

COMM 499 – Special Topics  
Fall 2005  
ASC 231

Professor Nancy Snow  
[nsnow@usc.edu](mailto:nsnow@usc.edu)  
Thursdays, 3:30-6:30pm

### **Anti-Americanism: Hating the U.S. at Home and Abroad**

Who is anti-American? Who hates America? Why do they hate the U.S. and how does this hatred get politically expressed? What is legitimate criticism and what is baseless propaganda? Is there anything constructive to emerge from such debate or is it all irrelevant political dribble? This provocative course takes an in-depth look at anti-American sentiment, both across the globe and within our own country. Students examine the entire spectrum of criticism, from geographic (Western Europe, Latin America, and Southeast Asia) and religious (Islam) to economic (globalization) and academic (American universities). The class aims to engage all in ascertaining the validity and/or frivolity of the various attacks. Through this course, students will not only come to better understand America's place within the global community, but also will develop a more subtle, nuanced knowledge of the unique challenges facing the 'world's lone superpower' in the 21<sup>st</sup> century.

Debate and discussion is a major part of this course. Students must come to class not just having read the material, but having formed opinions and questions about it. Respect for divergent ideas is demanded. No element of intellectual intimidation will be allowed. All attendees should feel free to and are expected to participate in the discussion.

#### **REQUIRED TEXTS**

Anholt, Simon, *Brand America: The Mother of All Marketing Brands*, Cyan Books, 2004.

Anonymous, *Through our Enemies' Eyes: Osama bin Laden, Radical Islam, and the Future of America*, Brassey's Inc, 2002.

Chomsky, Noam, *Hegemony or Survival: America's Quest for Global Dominance (The American Empire Project)*, Henry Holt & Co., Inc., 2003.

Flynn, Daniel J., *Why the Left Hates America: Exposing the Lies that have Obscured Our Country's Greatness*, Three Rivers Press, 2004.

Rubin, Barry and Judith Colp Rubin. *Hating America: A History*, Oxford University Press, 2004.

Snow, Nancy. *Propaganda, Inc.: Selling America's Culture to the World*, Seven Stories Press, 2002.

Supplementary readings and reports will be posted on Blackboard

## COURSE REQUIREMENTS

Two Essay Papers (40%): There will be two medium-length papers (6-8 pages) assigned in the course. Each will be worth 20 percent of your final grade. The first is due September 29 and the second is due November 17. I will hand out questions from which you can choose and provide a week to complete each essay paper.

Mid-Term Exam (20%): There will be a mid-term exam of about 50 questions on October 20 in an open-ended, short answer, true/false, and multiple choice format.

Term Paper (30%): The final take-home paper is worth 30 percent of your final grade and will consist of a topic of your choose (or suggested by me if you are stumped). This paper is original research and is designed to take the class discussion further with an in-depth critical analysis of a topic related to anti-Americanism (e.g., media, globalization, religion, popular culture, open society, rhetoric, propaganda). Think of this paper as teaching me something that I don't already know so you must be willing to tackle the subject head-on and not just use descriptive language. Your term paper should be at least 10-12 pages but I won't weigh it or count words. Due: December 15 (must be handed in to me in person at ASC 103 no later than 3:30 PM.)

Class participation (10%): This is a very important element of your grade and I do not take this lightly. Do not allow the topics or make-up of the audience to diminish your class participation! You are the only ones earning points for it!

## ABOUT YOUR INSTRUCTOR

Nancy Snow is a former U.S. government official responsible for cultural affairs and international exchange management at the U.S. Information Agency (USIA) and international humanitarian assistance (refugees, migration) at the U.S. State Department (DOS). Snow received a Ph.D. in international relations from American University's School of International Service where she completed a doctoral dissertation on "Fulbright Scholars as Cultural Mediators." She has written extensively on American persuasion, influence and propaganda in the world and maintains a website devoted to the topic at [www.nancysnow.com](http://www.nancysnow.com). Her fourth book, *Anti-Americanism: A Guide for the Perplexed*, will be published by Routledge in 2006. Dr. Snow is a Senior Research Fellow in the USC Center on Public Diplomacy where she directs a research initiative on anti-Americanism and is Asst. Professor of Communications at California State University, Fullerton. She was a Fulbright scholar to Germany.

## OFFICE HOURS

I am available Thursdays before class from 2:30-3:30 PM in ASC 103, the USC Center on Public Diplomacy. Since I teach full-time at California State University, Fullerton, it may be more convenient to reach me via e-mail ([nsnow@usc.edu](mailto:nsnow@usc.edu)) or leave a message at my CSUF office (714) 278-4302.

## ATTENDANCE

Superb attendance is expected and NOT rewarded. Unexcused absences will result in a lowering of your participation grade. More than two excused absences will result in a lowering of your overall class grade. Please let me know if you must be absent from class before the class meeting. Consistent tardiness will also result in a lowering of your participation grade.

## ACADEMIC INTEGRITY

As members of the USC community, we recognize that academic dishonesty detracts from the value of your degree. Therefore, we shall not tolerate lying, cheating, or stealing in any form. Students willing to risk engaging in this venture will find I am extremely unaccommodating with its subsequent exposure. In other words, *do not take the risk!!!*

SCHEDULE: ALL READINGS ARE TO BE READ BY THE DAY LISTED; SOME SHIFTING IN DISCUSSION TOPICS IS TO BE EXPECTED SINCE GUEST SPEAKERS MAY ALWAYS BE A POSSIBILITY

August 25: INTRODUCTORY CLASS/OVERVIEW; WHAT MY OWN RESEARCH ON THE TOPIC HAS TAUGHT ME ABOUT HOW TO TEACH IT

September 1: *HATING AMERICA: A HISTORY*, Chapters 1-4

September 8: *HATING AMERICA*, Chapters 5-9

September 15: *BRAND AMERICA*, Chapters 1-4

September 22: *BRAND AMERICA*, Chapters 5-7

First Essay Paper Assigned, due on Thursday, Sept. 29

Debate and discussion: Brand America –Is American culture across the globe helping or hurting?

SEPTEMBER 29: *PROPAGANDA, INC.*

Essay I Due Today; Frontline presentation, “The Persuaders”

October 6: *WHY THE LEFT HATES AMERICA*, pp. 1–146

October 13: *WHY THE LEFT HATES AMERICA*, pp. 147-214.

October 20: Mid-Term Exam

October 27: Anti-Americanism and other Isms (Anti-Semitism, Globalism, Terrorism)

Debate and discussion: How is the global economy supposed to work – to benefit all or to benefit rich Americans?

November 3: HEGEMONY OR SURVIVAL

Debate and discussion: Taming America's Power; The Global Reaction to US Primacy

November 10: THROUGH OUR ENEMIES' EYES, Chapters 1–4.

Second Essay Paper Assigned; Due on Thursday, November 17

November 17: THROUGH OUR ENEMIES' EYES, Chapters 7-8; 11-12

Essay Two Due Today

November 24: THANKSGIVING HOLIDAY

December 1: THROUGH OUR ENEMIES' EYES, Chapters 13-15

Closing debate and discussion: What does studying anti-Americanism at home and abroad teach us about ourselves? Is there common ground or will the subject remain politically contested and a politically loaded term?

December 15: TERM PAPER DUE IN ASC 103 BY 3:30 PM

HONORED GUESTS INVITED TO PARTICIPATE IN OUR DISCUSSION:

(Their appearance is subject to availability)

- Cari Eggspuehler, Executive Director, Business for Diplomatic Action (<http://www.businessfordiplomaticaction.org>)
- Janet Elliott, Executive Director, International Visitors Council of Los Angeles (<http://www.ivcla.org>)
- Hamid Karzai, Director, Foreign Press Center Los Angeles
- Mike O'Sullivan, Bureau Chief, Voice of America, West Coast News Bureau (<http://www.voas.com>)
- Norman Pattiz, Chairman, Westwood One, Board Member, Broadcasting Board of Governors (<http://www.bbg.gov> oversees Radio Sawa, Al Hurra, Voice of America)
- Lorenzo Soria, President, Hollywood Foreign Press Association (<http://www.hfpa.org>) Best known for sponsoring Golden Globes in January