Global Digital Media (JMC:6333:0001)  
Spring 2020

Class time: Seminar meets Monday, 1:30–4:15 p.m. in E254 AJB  
Instructor: Dr. Melissa Tully (she/her/hers), melissa-tully@uiowa.edu  
Office: E332 Adler Journalism Building (AJB)  
Office hours: Drop-in: Mon. 11:30 a.m.–1 p.m. & Wed 10:30 a.m.–12 p.m. & by appt.  
SJMC DEO: Dr. David Ryfe, david-ryfe@uiowa.edu, E305B AJB

Course Overview:  
In this course, we will explore media theory, production, consumption and audiences in comparative international contexts with a focus on the Global South. Although the course will focus on digital media and contemporary issues, we will explore traditional media theories and concepts as well as newer approaches to ground our understanding of current issues. Topics covered in the course include international media flows and counterflows; media, development and ICT for development; social change and activism; identity and representation; global popular culture; and social media. In this course you will have a range of research options, including developing and conducting original research; proposing an international research project; and conducting country and region-specific research in your interest area.

Course Objectives:  
- Explore and question the role of digital media in the world, including its past, present and future as part of global processes  
- Engage with scholars, scholarship and issues related to the global spread of digital media  
- Develop an in-depth understanding of a country or region of interest to your research  
- Produce original research that contributes to the study of global digital media

Readings and Required Texts:  
This course has one required book, Terry Flew, (2018), Understanding Global Media (2nd ed.) (paperback). All other required articles and chapters are available for download on ICON. Additional/supplemental readings are not required readings for the week. The library has an excellent collection of relevant e-books. You can access a bookshelf that I’ve created as well as create your own collections. You must be logged into the University of Iowa library system to access the books. Readings marked “e-book” in the course schedule are available on the e-book bookshelf or elsewhere online for free.

Student Accommodations:  
Students who have documentation from Student Disability Services (SDS) for accommodations must present the documents and meet me before the third week of classes. Simply emailing the forms is not sufficient. If you have other health or personal circumstances (not covered by SDS) that might affect your ability to succeed in this course, please speak with me as soon as possible so we can work out arrangements.

Expectations and Grades:  

Attendance  
Attendance is required. You have one “grace” unexcused absence. For each unexcused absence after one, you will lose 1/3 of a letter grade from your final grade. This means that if you miss two classes, the highest grade you can earn is an A-. Absences will only be excused in extreme circumstances or for religious or university-sanctioned events with advanced notice.
**Late Assignments**
All assignments must be turned in by the due date. You will be penalized 1/3 of a letter grade for each day an assignment is late. After 5 days, the assignment will receive a 0. It is your responsibility to contact me regarding circumstances that may affect your ability to complete an assignment on time before it is due.

**In-class contributions and talking points: 20%**
This is a graduate seminar. As such, I expect that you will come to class prepared to participate with thoughtful comments. This means that you have done the readings and prepared for our discussion. To prepare, please bring a 1-page max set of notes (“talking points”) to each class. You can bring a hard copy that you turn in to me at the end of seminar or upload a copy to ICON by the start of class. Your talking points should include summary points for each reading, things you learned, things you didn’t understand, connections you see to previous readings, questions you have or would like to discuss.

**Response papers: 20%**
You must complete four response papers during the semester. Response papers should be 500 to 1,000 words and should grapple with some or all of the readings for the week. These are NOT summaries of the readings, but rather analytic reflections on the texts that offer insight, draw comparisons across texts, argue with evidence for or against material presented in the readings, etc. You must complete one response paper for each segment of the course listed below:

- Response paper 1 – during weeks 2–4
- Response paper 2 – during weeks 5–7
- Response paper 3 – during weeks 8 or 10
- Response paper 4 – during weeks 11–13

**Response papers are due by 10 p.m. Sunday before class.** Upload your response paper to the Discussion forum on ICON (viewable by everyone in the class) and to the dropbox on ICON. You are expected to read each other’s responses before class.

**Book review and presentation: 20%**
Select a new book (published between 2018 and now) related to global digital media. You should select an academic book that is relevant to the course, your research interests, and that would be suitable to submit as a book review to a relevant journal. You will propose your book and targeted journal by week 5 of the semester for approval. I will also provide a list of pre-approved book options, but you are welcome to select any book that meets the requirements. Select the journal that seems like the best fit for the book and write the review according to the journal’s book review requirements. While you are not required to submit your review to the journal, you are encouraged to do so and will receive extra credit if you submit it by the end of the semester. More details on the assignment will be given in week 3. Upload your book review to ICON before the start of class on 3/23. You will provide a short presentation on the book, how it speaks to your research, and why it is relevant to the selected journal’s audience.

**Final paper: 40%**
For the final paper in this class, you have a range of options. Because of the diverse research interests and stages in your graduate careers, the final project will vary depending on your goals. More details will be given in week 6. Final paper proposals due week 11. Final paper presentations due week 15. Final paper due 5/13. Options:
- **Research paper** – empirical paper grounded in theory; must conduct original research.
• **Grant/fellowship proposal** – proposal for conducting international research; options include Fulbright applications, SSRC International Dissertation Research Fellowship applications, among other major grants, fellowships, and scholarships geared at conducting long-term (read: dissertation) fieldwork abroad.

• **Research proposal** – dissertation or M.A. thesis proposal

*Total: 100%*

**Grading Scale:**

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**Relevant Resources:**

• [https://clas.uiowa.edu/faculty/teaching-policies-resources-syllabus-insert](https://clas.uiowa.edu/faculty/teaching-policies-resources-syllabus-insert)
• [https://sds.studentlife.uiowa.edu/](https://sds.studentlife.uiowa.edu/)
**Course Schedule** (Subject to change. You will be given advanced notice of any changes)

**Week 1**
MLK Jr. Day – no class

**Week 2 (1/27/20)**
Introducing and challenging global media studies

Flew, T. (2018). Chapter 1 in *Understanding Global Media*


Wasserman, H., (2020). “Moving from diversity to transformation in communication scholarship”


Supplemental reading:

Murphy, P. M., & Kraidy, M. M. (Eds.) (2003). *Global media studies: Ethnographic perspectives*


Miller, T., & Kraidy, M. M. (2016). *Global media studies*


**Week 3 (2/3/20)**
Colonialism, modernization and development communication

*Book Review assigned*


**Supplemental reading:**


Waisbord, S. (2016). “Family tree of theories, methodologies, and strategies in development communication,” in *Handbook of communication for development and social change*

**Week 4 (2/10/20)  Information and communication technologies for development**


**Supplemental reading:**


Kleine, D. (2013). *Technologies of choice: ICTs, development and the capabilities approach*

*Information Technologies & International Development* (journal)

*Information Technology for Development* (journal)

**Week 5 (2/17/20)  Political economy, media imperialism and its critics**

*Book and journal selection for Book Review due* (email to Prof. Tully by start of class)


Schiller, H. I. (1976). “Foreword” and “Cultural domination” in *Communication and cultural domination*


Supplemental reading:


Lobato, R., & Thomas, J. (2015). The informal media economy

Week 6 (2/24/20)  Globalization

Final Paper assigned


Dunn, H. S. (2020). “Creative resilience and globalization from within”

Supplemental reading:

Ekecrantz, J. (2009). “Media and communication studies going global” in Internationalizing media studies


Week 7 (3/2/20)   Hybridity and global/local cultures


Supplemental reading:


Pertierra, A. C., & Salazer, J. F. (Eds.) (2020). Media cultures in Latin America

Week 8 (3/9/20)   Politics, activism and global populism


Mundt, M., Ross, K., & Burnett C. M. (2018). “Scaling social movements through social media”


Supplemental reading:


Dencik, L., & Oliver, L.(Eds.) (2015). Critical perspectives on social media and protest


Spring Break
Week 9 (3/23/20)  
Readings in global media studies

Book review due (uploaded to ICON by the start of class)

In-class presentations and discussion of books reviewed

Week 10 (3/30/20)  
African digital media

Guest: Bruce Mutsvairo, Auburn University


Mare, A. (2020). “Popular communication in Africa”

Supplemental reading:


Mutsvairo, B. (Ed.) (2018). The Palgrave handbook of media and communication research in Africa


Dwyer, M., & Molony, T. (Eds.) (2019). Social media and politics in Africa


**Week 11 (4/6/20)  Labor and leisure**

*Final project proposal due* (uploaded to ICON by the start of class)


Roberts, S. (2019). “Behind the screen” and “Understanding commercial content moderation” in Behind the screen

Arora, P. (2019). “The leisure divide” and “Epilogue” in The next billion users


**Supplemental reading:**


Scholz, T. (Ed.) (2013). Digital labor: The internet as playground and factory


**Week 12 (4/13/20)  Data, privacy and surveillance**


Supplemental reading:

Andrejevic, M. (2007). *iSpy: Surveillance and power in the interactive era*


Noble, S. U. (2018). *Algorithms of oppression*


Zuboff, S. (2019). *The age of surveillance capitalism*

**Week 13 (4/20/20)  Dis- and Misinformation**


Supplemental reading:


*The HKS Misinformation Review* (new open-access journal)

**Week 14 (4/27/20)  No class: work session and drop-in hours to discuss final projects.**

**Week 15 (5/4/20)  Student presentations of final projects**

**Finals Week**  *Final projects due Wednesday, 5/13, by end of day*
**Relevant books/options for Book Review assignment:**

Cheeseman, N., & Klaas, B. (2018). *How to rig an election*


Kperogi, F. A. (2020). *Nigeria’s digital diaspora citizen media, democracy, and participation*

Labato, R. (2019). *Netflix nations*


Palmer, L. (2019). *The fixers: Local news workers and the underground labor of international reporting*


Wasserman, H. (2018), *Media, geopolitics, and power: A view from the Global South*


**Some relevant global media journals:**

*Global Media and Communication*
*International Communication Gazette*
*African Journalism Studies*
*Journal of African Media Studies*
*Asian Journal of Communication*
*Communicar*
*Media International Australia*
*Global Media and China*
**Additional relevant journals:**

*Media, Culture & Society*
*Communication, Culture & Critique*
*International Journal of Communication*
*Journal of Communication*
*Information, Communication & Society*
*New Media & Society*
*Television & New Media*

**Media and communication association journals:**

List of IAMCR journals: [https://iamcr.org/open-access-journals](https://iamcr.org/open-access-journals)
List of ICA journals: [https://www.icahdq.org/page/Journals](https://www.icahdq.org/page/Journals)
List of AEJMC flagship journals: [https://www.aejmc.org/home/publications/](https://www.aejmc.org/home/publications/)
AEJMC Division journals: [http://www.aejmc.org/home/publications/division-journals/](http://www.aejmc.org/home/publications/division-journals/)