



GC² → GLOBAL COMMUNICATION & CULTURE EXAM-2 STUDY GUIDE 2023

TYPES OF QUESTIONS

- ▶ Applied Theory GLOCAL → BIG PICTURE GLOBAL to LOCAL Settings
- ▶ LATERAL THINKING! Comparisons & New Solutions/Approaches
- ▶ Short Answer—Correlations/Analysis
- ▶ Definition of Terms/Ideas
- ▶ Black box screening Analysis/Deconstruction
- ▶ Extra Credit for the curious, perceptive, and keen-eyed...

REVIEW:

- 🔗 Links on GC² Course Web Page, Class LECTURES (posted), READINGS, SCREENINGS + screening guides, discussion notes, and handouts
- 🌐 GC² Research Web Sites: UNESCO, Pew, Reporters w/o Borders, World Happiness, etc.

▶ Screenings + Speakers:

- *Jon Stewart: The Future of Marketing*
- *The Future of Cities*
- *AI News Anchors, AI Influencers, and our Information Ecologies*
- *Happiness in Denmark and Finland*
- *BioHacking, Chipping, and Global Humanity*
- *Zipline Drone Systems*
- *Scenes from Schools Around the World*
- *Samsung's "Digital Village"*
- *Netflix STREET FOOD – Thailand + Argentina*
- *How Global Tourism is Destroying Cities*
- *Night Secrets (Dubai + Prostitution) Frontline*
- *DRAKE- TOURISM - TORONTO (Vice)*
- *Gang Tours of Panama*
- *OVER-TOURISM (The Atlantic Idea Files)*
- *Filter Bubbles – Invisible Global Media POWER, Eli Pariser*
- *What the World EATS – 100 Diets around the World, Peter Menzel*
- *The Murky Worlds of the Cruise Ship Industry*
- *Creating Noto for Google- Monotype*
- *The Rise and Fall of The Cruise Ship Industry (Business Insider)*
- *Nation Branding/SOFT POWER (Country Marketing)*
- *TOP 25 TOURIST SELFIE SPOTS IN THE WORLD*
- *Gringo Trails (Global Tourism and Exploitation)*
- *DUBAI Street Artist Mine/Yours*

MAJOR TOPICS-CONCEPTS-IDEAS:

- ▶ *FILTER BUBBLES and The "Norming" of Media Tech and Media induced perceptions*
 - ▶ *GLOBAL RESEARCH PROVIDERS: WHR, Pew, RSF, UNESCO, etc.*
 - ▶ *GLOBAL TOURISM and Media*
 - ▶ *Communication technologies and THE ENVIRONMENT*
 - ▶ *Global EDUCATION & Media Paradoxes → Holes, Divides, neo-colonialism*
 - ▶ *MEDIA & IDENTITY DEVELOPMENT: GLOCAL Cross-Cultural Comparisons*
 - ▶ *Cultural Sovereignty, Cultural Imperialism, and Media*
 - ▶ *The FUTURE of Urban vs. Rural Areas—Access, Population Density, Opportunity*
 - ▶ *MEDIA & the DEVELOPING WORLD Neo-Colonialism & Media Power*
 - ▶ *Barriers to Media Cultural Sovereignty and Development*
 - ▶ *LARGE-SCALE PATTERNS in Global Communication and Culture*
 - ▶ *European vs. American Dreams, Work, Life, Media, & Education*
 - ▶ *The ethics of media research from afar*
 - ▶ *NATIONAL MARKETING—Campaigns*
 - ▶ *MEDIA and CULTURAL STEREOTYPING*
 - ▶ *GLOBAL POPULATION INCREASES + MEDIA/TECH INFRASTRUCTURE*
 - ▶ *FOOD, MEDIA, AND CULTURE*
 - ▶ *MEDIA AND THE MIDDLE EAST: Case Study UAE*
 - ▶ *MEDIA and EDUCATION: Case Study Bhutan*
 - ▶ *Font Styles, Culture, and Global Communication NOTO*
 - ▶ *BioHacking, Chipping, and Global Humanity*
 - ▶ *THE INTERNET OF THINGS (IoT) and Global – CrossCultural Communication*
- ▶ Frames of Reference: Keep these readings in mind from early in the semester...

Roland Barthes, Mythologies, Soft POWER, Cultural Imperialism, Cultural/Ethnic Stereotyping, Culture Codes, Anthony Smith, Is There a Global Culture? *MEDIA, Food, and HEALTH*



Easy Listening



"Can I have your job after it kills you?"



"Get into bed and I'll text you a story."

