SCHOOL OF COMMUNICATION  
CMNS 387-4

Instructor: Dal Yong Jin  
E-mail: djin@sfu.ca  
Telephone: (604) 268-6803 (Sept)  
Office hours: TBA  

Fall 2006  
Burnaby Day

SPECIAL TOPICS IN COMMUNICATION:  
GLOBALIZATION AND MEDIA

Prerequisites: 60 credits, including at least 2 of CMNS 220, 221, 223, 230, 235 or 240.

Course Description:  
This course examines the dynamic global transformations in media, including print, broadcast, film, and digital media in a broad international and comparative context. We will begin the semester by investigating globalization as a critical concept and then move to a consideration of media in the long history of globalization. During the semester we will focus on a number of political, economic, cultural, and technological issues addressed by media and globalization at the turn of the twenty-first century. Some of these key issues include the international trade in media culture, cultural imperialism, the role of the nation-state, new technologies of media production and reception, advertising, and corporate media ownership. Throughout the semester, students will get a handle on the concept and engage in critical examination of the contemporary world; in particular, which media and communication technologies play key roles in a globalized world.

Course Readings:  

Additional materials will be placed on reserve throughout the semester.

Grading:  
Weekly Writing/reactions  15%  
Attendance/Participation  10%  
Leading a Seminar Discussion  20%  
Exams:  
Mid-term (in class)  20%  
Final (take home)  20%  
Final Paper  15%

The School expects that the grades awarded in this course will bear some reasonable relation to established university-wide practices with respect to both levels and distribution of grades. In addition, the School will follow Policy T10.02 with respect to “Intellectual Honesty” and “Academic Discipline”. (See the current Calendar, General Regulations Section)