge, 2000.

g) Aiwha Ong. *Neoliberalism as Exception: Mutations in Citizenship and Sovereigty.* London: Duke University Press, 2006

h) Janine R. Wedel. *Shadow Elite. How the World's New Power Brokers Undermine Democracy, Government, and the Free Market*, New York: Basic Books, 2009.

9. a) Joseph S. Nye. *Power in the Global Information Age*. London: Routledge, 2004.

b) David Held. *Global Covenant: The Social Democratic Alternative to the Washington Consensus.* Cambridge, England and Malden, Massachusetts: Polity Press, 2004.

c) Michael Hardt and Antonio Negri , *Multitude. War and Democracy in the Age of Empire*, London: Penguin Books, 2005

d) John Arquilla and David Rondfeldt. *Networks and Netwars.* Santa Monica, CA: Rand Corporation, 2001.

e) Marc Sageman *Understanding Terror Networks*. Philadelphia: University of Pennsylvania Press, 2004

f) Jeanne Guillemin. *Biological Weapons: From the Invention of State-sponsored Programs to Contemporary Bioterrorism*. New York: Columbia University Press, 2005. Pages 167-205.

10. a) Wang Hui. *China´s New Order.* Cambridge: Harvard University Press, 2003. Pages 78-137.

b)You-tien Hsing. *Making Capitalism in China: the Taiwan Connection.* New York: Oxford University Press, 1998.

c) Manuel Castells. *End of Millenium.* Oxford: Blackwell, 2000. Chapter 4, "Development and Crisis in the Asian Pacific."

d) Marcus Franda. *China & India Online: the Politics of Information Technology in the World´s Largest Nations.* Lanham: Rowman and Littlefield, 2002.

11. a) Javier Santiso. *Latin America: The Political Economy of the Possible.* Oxford: Oxford University Press, 2006.

b) Manuel Castells. *Globalizacion, democracia y desarrollo: Chile en el contexto global.* Santiago de Chile: Fondo de Cultura Economica, 2005.

c) Manuel Antonio Garreton. *Incomplete Democracy: Political Democratization in Chile and Latin America.* Chapel Hill: University of North Carolina Press, 2003.

12. a) Patrick Bond, *Looting Africa. The economics of exploitation,* Zed Books, 2006.

b) William Beinart. *Twentieth-century South Africa*, Oxford: Oxford University Press, 1994.

c) Rian Malan. *My Traitor's Heart*, London: Vintage, 1990

13. a) Ken Ducatel, Juliet Webster and Werner Hermann (eds). *The Information Society in Europe. Work and Life in an Age of Globalization*. Lanham, Rowman and Littlefield, 2000.

b) Mario Telo. “Governance and Government in the European Union: The Open Method of Coordination.” In Maria Joao Rodrigues (Ed.) op. cit., 2002. Pages 242-272.

c) Manuel Castells and Pekka Himanen. *The Information Society and the Welfare State: The Finnish Model.* Oxford: Oxford University Press, 2002.

d) Maria Joao Rodrigues. *European Policies for a Knowledge Economy.* Northampton, MA: Edward Elgar, 2003.

14. a) Joseph Stiglitz. *The Roaring Nineties. Seeds of Destruction.* London: Allen Lane, 2003.

b) Lawrence Mishel, Jared Bernstein, Sylvia Allegretto. *The State of Working America.* Ithaca: Cornell University Press, 2007. Pages 1-34.

c) Paul Krugman. *The Great Unraveling. Losing our Way in the New Century.* New York: W.W. Norton, 2003.

d) John Newhouse. *Imperial America.* New York: Alfred Knopf, 2003.

15. a) Pippa Norris. *A Virtuous Circle: Political Communications in Postindustrial Societies.* Cambridge: Cambridge University Press, 2000.

b) David Croteau and William Hoynes. *The Business of Media. Corporate Media and the Public Interest.* Thousand Oaks, CA: Pine Forge Press, 2001.

c) Madanmohan Rao, ed. *News Media and New Media. The Asia-Pacific Internet Handbook.* Singapore, Nangyan Technological University: Eastern Universities Press, 2003. Pages 1-60.

d) Vidhya Alakeson. *Making the Net Work. Sustainable Development in a Digital Society.* Middlesex, England: Forum for the Future, 2003.

e) Scott Lash and Celia Lury. *Global Culture Industry.* Cambridge: Polity Press, 2007

Academic Policies of USC Annenberg School for Communication

Plagiarism / Academic Integrity

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Academic Accommodations

Any students requesting academic accommodations based on a disability are required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP when adequate documentation is filed. Please be sure the letter is delivered to the professor as early in the semester as possible. DSP is open Monday through Friday, 8:30 a.m. – 5:00 p.m. The office is located in the Student Union, Room 301 and their phone