

## GLOBAL COMMUNICATION: A CRITICAL PERSPECTIVE

Instructor: Olga Baysha, Ph.D.  
Email: [obaysha@hse.ru](mailto:obaysha@hse.ru)

About the instructor: Olga Baysha is an Assistant Professor at the National Research University “Higher School of Economics,” Moscow, Russia. Olga Baysha earned her MS in Journalism from Colorado State University and PhD in Communication from the University of Colorado at Boulder. Previously, she worked as a news reporter and editor in Ukraine. Her research centers mainly on political and cultural aspects of globalization with an emphasis on new media and global social movements for justice and democratization. Dr. Baysha is especially interested in analyzing inherent anti-democratic tendencies of the discourses of Westernization employed by post-Soviet social movements. Her research appeared in high-ranking international academic journals such as *Critical Discourse Studies*, *European Journal of Cultural Studies*, *International Communication Gazette*, *International Journal of Cultural Studies*, *Journalism Studies*, *Journal of Multicultural Discourses*, and others. Dr. Baysha is the author of *The Mythologies of Capitalism and the End of the Soviet Project* (Lexington, 2014) and *Miscommunicating Social Change: Lessons from Russia and Ukraine* (Lexington, 2018).

### Course Description

Globalization refers to all the processes by which the citizens of different nation-states are incorporated into a single global society. Since these processes are multiple and non-linear, there are as many conceptualizations of globalization as there are academic disciplines. There is a widely shared understanding, however, that media and communication technologies are central to all global transformations. It is communication technologies that establish global networks, producing complex configurations of “the local” and “the global,” “the traditional” and “the modern,” or “the social” and “the natural.”

The aim of this course is to present globalization as a synthesis of several disciplinary approaches with an emphasis on communication. The course is divided into two parts. The first presents globalization as westernization and modernization – an outlook implying that the history of globalization starts with the history of the West. During the first part of the semester, we will examine the limitations of this perspective and the problems associated with it: racism, orientalism, nationalism, and so forth. We will also analyze the role of media in constructing and reproducing these negative manifestations of modernity.

The second part of the course presents contemporary issues of global network society: the emergence of the global market system, the rise of the fourth world, the formation of supranational public spheres, and the spread of global social movements. None of these developments would have been possible but for global communication networks, the analysis of which will be central to our class discussions.

## Course Objectives

There are three principle objectives to this course:

- I. To introduce students to the history of globalization and contemporary debates on its discontents.
- II. To assist students in learning how to approach and analyze complex social issues related to the formation of global network society.
- III. To help students critically examine many of own values that are for granted, i.e. those involved in our interactions with people of other cultures.

## Required Readings

All class readings will be sent by group email or distributed in class. To situate media-focused literature on globalization within a broader inter-disciplinary field of globalization studies, I have selected class readings from different research traditions: the philosophy of globalization, the history of globalization, the cultures of globalization, the politics of globalization, the economics of globalization, and the social issues of globalization. All media-related articles are assigned together with relevant texts from other disciplines. This will give you a deeper understanding of global processes and their complex interrelations.

## Grading Criteria:

### 1. Attendance – 10% of your semester grade

Class lectures and discussions are critical to your ability to grapple with the readings analytically; therefore, it is essential that you are in class, engaged, and ready to participate. If you miss a class, you will need to ask another student for notes and reflections about what was covered. If you are ill or are experiencing a family emergency and have to miss a class, please make sure to send me an email. In case of illness, you will need to provide me with a note from a doctor. If you miss classes without excuse, your attendance grade will be as follows:

#### Number of unexcused absences and grades

1	8
2	6
3	4
4 or more	2

### 2. Participation – 10% of your semester grade

You are required to do the assigned readings and come to class prepared to discuss the material. Be prepared to point to specific examples from the text during class discussion. Offer your ideas and interpretations. The grade will be assigned according to the following criteria:

Participation on a regular basis	8-10
Participation from time to time	5-7
Participation on rare occasions	3-6
Lack of participation	2
Lack of participation and 4 absences	1

### **3. Reaction Papers and Class Presentations – 40%**

Your class readings, together with questions on them, will be emailed to you every Saturday evening.

Based on these questions, you will need to write reaction papers. The grade will be assigned according to the following criteria:

A paper that clearly demonstrates your understanding of the assigned reading and your ability to critically evaluate it. The paper is written clearly, without grammar and other stylistic mistakes.	10
All of the above AND minor problems with grammar	9
All of the above AND any problems with editing	8
The paper is written well and demonstrates your understanding of the assigned reading BUT reveals some problems with your ability to critically evaluate it	7
The paper demonstrates your understanding of the assigned reading BUT reveals some problems with your ability to critically evaluate it AND has problems with grammar	6
The paper demonstrates your understanding of the assigned reading BUT reveals some problems with your ability to critically evaluate it AND has problems with the logical organization of the paper	5
The paper reveals some problems with understanding the assigned reading	4
The paper reveals serious misunderstanding of class readings	3
The paper reveals serious misunderstanding of class readings AND its organization is poor.	2
The paper is not submitted or severally neglected performance is demonstrated	1-0

### **5. Midterm essay – 20%**

The format of the exam is to be announced later.

### **6. Final essay – 20%**

The format of the exam is to be announced later.

## TENTATIVE COURSE SCHEDULE

Week #	Agenda	Assigned Readings
Week 1	Introduction to basic concepts: Culture, Discourse, Power.	Syllabus
Week II	Colonialism: The West and the Rest.	Fanon, Fanon. The wretched of the earth. New York: Grove Press, 2004.  Said, Edward. Orientalism. NY: Pantheon Books, 1979.
Week III	Eurocentrism. Racism. Orientalism.	McCarthy, Thomas. Race, empire, and the idea of human development. Cambridge, MA: Cambridge University Press, 2010.  Mignolo, Walter. Local histories/global designs: Coloniality, subaltern knowledges, and border thinking. Princeton: Princeton University Press, 2000.
Week IV	Discourses of Modernization and Cultural Imperialism.	Lerner, Daniel. The passing of traditional society: Modernizing the Middle East. New York: Free Press, 1958.  Roger, Everett. The Passing of a Dominant Paradigm. Communication and Development, 1976.
Week VI	Cold War discourses.	Entman, Robert. Framing: Toward clarification of a fractured paradigm. Journal of Communication, 43(4), 51–58, 1993.  Baysha Olga and Calabrese Andrew. The construction of fear: The New York Times deliberation on the USA-Russia nuclear dialogue. Russian Journal of Communication 4(3/4): 301–321, 2011.
Week VII	Power & international relations. Realism vs. Idealism	Kenneth N. Waltz. Man, the State, and War. Columbia University Press, 1959.  Immanuel Kant. Perpetual Peace. FQ Classics, 1795.
Week VIII	Soft Power vs. Hard Power	Mamdani, Mahmood. Saviors and survivors. New York, NY: Pantheon Books, 2009.  Baysha, Olga. "Synecdoche that Kills: How Barack Obama and Vladimir Putin Constructed Different Ukraines for Different Ends." International Communication Gazette 80,

		no. 3 (2018): 230–249, 2018.
Week IX	Propaganda model.	Herman, Edward & Chomsky, Noam Manufacturing consent. Ney York: Pantheon, 1998.  Boyd-Barrett, Joseph O. "Ukraine, Mainstream Media and Conflict Propaganda." Journalism Studies 18, no. 8: 1016-1034, 2017.
Week X	Managing information space	Price, Monroe. Toward a foreign policy of information space, 2006.  Daya Kishan Thussu. International Communication: Continuity and Change. London: Hodder Education Publishers, 2001.
Week XI	Neoliberalism and Its Discontents. New Media and New Social Movements	Stiglitz, J. E. Globalization and its discontents. New York; London: W.W. Norton & Company, 2003.  Castells, M. End of Millennium. Oxford; Blackwell, MA: Blackwell, 2000.
Week XII	The Clash of Civilizations or the Clash of Ignorance?	Huntington, Samuel. The Clash of Civilizations and the Remaking of World Order. New York: Simon & Schuster, 1996.  Said, Edward. The Clash of Ignorance. The Nation, 2001.