Globalization, Communication, and Society  
Professor Manuel Castells  
Spring 2014  
Annenberg School for Communication & Journalism

Comm 559         ASC 228
Mondays 3:30pm – 6:20pm
(213) 821-2079

Office Hours by Appointment
Tuesday 2 pm – 5 pm.

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 (including reliable sources accessible in the Internet), 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)


7. The Global Civil Society, Networked Social Movements, Global Governance and the Network State

9. The Diversity of Globalization: Introduction. The View from the Arab world (focus on social movements and political change in 2011-13)

10. The View from Asia (focus on China: National Communism, Global Capitalism)

11. The View from Latin America (focus on Chile: Economic Neoliberalism, Reconstruction of Democracy)

12. The view from the European Union (focus on the Crisis of the Euro and the Rise of German Europe)

13. The view from the United States: From Financial Crisis to the Crisis of Political Legitimacy


READINGS

**Required Reading:** Some full books are required, as indicated in the reading list. A reader containing most of the required readings will be posted on Black Board (except for full books). Required readings accessible by Internet will not be included on Black Board.

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


   b) Simon Marginson, “Space, Mobility and Synchrony in the Age of the Knowledge Economy” in Simon Marginson et alter “*Global Creations*”, New York: Peter Lang, 2010. **Pages 117-149**.


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


d) Manuel Castells, “Globalisation, Networking, Urbanisation: Reflections on the Spatial Dynamics of the Information Age”, *Urban Studies*, 2010. **Pages 27-37, 47.** (accessible online: http://usj.sagepub.com/content/47/13/2737)


e) Henry Jenkins, Sam Ford and Joshua Green “Spreadable Media”, New York: New York University Press 2013, **Pages 1-152.**


d) Robert J. Bunker and John P. Sullivan, “Cartel Evolution Revisited: Third Phase Cartel Potentials and Alternative Futures in Mexico”, in Small Wars and Insurgencies, Vol 21, no. 1, March 2010. Pages 30-54 (accessible online: http://journals.academia.edu/SmallWarsAndInsurgencies)

9. a) Special Issue (Spring 2011) of the International Journal of Communication on the Arab Revolutions – all articles in the issue. (accessible online: www.ijoc.org)


Recommended Reading


   
   
   

   
   
   
   
   
   
   

   
   
   


**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.