

Globalization, Communication, and Society

Professor Manuel Castells

Fall 2006

Annenberg School for Communication

Comm 559 Room ASC 228
Wednesday 2:00 p.m. – 5:00 p.m.
(213) 821-2079

Office Hours by Appointment
Tuesday 12:30 p.m. – 3:30 p.m.

Description of the course

This is a graduate course focused on analyzing the relationship between multidimensional globalization and the processes of communication. Communication is understood in a broad sense, both as technology and as media. The analysis will highlight the social, cultural, and political implications of globalization, and the specific influence of communication in the social 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 3 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, even if there will be no control of the reading. 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. Students in Communication and Journalism have priority for enrollment. Second priority is for students in sociology, planning, and international relations. Students from other departments are welcome within the limits of available enrollment. 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 the discussions in class. Research, elaboration, and writing of a paper on a topic related to the area of study in the course. **The paper must be 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: not a letter, not a book, not a video, not a message. 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 for 65% on the quality of the paper, and for 35% on the participation in class. There will be no control of the readings, but it is assumed that the readings included in the syllabus will help considerably the understanding of the subject, thus the elaboration of the paper and the participation in the discussion in class.

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

1. **Globalization, Communication, Technology, and Society: An Analytical Overview.**
2. **The Global Economy.** Financial Globalization. The Internationalization of Production. Asymmetrical international trade. A global labor force? The global networks of science and technology. The global criminal economy.
3. **Uneven Globalization.** Inequality, Poverty, and the Rise of the Fourth World (Focus on Africa). Gender and Globalization.
4. **The Global/Local Logic of the Media in the Age of the Internet:** Concentration of Business, Customization of Content, and Global Networking.
5. **Global Cities:** Nodes of the Global Network of Power, Wealth, and Information.
6. **Globalization, Identity, and Social Struggles.** Cultural Identity as Source of Meaning and Opposition (Ethnic movements, nationalism, religious fundamentalism).
7. **The Global Civil Society.** Social Movements, Non-Governmental Organizations, and the Global Public Space.
8. **Global Governance and the Network State.**
9. **War and Peace in a Globalized World: Multilateralism, Unilateralism, and the New Geopolitics.**

10. **The Diversity of Globalization:**
 - I. **The View from Latin America (focus on Chile).**
 - 11 **II. The View from Asia (focus on China).**
 12. **III. The View from Eastern Europe (focus on Russia).**
 13. **IV. The view from the European Union.**
 14. **V. The view from the United States.**

Conclusion: Media as the Cultural Foundation for Globalization.

Readings

Required Reading

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

1. Held, David, et al. Global Transformations. Politics, Economics, and Culture. Stanford: Stanford University Press, 1999. **(The whole book is required.)**
2. a) Castells, Manuel. "The Global Economy: Structure, Dynamics, and Genesis." The Rise of the Network Society. 2nd ed. Oxford: Blackwell, 2000. 101-147.
 - b) Porter, Tony. "The Democratic Deficit in the Institutional Arrangements for Regulating Global Finance." The Global Governance Reader. Ed. Rorden Wilkinson. London: Routledge, 2005. 239-249.
3. a) United Nations Development Program. Human Development Report 2001: Making Technology Work for Human Development. New York: Oxford University Press, 2001. **(The whole report is required reading. Beware, this is the 2001 report, not any other year's report.)**
 - b) Wolf, Martin. Why Globalization Works. New Haven: Yale University Press. Chapter 9, pages 138-172.
 - c) Beneria, Lourdes. Gender, Development and Globalization. London: Routledge, 2003. 91-130.
4. a) Hesmondhalgh, David. The Cultural Industries. London: Sage, 2002. 173-230.
 - b) Volkmer, Ingrid. News in The Global Sphere: A Study of CNN and Its Impact on Global Communication. Luton: University of Luton Press, 1999. 91-217.

- c) Horwitz, Robert B. "U.S, Media Policy Then and Now." Converging Media, Diverging Politics. A Political Economy of News Media in the United States and Canada. Ed. David Skinner, James R. Compton, and Michael Gasher. Oxford: Lexington Books, 2005. Pages 25-50.
5. a) Sassen, Saskia. The Global City. New York, London, Tokyo. Princeton: Princeton University Press, 1991. 3-34 and 323-338.
- b) Abrahamson, Mark. Global Cities. Oxford: Oxford University Press, 2004. 71-94 and 121-161.
6. a) Castells, Manuel. The Power of Identity. 2nd ed. Oxford: Blackwell, 2004. 12-23 and 108-144.
- b) Cooke, Miriam and Bruce Lawrence. Muslim Networks: From Hajj to Hip Hop. Chapel Hill: The University of North Carolina Press, 2005. 191-273.
7. a) Juris, Jeffrey. "Networked Social Movements: Global Movements for Global Justice." The Network Society. A Cross-Cultural Perspective. Ed. Manuel Castells. Northampton, MA: Edward Elgar. 341-362.
- b) Kaldor, Mary. Global Civil Society. Cambridge: Polity Press, 2003. 109-160.
8. a) Keohane, Robert. Power and Governance in a Partially Globalized World. London: Routledge, 2002. 193-287.
- b) Castells, Manuel. "Global Governance and Global Politics" in Political Science, January 2005.
- c) Held, David. Global Covenant. Cambridge: Polity Press, 2004. Part II, pages 73-118.
9. a) Newhouse, John. Imperial America. New York: Alfred A. Knopf, 2003. 3-76.
- b) Arquilla, John and David Ronfeldt. Networks and Netwars. Santa Monica, CA: Rand Corporation. 1-25 and 311-354.
10. a) United Nations Development Program. Democracy in Latin America. New York: UNDP, 2004.
- b) Ottone, Ernesto and Carlos Vergara. Chile: A Case of Progressive Development. Santiago: Presidencia de la República, 2005.
11. a) Wang Hui. China's New Order. Cambridge: Harvard University Press, 2003. 78-137.

- b) You-tien Hsing. Making capitalism in China: The Taiwan Connection. New York: Oxford University Press, 1998. 3-39 and 144-160.
12. a) Castells, Manuel and Emma Kiselyova. The Collapse of Soviet Communism. Los Angeles, Figueroa Press, 2003. 17-58 and 82-97. (Reprinted from University of California at Berkeley, International Studies Series, 1995).
- b) Rantanen, Tehri. The Global and the National. Media and Communications in Post-Communist Russia. Lanham: Rowman and Littlefield Publishers, 2002. 1-42, 85-106, and 127-139.
13. Jones, Erik and Amy Verdun, eds. The Political Economy of European Integration. New York: Routledge, 2005. 128-169.
14. Nye, Joseph. The Paradox of American Power. Oxford: Oxford University Press, 2002. **(The whole book is required.)**
15. a) Croteau, David and William Hoynes. Media Society. Industries, Images and Audiences. 2nd ed. Thousand Oaks, CA: Pine Forge Press, 2000. 329-363.
- b) Chatterjee, Anshu. "Globalization, Identity and Television Networks: Community Mediation and Global Responses in Multicultural India." The Network Society. A Cross-Cultural Perspective. Ed. Manuel Castells. Northampton, MA: Edward Elgar, 2004. 402-419.
- c) McLuhan, Marshall and Bruce R. Powers. The Global Village: Transformations in World Life and Media in the 21st Century. New York: Oxford University Press, 1989. 83-143.

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) Vertovec, Steven and Darrell Posey, eds. Globalization, Globalism, Environments and Environmentalism. Oxford: Oxford University Press, 2003.
2. a) Stiglitz, Joseph. Globalization and Its Discontents. New York: WW Norton, 2002.
- b) Wolf, Martin. Why Globalization Works. New Haven: Yale University Press, 2004.

- c) Rieger, Elmar and Stephen Leibfried. Limits to Globalization. Cambridge: Polity Press, 2003.
3. a) World Bank. Poverty in the Age of Globalization. Washington, DC: The World Bank, 2001.
- b) Roy, Ananya. City Requiem, Calcutta. Gender and the Politics of Poverty. Minneapolis: University of Minnesota Press, 2003.
- c) Horton, Keith and Heig Patapan, eds. Globalization and Equality. London: Routledge, 2004.
- d) Massey, Douglas, et al. World in Motion: Understanding International Migration at the End of the Millennium. Oxford: Clarendon Press, 1998.
4. a) Price, Monroe E. Media and Sovereignty. The Global Information Revolution and its Challenge to State Power. Cambridge, MA: MIT Press, 2002.
- b) Castells, Manuel. The Internet Galaxy. Oxford and New York: Oxford University Press, 2001.
- c) Franda, Marcus. Launching into Cyberspace: Internet, Development and Politics in Five World Regions. Boulder: Lynne Rienner Publishers, 2003.
5. a) Scott, Allen, ed. Global City Regions. Trends, Theory, Policy. Oxford: Oxford University Press, 2001.
- b) Graham, Stephen and Marvin Simon. Splintering Urbanism. London: Routledge, 2001.
- c) Dear, Michael (ed). From Chicago to L.A. London: Sage 2002.
6. a) Castells, Manuel. The Power of Identity. 2nd edition. Oxford: Blackwell, 2003. Chapter 1, and pages 109-144 of Chapter 2.
- b) Lawrence, Bruce B. Shattering the Myth. Islam Beyond Violence. Princeton: Princeton University Press, 1998. 3-106.
- c) Mozaffari, Mehdi, ed. Globalization and Civilizations. London: Routledge, 2002.
7. a) Kaldor, Mary. Global Civil Society. Cambridge: Polity Press, 2003.
- b) O'Brien, Robert., et al. Contesting Global Governance. Multilateral Economic Institutions and Global Social Movements. Cambridge: Cambridge University Press, 2000.

- c) Castells, Manuel. The Power of Identity. 2nd edition. Oxford: Blackwell, 2003. 72-108 and 145-167.
8. a) Nye, Joseph and John D Donahue, eds. Governance in a Globalizing World. London: Routledge, 2000.
- b) Castells, Manuel. The Power of Identity. 2nd edition. Oxford: Blackwell, 2003, Chapter 5.
9. a) Nye, Joseph S. Power in the Global Information Age. London: Routledge, 2004.
- b) Arquilla, John and David Rondfeldt. Networks and Netwars. Santa Monica, CA: Rand Corporation, 2001.
- c) Held, David. Global Covenant. The Social Democratic Alternative to the Washington Consensus. Cambridge, England and Malden, Massachussets: Polity Press, 2004.
10. a) Castells, Manuel. Globalizacion, democracia y desarrollo: Chile en el contexto global. Santiago de Chile: Fondo de Cultura Economica, 2005.
- b) Garreton, Manuel Antonio. Incomplete Democracy. Political Democratization in Chile and Latin America. Chapel Hill: University of North Carolina Press, 2003.
11. a) Hsing, You-tien. Making Capitalism in China: the Taiwan Connection. New York: Oxford University Press, 1998.
- b) Castells, Manuel. End of Millenium. Oxford: Blackwell, 2000. Chapter 4, "Development and crisis in the Asian Pacific."
- c) Franda, Marcus. China & India Online: the Politics of Information Technology in the World's Largest Nations. Lanham: Rowman and Littlefield, 2002.
12. a) Bonnell, Victoria and George Breslauer. Russia at the End of the 20th Century. Boulder: Westview Press, 2000.
- b) Castells, Manuel and Emma Kiselyova. "Russia as a Network Society," paper delivered at the Stanford University Conference on Russia at the End of the 20th Century, November 1999. Published in Russian in *Mir Rossya* (Moscow), 2/2000. Available in English at the Annenberg Resource Center.
13. a) Ducatel, Ken, 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) Castells, Manuel and Pekka Himanen. The Information Society and the Welfare State. The Finnish Model. Oxford: Oxford University Press, 2002.
- c) Joao Rodrigues, Maria. European Policies for a Knowledge Economy. Northampton, MA: Edward Elgar, 2003.
14. a) Stiglitz, Joseph. The Roaring Nineties. Seeds of Destruction. London: Allen Lane, 2003.
- b) Krugman, Paul. The Great Unraveling: Losing our Way in the New Century. New York: W.W. Norton, 2003.
15. a) Norris, Pippa. A Virtuous Circle: Political Communications in Postindustrial Societies. Cambridge: Cambridge University Press, 2000.
- b) Kaldor, Mary. Global Civil Society. Cambridge: Polity Press, 2003.
- c) Croteau, David and William Hoynes. The Business of Media. Corporate Media and the Public Interest. Thousand Oaks, CA: Pine Forge Press, 2001.
- d) Rao, Madanmohan, ed. News Media and New Media. The Asia-Pacific Internet Handbook. Singapore, Nanyang Technological University: Eastern Universities Press, 2003. 1-60.
- e) Alakeson, Vidhya. Making the Net Work: Sustainable Development in a Digital Society. Middlesex, England: Forum for the Future, 2003.

Academic Policies of USC Annenberg School for Communication

Plagiarism / Academic Integrity

Plagiarism is defined as taking ideas or writings from another and passing them off as one's own. The following is the Annenberg School for Communication's policy on academic integrity: Since its founding, the USC Annenberg School of Communication has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found guilty of plagiarism, fabrication, cheating on examinations, or purchasing papers or other assignments will receive a failing grade in the course and will be dismissed as a major from the School of Communication. There are no exceptions to the school's policy.

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 number is (213) 740-0776.