



**UNIVERSITY OF OSLO**  
FACULTY OF HUMANITIES

# Media and Globalization

MEVIT4220/3220 Autumn 2009

INTRODUCTION AND OVERVIEW

Henry Mainsah - 27 August 2009



## Presentations

Staff :

**Henry Mainsah** : Lectures, individual supervision MA, seminars MA

**Mats Silberg** : Seminars BA, excursions BA/MA

**Guest lecturers** : Gillian Doyle (Glasgow University), Raymond Boyle (Glasgow University), Pang Cuiming (UIO), Elisabeth Eide (UIO), Sharam Alghasi(UIO).

Administrative officer for foreign students: **Maren Moen** ([m.k.moen@media.uio.no](mailto:m.k.moen@media.uio.no)).

Students:

individual introductions



## This lecture

### Practical issues:

- Presentations
- The general description and structure of this course
- Lectures, seminars and reading requirements
- Exam details - academic writing

### Introducing media and globalization:

- Definitions
  - Theories
  - Approaches
- 
- Lecture notes will be published on the course website after each lecture



**UNIVERSITY OF OSLO**  
FACULTY OF HUMANITIES

# PART 1

## PRACTICAL ISSUES



## Course information - web pages

The general course description:

<http://www.uio.no/studier/emner/hf/imk/MEVIT3220/index.xml>

<http://www.uio.no/studier/emner/hf/imk/MEVIT4220/index.xml>

MEVIT 3220 (Bachelor level)

<http://www.uio.no/studier/emner/hf/imk/MEVIT3220/index.xml>

MEVIT 4220 (Masters level)

<http://www.uio.no/studier/emner/hf/imk/MEVIT4220/h09/>



## Lectures and seminars

**Lectures** for MEVIT3220 and MEVIT4220 are combined

**Seminars** are separate for MEVIT3220 and MEVIT4220

Seminars **take place** on Tuesdays (2 BA groups and 1 MA)

**Excursions** to media institutions will be a component of the seminar programme



## Teaching and learning forms

### LECTURES:

- Overview, explaining issues and concepts, combining theory and analysis.
- Key thematic areas and examples.

*Note: Lectures will not cover everything.*

### SEMINARS:

- Focus on writing and preparing term papers/exams.
- Discussions on selected topics.
- Excursions.

### STUDENTS' INPUT:

- Read assigned texts to prepare for each lecture/seminar and to cover curriculum.
- Participate actively in seminars - prepare well, cooperate with others, share your thoughts.



## Learning goals

### For both MEVIT3220 and MEVIT4220:

- Introduce students to different theories and concepts from globalization studies and media studies, highlighting key issues and debates from the literature
- Underscore the social, political, cultural, and moral relevance in understanding the media's role in process of globalization - changing conditions of production, distribution, and reception of mediated communication with different media in different cultural fields throughout the globe.
- Train students in critical, dialectical thinking - help develop students' presentation and analytical skills

**NB:** *MA level is designed to to promote a higher level of independent reflection and analysis.*





## Reading requirements

- Same books for MEVIT3220 as for MEVIT4220 with one exception.
- Students are required to get hold of all the books on the curriculum.
- The articles in the curriculum are available electronically on the website of the university library - <http://www.ub.uio.no/uhs/>.
- You are required to read assigned texts week by week in preparation for each lecture (weekly compulsory readings on course site).
- There is **NO** compendium.
- Lecturers and seminar coordinators expect you to be *ajour* with your reading.
- You may use additional literature outside the curriculum in your term paper. However, the literature in the curriculum should be prioritized in the term paper.



## The exam

The exam consists of a **written paper** of 10 (BA) or 20 (MA) pages submitted at the end of the semester.

- **MEVIT3220** (BA) students will write a home exam. You will be asked to write 10 pages on given a defined topic given on 7 Dec at 10.00. Submission deadline 10 Dec at 14.00.
- **MEVIT4220** (MA) will be asked to write a 20 page term paper on a topic of their choice that is related to the course content. The chosen topic must be approved beforehand by me. Submission deadline 10 Dec. At 14.00.

**NB:** Become familiar with the rules for citing/quoting and referring to sources. Suspicion of cheating/attempted cheating represents a breach of academic integrity. Consequences: Your examination can be annulled, and you risk exclusion from UiO and other higher education institutions in Norway for up to one year.



UNIVERSITY OF OSLO  
FACULTY OF HUMANITIES

# PART II

INTRODUCTION TO MEDIA AND GLOBALIZATION  
DEFINITIONS, THEORIES, APPROACHES



## Scope of themes

Usually used to describe a series of interrelated processes such as:

- Internationalization of production, trade, finance.
- International movement of people.
- Global circulation of cultural products, ideas (ideologies), communication flows.
- Global governance - environmental issues, peace security and conflict resolution.
- Global civil society - international protest movements, NGOs, etc.



Appadurai identified 5 different dimensions of global flows:

- 1. **Ethnoscapes** - changing landscape caused by movements of people, e.g tourists, migrants, refugees.
- 2. **Technoscapes** - the fluidity of technology.
- 3. **Finanscapes** - movement of currency markets and money across boundaries
- 4. **Mediascapes** - distribution of electronic capabilities to produce and disseminate information
- 5. **Ideascapes** - movement of political ideas and images.



## Defining globalization

### **Giddens :**

...as the intensification of worldwide social relations, which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa. (1990: 64)

### **Thompson:**

Globalization...refers to the growing interconnectedness of different parts of the world, a process which gives rise to complex forms of interaction and interdependency. (1995: 149)

### **Albrow:**

Globalization refers to all those processes by which the peoples of the world are incorporated into a single world society, global society. (1990: 45).

### **Malcolm:**

A social process in which the constraints of geography on economic, political, social and cultural arrangement recede, in which people become increasingly aware that they are receding and in which people act accordingly (2001: 5)

### **Rantanen:**

Globalization is a process in which worldwide economic, political, cultural and social relations have become increasingly mediated across time and space.



## Defining globalization

Held et al. (1999) provided some parameters for identifying what distinguishes contemporary globalization from previous interaction on a global scale:

- The extent of global networks
- The intensity of the links
- The speed of global flows
- The impact or influence



## Where media fit in - mediated globalization

Hjarvard (2003) on role of media in globalization:

- **Media as channels of communication:**

The media are prerequisites for action from a distance - facilitators/enablers

Results in mobility and disembedding of social acts

Coordination of action over time and space

- **Media as messengers:**

the consequence is a heightened reflexivity - visibility of other cultures within one's framework gives rise to a consciousness of other ways of life.

- **Media as social infrastructure:**

the media profoundly influence the global infrastructure

The media mold the ways in which interaction takes place





## Globalization scholarship/debates

	<b>Globalists</b> Kenichi Ohmae (1990) <i>Borderless World</i> (1995) <i>The End of the Nation-State</i>	<b>Skeptics</b> Hirst and Thompson (1996) <i>Globalization in Question</i>	<b>Transformationalists</b> Held et al (1999) <i>Global Transformations</i> , (2002) <i>Open Democracy</i>
<b>Globalization</b>	Globalization is causal	Globalization is a discourse; internationalization is effect of other causes	Global transformations, but also differentiation and embeddedness
<b>Method</b>	Abstract, general	Empirical approach	Qualitative rather than quantitative
<b>Economy</b>	Global economy; integration; open free trade	International economy is triadic, regional, unequal; state intervention; protectionism	Globally transformed; new stratification; globalized but differentialized
<b>Politics</b>	Global governance; decline of nation-state	Nation states, regional blocs, inequality	Politics globally transformed, nation states important but reconstructed
<b>Culture</b>	Homogenization	Clash of cultures; nationalism; Americanization; differentiated globalization	Globally transformed; hybridization; complex, differentiated globalization
<b>History</b>	Globalization is new	Internationalization is old	Globalization is old but present forms are unprecedented
<b>Normative politics</b>	Global governance or neoliberalism; end of social democratic welfare state	Reformist social democracy and international regulation possible	Cosmopolitan democracy
<b>Future</b>	Globalization	Nation-state, triad, conflicts, inequality	Uncertain; agency left or right; continued, stalled, or reversed

Martell, L. (2007)



## Globalization scholarship/debates

Held & McGrew, 2007 - four successive waves:

- **Theoretical wave:**
  - Debates about the conceptualization, principal dynamics, systematic, structural consequences of globalization as a process of worldwide social change.
- **Historical wave**
  - Comparison with similar processes in earlier times. Exploring ways in which contemporary globalization could be considered novel, unique - whether it really defined a new era, transformation in socio-political, economic, cultural landscape.
- **Institutional wave:**
  - Focus on studying institutional changes in national/international models of capitalism, culture, political organization
- **Post-structuralist/constructive:**
  - understands globalization both as a historical process and hegemonic discourse - ideology, agency, communication, normative change.



## Globalization scholarship/debates

- Explanatory frames:
  - History
  - Causes
  - Extent
  - Impact
  
- Normative/ethical positions:
  - Assessing its consequences for the human condition
  - Ideological/post-ideological reasoning - how far it advances/restrains progress towards a particular ideal/social project/way of life.



**UNIVERSITY OF OSLO**  
FACULTY OF HUMANITIES

## **Social event**

**Invitation:**

**Lunch at Café Abel right after the lecture**

Free food. Purchase drinks yourself