



GC² → GLOBAL COMMUNICATION & CULTURE

EXAM-2 STUDY GUIDE 2025



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: BBC, UN + UNESCO, Pew, Reporters w/o Borders, World Happiness, etc.

▶ Screenings + READINGS:

- *The Future of Cities*
- *Happiness in Denmark and Finland*
- *The Anti-Social Century*
- *RAT MOBILES and The Joys of Learning New Things!*
- *This is GLOBAL POP!*
- *Black Pink*
- *Give us the MONEY!*
- *Zipline Drone Systems*
- *Scenes from Schools Around the World*
- *Samsung's "Digital Village"*
- *STREET FOODS – Thailand + Argentina*
- *How Global Tourism is Destroying Cities*
- *DRAKE- TOURISM - TORONTO (Vice)*
- *AMERICANS Moving Abroad (MAKE IT! CNBC)*
- *OVER-TOURISM (The Atlantic Idea Files)*
- *Food Apartheid in the U.S.*
- *The Murky Worlds of the Cruise Ship Industry*
- *The Blue Zones*
- *The Rise and Fall of The Cruise Ship Industry (Business Insider)*
- *TOP 25 TOURIST SELFIE SPOTS IN THE WORLD*
- *International Student Experiences*

MAJOR TOPICS-CONCEPTS-IDEAS:

- ▶ *INTERNATIONAL NGOS- ISSUES, APPROACHES, NEW CHALLENGES*
- ▶ *CULTURAL IMPERIALISM and The Perceptual Branding of Yourself*
- ▶ *INTERPRETIVE COMMUNITIES & MODERN MEDIA NICHES*
- ▶ *THE ANTI-SOCIAL CENTURY*
- ▶ *European vs. American Dreams, Work, Life, Media, & Education*
- ▶ *HEALTH, HAPPINESS MEDIA, AND LONGEVITY*
- ▶ *CROSS-CULTURAL FUSIONS – GLOBAL POP, FASHION, CELEBRITY*
- ▶ *GLOBAL MASS MEDIA STEREOTYPING AGENDAS AND FORMULAS*
- ▶ *GLOBAL FANDOM, TRIBES, CROWDS, MOBS, and MASS AUDIENCES*
- ▶ *PSEUDO-EVENTS-MEDIA EVENTS-MEGA SPECTACLE MARKETING*
- ▶ *THE ATTENTION ECONOMY-SURVEILLANCE CAPITALISM*
- ▶ *Challenges/Barriers to Media Cultural Sovereignty and Development*
- ▶ *CITIES: FUTURE of Urban/Rural—Access, Pop Density, Opportunities*
- ▶ *Global EDUCATION & MULTIPLE INTELLIGENCES*
- ▶ *MATERIAL ITEMS, PRIORITIES, AND ENVIRONMENTAL SUSTAINABILITY*
- ▶ *GEOPOLITICS AND THE POWER OF PLACE*
- ▶ *FOOD, MEDIA, AND CULTURE*
- ▶ *MEDIA LITERACIES and MEDIA EDUCATION IN 21ST CENTURY*
- ▶ *GLOBAL RESEARCH PROVIDERS: WHR, Pew, RSF, UNESCO, etc.*
- ▶ *GLOBAL TOURISM and Media Technologies*
- ▶ *MEDIA & IDENTITY DEVELOPMENT: GLOCAL Cross-Cultural Comparisons*
- ▶ *Cultural Sovereignty, Information Access, and Private Media Controls*
- ▶ *MEDIA & the DEVELOPING WORLD Neo-Colonialism & Media Power*
- ▶ *LARGE-SCALE PATTERNS in Global Communication and Culture*
- ▶ *MEDIA and CULTURAL STEREOTYPING*
- ▶ *GLOBAL POPULATION INCREASES + MEDIA/TECH INFRASTRUCTURE*

▶ 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*

Bhutan, Rwanda, South Korea, Svalbard, Denmark, Sweden, Iceland, Finland, France, Germany, UK, Netherlands, Canada, Mongolia, Argentina, Japan,



Easy Listening



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



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

