

GLOBAL COMMUNICATIONS & CULTURE

EXAM STUDY GUIDE

Things to Review:

1. The World! 🌐

2. MAJOR and Overarching Concepts/Ideas about Global Communication and Culture:

- ▶ What is Global Culture? How is it defined? By whom? How do media tend to represent/reflect it?
- ▶ Global knowledge vs. global ignorance/arrogance (talking to Americans)
- ▶ Maps which help explain the world
- ▶ “Soft POWER” and media manufacturing of cultural icons, objects, people, spectacles, etc.
- ▶ 2nd Level semiotics
- ▶ Mass CROWD psychologies: from co-present into mass-mediated spectacles
- ▶ Ethno-symbolism, nationalism, identity, powerful cultural symbols/icons, and Identity
- ▶ American news organizations retreating from the world while acting like they’re covering the world
- ▶ Cultural stereotyping—How/Why does it happen? How are we implicated? What are the political implications?
- ▶ The globalization of material goods.
- ▶ The power of place and a rough landscape vs. a “flat” world view
- ▶ Globals, locals, mobals and the barriers in between—core and periphery
- ▶ Media Events? How are they defined? WHO defines them? Why do they matter? What different about them now?
- ▶ Globalization 1.0-3.0 via Friedman
- ▶ National Geographic → image stereotyping → race, gender, the exotic “other”
- ▶ Important: Large % of humans have little access to electricity. What does this really mean?
- ▶ Hollywood films and Arab stereotypes
- ▶ World literacy vs. illiteracy? Why does it matter?
- ▶ News Slants and Institutional Biases: BBC, NYTimes, USA Today, Time, Google, etc.
- ▶ Globalization of diets and food consumption habits
- ▶ Nutrition transitions and health care problems/costs
- ▶ Cultural Imperialism, economic colonization
- ▶ Drawbacks to cultural globalization
- ▶ Photographs that change lives

3. Lectures, Readings, Screenings, and Discussion Notes

- ✓ Anthony Smith—*Is There a Global Culture?*
- ✓ Harm DeBlij, *The Power of Place*
- ✓ Dr. Jack Shaheen, *Reel Bad Arabs: How Hollywood Vilifies a People*
- ✓ Catherine Luz and Jane Collins, *Reading National Geographic*
- ✓ Jodi Enda, *Retreating from the World*
- ✓ Geeta Pandey, *Kumbh Mela: Millions Take a Dip*
- ✓ Luca Lindner, *Why Global Marketing MUST Move Beyond Stereotypes*
- ✓ Time, *Why Americans Are More Afraid Than they Used to Be*
- ✓ Daniel Dayan & Elihu Katz, *Media Events*
- ✓ Peter Menzel & Faith D’Alusio, *Material Worlds, Hungry Planet, and Daily Diets*
- ✓ Eric Rudolph, Peter Menzel: *Food for Thought*
- ✓ Catherine Lutz and Jane Collins—*Reading National Geographic*
- ✓ James Petras, *Cultural Imperialism in the 21st Century*
- ✓ Graeme Green, *The Photos that Change Lives*
- ✓ *Talking to Americans*, Rick Mercer CBC
- ✓ BBC World News, NYTimes, USA Today