

**Globalization, Communication, and Society**  
**Professor Manuel Castells**  
**Spring 2009**  
**Annenberg School for Communication**

Comm 559                      Room ASC 328  
Wednesday 3:30 p.m. – 6:30 p.m.  
(213) 821-2079

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. 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 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 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 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 an email 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 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** 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. **Globalization and Inequality** Inequality, Poverty, and the Rise of the Fourth World (Focus on Africa).
4. **Global Multimedia Networks in the Age of the Internet** Business Concentration, Content Customization, and Global Networking. From Mass Communication to Mass Self-Communication.
5. **Global Cities** Nodes of the Global Networks of Power, Wealth, and Information.
6. **Globalization, Identity, and Social Struggles** Cultural Identity as Source of Meaning and Mobilization (Ethnic movements, nationalism, religious fundamentalism).
7. **The Global Civil Society** Social Movements, Non-Governmental Organizations, and the Global Public Sphere.
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: Introduction**
  - I. **The View from Latin America (focus on Chile)**
11. **II. The View from Asia (focus on China)**
12. **III. The View from the Persian/Arab Gulf**
13. **IV. The view from the European Union**
14. **V. The view from the United States**

**Conclusion: Networked 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 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." Pages 101-147 of the second edition.  
 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 E. Stiglitz. *Globalization and Its Discontents*. New York: WW Norton, 2002. Pages 53-132.
3. a) United Nations Development Program. "The State of Human Development." *Human Development Report 2006*. New York: Oxford University Press, 2006. Pages 263-273.  
 b) Robert Hunter Wade. "The Disturbing Rise in Poverty and Inequality: is it all a Big Lie?" In David Held and Mathias Koenig-Archibugi (eds), *Taming Globalization*. Cambridge: Polity, 2003. Pages 18-46.  
 c) Jeffrey D. Sachs. *The End of Poverty: Economic Possibilities for Our Time*.

New York: The Penguin Press. Pages 1-73 and 188-209.

4.
  - a) Amelia Arsenault and Manuel Castells. "The Structure and Dynamics of Global Multimedia Business Networks." In *International Journal of Communication*, volume 2, 2008 (accessible online: [www.ijoc.org](http://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.
5.
  - a) Mark Abrahamson. *Global Cities*. Oxford: Oxford University Press, 2004. Pages 71-94 and 121-161.
  - b) 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.
  - c) Mike Davis. *Planet of Slums*. New York and London: Verso, 2006. Pages 1-49.
6.
  - a) Manuel Castells. *The Power of Identity*. Oxford: Blackwell, 2<sup>nd</sup> 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.
7.
  - a) Jeffrey S. Juris. "Networked Social Movements: Global Movements for Global Justice." In Manuel Castells (ed.) *The Network Society. A Cross-Cultural Perspective*. Northampton, MA: Edward Elgar. Pages 341-362.
  - b) Mary Kaldor. *Global Civil Society*. Cambridge: Polity Press, 2003. Pages 109-160.
8.
  - a) Manuel Castells. "Global Governance and Global Politics." In *Political Science*, January 2005.
  - b) Ulrich Beck. *Power in the Global Age*. Cambridge: Polity Press, 2005. Pages 166-235.
  - c) Saskia Sassen. *Territory. Authority. Rights. From Medieval to Global Assemblages*. Princeton: Princeton University Press, 2006. Pages 323-376.
9.
  - a) Joseph Nye. *The Paradox of American Power*. Oxford: Oxford University Press, 2002. **(The whole book is required.)**
  - b) John Arquilla and David Rondfeldt. *Networks and Netwars*. Santa Monica, CA: Rand Corporation, 2003. Pages 1-25, and 311-354.

- c) Jeanne Guillemin. *Biological Weapons. From the Invention of State-Sponsored Programs to Contemporary Bioterrorism*. New York: Columbia University Press, 2005. Pages 167-205.
10. *United Nations Development Program. Democracy in Latin America*. New York: UNDP, 2004. Pages 33-129.
11. a) Wang Hui. *China's New Order*. Cambridge: Harvard University Press, 2003. Pages 78-137.
- b) C. Fred Bergsten, et al. *China: the Balance Sheet*. New York: Public Affairs, 2006. **(The whole book is required.)**
12. a) John Fox, Nada Mourtada-Sabbah and Mohammed al-Mutawa (eds). *Globalization and the Gulf*. London: Routledge, 2006. Pages 1-60.
- b) Manuel Castells. "Globalization and Identity with Special Reference to the Arabian Gulf Region." Sharjah, American University of Sharjah, 2007.
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.
- c) 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.
14. a) Joseph Stiglitz. *The Roaring Nineties*. New York: WW Norton, 2003. Pages 3-28, 180-240, 269-280.
- b) Lawrence Mishel, Jared Bernstein, Sylvia Allegretto. *The State of Working America*. Ithaca: Cornell University Press, 2007. Pages 1-34.
15. Gustavo Cardoso. *The Media in the Network Society*. Lisbon: ISCTT, Center for Research and Studies in Sociology, 2006: Pages 111-146.

## 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) Alice H. Amsden. *Escape from Empire: The Developing World's Journey through Heaven and Hell*. Cambridge, MA: The MIT Press, 2007.
  - 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.
  - d) Douglas Massey, et al. *World in Motion: Understanding International Migration at the End of the Millennium*. Oxford: Clarendon Press, 1998.
4.
  - a) Monroe E. Price. *Media and Sovereignty. The Global Information Revolution and its Challenge to State Power*. Cambridge, MA: MIT Press, 2002.
  - b) Manuel Castells. *The Internet Galaxy*. Oxford and New York: Oxford University Press, 2001.
  - 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.

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.
6.
  - a) Manuel Castells. *The Power of Identity*. 2nd ed. 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, ed. *Globalization and Civilizations*. London: Routledge, 2002.
7.
  - 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 ed. Oxford: Blackwell, 2003. Pages 72-108 and 145-167.
  - d) Jeffrey S. Juris. *Networking Futures: The Movements Against Corporate Globalization*. London: Duke University Press, 2008.
8.
  - a) Joseph Nye and John D. Donahue, eds. *Governance in a Globalizing World*. London: Routledge, 2000.
  - b) Aiwha Ong. *Neoliberalism as Exception: Mutations in Citizenship and Sovereignty*. London: Duke University Press, 2006.
  - c) Manuel Castells. *The New Public Sphere: Global Civil Society, Communication Networks, and Global Civil Society*. *Annals of the American Academy of Political and Social Science*, March 2008.
9.
  - a) Joseph S. Nye. *Power in the Global Information Age*. London: Routledge, 2004.
  - b) John Arquilla and David Rondfeldt. *Networks and Netwars*. Santa Monica, CA: Rand Corporation, 2001.

- c) Marc Sageman "Understanding Terror Networks", Philadelphia: University of Pennsylvania Press, 2004.
- d) David Held "Global Covenant. The Social Democratic Alternative to the Washington Consensus", Cambridge, England and Malden, Massachussets, Polity Press, 2004.
10. 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.
11. a) You-tien Hsing. *Making Capitalism in China: the Taiwan Connection*. New York: Oxford University Press, 1998.
- b) You-tien Hsing. *The Great Urban Transformation: Property and Politics in China*. Oxford: Oxford University Press, 2009.
- 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.
12. a) John Fox, Nada Mourtada-Sabbah and Mohammed al-Mutawa (eds). *Globalization and the Gulf*. London: Routledge, 2006.
- b) Reza Aslan. *No God but God: The Origins, Evolution and Future of Islam*. New York: Random House, 2006.
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) Manuel Castells and Pekka Himanen. *The Information Society and the Welfare State: The Finnish Model*. Oxford: Oxford University Press, 2002.
- c) 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) Paul Krugman. *The Great Unraveling. Losing our Way in the New Century*. New York: W.W. Norton, 2003.
- c) 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) Mary Kaldor. *Global Civil Society*. Cambridge: Polity Press, 2003.
- c) David Croteau and William Hoynes. *The Business of Media. Corporate Media and the Public Interest*. Thousand Oaks, CA: Pine Forge Press, 2001.
- d) Madanmohan Rao, ed. *News Media and New Media. The Asia-Pacific Internet Handbook*. Singapore, Nanyang Technological University: Eastern Universities Press, 2003. Pages 1-60.
- e) Vidhya Alakeson. *Making the Net Work. Sustainable Development in a Digital Society*. Middlesex, England: Forum for the Future, 2003.
- f) Scott Lash and Celia Lury. *Global Culture Industry*. Cambridge: Polity Press, 2007.

## **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