

# **Globalization, Communication, and Society**

## **Professor Manuel Castells**

### **Fall 2005**

**Annenberg School for Communication**

Comm 559                      Room ASC 228  
Wednesday 2:00 p.m. – 5:00 p.m.  
(213) 740-6180

Office Hours by Appointment  
Tuesday 10:00 a.m. – 1:00 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 enrolment. Second priority is for students in sociology, planning, and in international relations. Students from other departments are welcome within the limits of available enrolment. 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 of Social Struggles: I. The Anti-Globalization Movement.
7. Globalization of Social Struggles: II. Cultural Identity as Source of Meaning and Opposition (Ethnic movements, nationalism, religious fundamentalism).
8. Globalization and the Network State.
9. Multilateralism, Unilateralism, and the New Geopolitics.
10. Globalization, Information Technology, and Politics: 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.
15. Conclusion: Media as the Cultural Foundation for Globalization.

## **Readings**

**Required Reading** - For the convenience of students, three full books are required, and a reader will be prepared for most other required readings.

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

1. David Held et al. "Global Transformations. Politics, Economics, and Culture", Stanford: Stanford University Press, 1999 (**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", pages 101-147 of the second edition.  
 b) Tony Porter, "The Democratic Deficit in the Institutional Arrangements for Regulating Global Finance" in Rorden Wilkinson (editor) "The Global Governance Reader". London: Routledge, 2005, pages 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) Lourdes Beneria "Gender, Development and Globalization", London: Routledge, 2003, pages 91-130.
4. a) David Hesmondhalgh "The Cultural Industries", London: Sage, 2002, pages 173- 230.  
 b) Manuel Castells "The Internet Galaxy", Oxford: Oxford University Press, 2001, 247-274.
5. a) Saskia Sassen "The Global City. New York, London, Tokyo", Princeton, NJ: Princeton University Press, 1991, pages 3-34 and 323-338.

- b) Mark Abrahamson “Global Cities”, Oxford: Oxford University Press, 2004, pages 71-94 and 121-161.
6. Jeffrey S. Juris “Networked Social Movements: Global Movements for Global Justice” in Manuel Castells (editor) “The Network Society. A Cross-Cultural Perspective”, Northampton, MA: Edward Elgar, pages 341-362.
7. Manuel Castells “The Power of Identity” Oxford: Blackwell, 2<sup>nd</sup> edition, 2004, pages 12-23 and 108 -144.
8. Robert O. Keohane “Power and Governance in a Partially Globalized World”, London: Routledge, 2002 , pages 193-287.
9. Mary Kaldor “Global Civil Society”, Cambridge: Polity Press, 2003, pages 109-160.
10. a) Fernando Calderon (editor) “¿Es sostenible la globalizacion en America Latina?”, Mexico: Fondo de Cultura Economica, 2003, 2 volumes, read the final conclusion (a dialogue) of the second volume. This is required only for students able to read Spanish. This material will not be included in the reader, but it can be consulted in the Annenberg Resource Center.
- b) Ernesto Ottone and Carlos Vergara, “Chile: A Case of Progressive Development”; Santiago: Presidencia de la República, 2005.
11. Wang Hui “China’s New Order”, Cambridge: Harvard University Press, 2003, pages 78-137.
12. Terhi Rantanen “The Global and the National. Media and Communications in Post-Communist Russia”, Lanham: Rowman and Littlefield Publishers, 2002, pages 1-42, 85-106 and 127-139.
13. Erik Jones and Amy Verdun (eds), “The Political Economy of European Integration”, New York: Routledge, 2005, pages 128-169.
14. Joseph Nye “The Paradox of American Power”, Oxford: Oxford University Press, 2002 **(the whole book is required)**.
15. a) David Croteau and William Hoynes, “Media Society. Industries, Images and Audiences”, Thousand Oaks, CA: Pine Forge Press, 2000, 2<sup>nd</sup> edition, pages 329-363.
- b) Anshu Chatterjee “Globalization, Identity and Television Networks: Community Mediation and Global Responses in Multicultural India”, in Manuel Castells (editor) “The Network Society. A Cross-Cultural Perspective”, Northampton, MA: Edward Elgar, pp. 402-419.

## Recommended Reading

1. World Commission on the Social Dimension of Globalization "A Fair Globalization. Creating Opportunities for All" Geneva: International Labour Organization, 2004.  
  
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.
3. a) World Bank "Poverty in the Age of Globalization", Washington DC: The World Bank, 2001.  
  
b) Ananya Roy. "City Requiem, Calcutta. Gender and the Politics of Poverty", Minneapolis, University of Minnesota Press, 2003.  
  
c) Keith Horton and Haig Patapan (eds) "Globalization and Equality", London: Routledge, 2004.
4. a) Monroe E. Price, "Media and Sovereignty. The Global Information Revolution and its Challenge to State Power", Cambridge, MA: MIT Press. 2002.  
  
b) Ingrid Volkmer "News in the Global Sphere. A Study of CNN and its Impact on Global Communication", Luton, UK: University of Luton Press, 1999.  
  
c) Manuel Castells "The Internet Galaxy", Oxford and New York: Oxford University Press, 2001.  
  
d) Marcus Franda "Launching into Cyberspace. Internet, Development and Politics in Five World Regions", Boulder: Lynne Rienner Publishers, 2003.
5. a) Allen Scott (editor) "Global City Regions. Trends, Theory, Policy", Oxford: Oxford University Press, 2001.  
  
b) James O. Wheeler, Yuko Aoyama, Barney Warf (eds) "Cities in the Telecommunications Age. The Fracturing of Geographies" New York: Routledge, 2000.
6. a) Mary Kaldor "Global Civil Society", Cambridge: Polity Press, 2003.

- b) Robert O'Brien et al. "Contesting Global Governance. Multilateral Economic Institutions and Global Social Movements", Cambridge, Cambridge University Press, 2000.
- c) Manuel Castells "The Power of Identity", 2nd edition, Oxford: Blackwell, 2003 ( pages 72-108 and 145-167).
7. a) Manuel Castells, "The Power of Identity", 2nd edition, Oxford: Blackwell, 2003, 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 (editor) "Globalization and Civilizations", London: Routledge, 2002.
8. a) Joseph Nye and John D. Donahue (editors) "Governance in a Globalizing World", London: Routledge, 2000.
- b) Manuel Castells, "The Power of Identity", 2nd edition, Oxford: Blackwell, 2003, Chapter 5.
9. a) Joseph S. Nye "Power in the Global Information Age", London: Routledge, 2004.
- b) John Arquilla and David Ronfeldt "Networks and Netwars", Santa Monica, CA: Rand Corporation, 2001.
- c) David Held "Global Covenant. The Social Democratic Alternative to the Washington Consensus", Cambridge, England and Malden, Massachusetts, Polity Press, 2004.
10. Manuel Castells, "Globalizacion, democracia y desarrollo: Chile en el contexto global", Santiago de Chile: Fondo de Cultura Economica, 2005.
11. a) You-tien Hsing "Making Capitalism in China: the Taiwan Connection", New York: Oxford University Press, 1999.
- b) Manuel Castells "End of Millenium", Oxford: Blackwell, 2000: Chapter 4 "Development and crisis in the Asian Pacific."
- c) Marcus Franda "China & India Online: the Politics of Information Technology in the World's Largest Nations", Lanham: Rowman and Littlefield, 2002.
12. a) Victoria Bonnell and George Breslauer "Russia at the End of the 20<sup>th</sup> Century", Boulder, Westview Press, 2000.
- b) Manuel Castells and Emma Kiselyova "Russia as a Network Society", paper delivered at the Stanford University Conference on Russia at the

End of the 20<sup>th</sup> Century, November 1999, published in Russian in *Mir Rossya* (Moscow), 2/2000. Available in English at the Annenberg Resources Center.

13. Manuel Castells and Pekka Himanen "The Information Society and the Welfare State. The Finnish Model", Oxford: Oxford University Press, 2002.
14. a) Joseph Stiglitz "The Roaring Nineties. Seeds of Destruction", London: Allen Lane, 2003.  
  
b) Paul Krugman "The Great Unraveling. Losing our Way in the New Century", New York: W.W. Norton, 2003.
15. a) Pippa Norris "A Virtuous Circle: Political Communications in Postindustrial Societies", Cambridge: Cambridge University Press, 2000.  
  
b) Dan Schiller "Digital Capitalism. Networking the Global Market System", Cambridge, MA: MIT Press, 1999.  
  
c) David Croteau and William Hoynes "The Business of Media. Corporate Media and the Public Interest", Thousand Oaks, CA: Pine Forge Press, 2001.