

GLOBAL COMMUNICATIONS & CULTURE

EXAM STUDY GUIDE

Things to Review:

1. The World! 🌐

2. Some Major and Overarching Concepts/Ideas about Global Communication and Culture which we've covered so far:

- ✓ What is **Global Culture**? Does it really exist? How is it defined? By whom? How do media represent/reflect it?
- ✓ **Global Knowledge** vs. **Global Ignorance/Arrogance**
- ✓ **Marginalized groups, Xenophobia, and Fear of the "other"?**
- ✓ **Language, ACCENTS, BODY LANGUAGE, and cultural identity – Indigenous groups, Refugees, Muslims...**
- ✓ **ETHNICITY, ETHNOSYMBOLISM, and Nationalism** in personality development
- ✓ **World News Providers**
- ✓ **CULTURAL CODING: RULES, ROLES, MASKS, FRONTS and impression management**
- ✓ **DIVERSITY ON A GLOBAL SCALE:** What does that mean? Types of diversity?
- ✓ **Varieties of SOFT-POWER** and the role Disney in shaping world views
- ✓ **Where am I? Am I LOST? GPS and human health**
- ✓ The Western Media's **stereotyping of Arabs, Arab Culture and Muslims**
- ✓ **Defining a Nation/Country? Struggling for Independence!**
- ✓ **Cultural Imperialism – POWER, cultural symbols/icons, and Identity**
- ✓ **Cultural Stereotyping—How/Why does it happen? How are we implicated? What are the political implications?**
- ✓ **The TIME-Warner MEDIA EMPIRE** and news agendas, bias, and planned/systematic stereotyping
- ✓ **Netflix, Amazon, YouTube, Disney and the battle for the world's attention**
- ✓ **INFORMATIONAL "TRUST" | Sources and Priorities**
- ✓ **2nd→3rd Level Semiotics. Modern myth-making, definitional power, and global branding**
- ✓ **PROPAGANDA vs. Persuasion. → Culture Industries and your conditioned perceptual "filters"**
- ✓ **Reporters w/o Borders**
- ✓ Large % of humans have **little/NO access to electricity**. What does this really mean?
- ✓ **News Slants** and Institutional Biases: BBC, Time, Facebook, NYTimes, Google, etc.
- ✓ **Armchair Globalism vs. Deep Globality vs. Local Cultures**
- ✓ **Street Food and Cultural/National Identity**
- ✓ **FADS, fashion, trends in the 21st Century**

3. Lectures, Readings, Screenings, and Discussion Notes

Readings/Ideas/Important Concepts:

- ▶ Can you name ONE country on this map? Jimmy Kimmel
- ▶ Anthony Smith—*Is there a Global Culture?*
- ▶ YOU CAN'T ASK THAT – Australian Broadcasting + Netflix
- ▶ Jacques Ellul – Propaganda and Technology
- ▶ Jack Shaheen, Reel Bad Arabs
- ▶ Luca Linder, Beyond Global Stereotypes
- ▶ Erick Singer, Accents, Place and Identity (Wired)
- ▶ Conde Naste – Cultural Identifiers and Stereotypes
- ▶ James Petras—Cultural Imperialism in the 21st Century
- ▶ Aljazeera—Brand McAmerica Soft Power
- ▶ Joel Best – Fads, Fashions, Trends
- ▶ Richard Gray – Disney and Your Perceptions about the World
- ▶ Saying HELLO to Strangers—Chatterjee
- ▶ Netflix's STREET FOOD
- ▶ Safe Countries to Travel for Women —Galloway, BBC
- ▶ GPS and Brain Health/Alzheimer's —Andrei/Rapaport
- ▶ Roland Barthes—Mythologies and Sacred Cultural Icons of Understanding