



Course and Examination Fact Sheet: Autumn Semester 2023

3,689: Medien/Media: Global Media, Transnational Networks and Communication Power

ECTS credits: 3

Overview examination/s

(binding regulations see below)

decentral - Written work, Digital, Individual work individual grade (30%)

Examination time: Term time

decentral - Written work, Digital, Individual work individual grade (70%)

Examination time: Term time

Attached courses

Timetable -- Language -- Lecturer

[3,689.1.00 Medien/Media: Global Media, Transnational Networks and Communication Power](#) -- English -- [Scharenberg Antje](#)

Course information

Course prerequisites

None

Learning objectives

By the end of the course, you will have

- Learned about the role media institutions have played in our society from the early days of industrial capitalism and the modern nation state to the emergence of global society and digital networks.
- Gained a critical understanding of the key issues and concepts that emerge when we think about communication, such as identity and power.
- Developed an analytical toolkit to understand the affordances and limits of specific media technologies and communication processes.
- Acquired an empirical understanding of a variety of specific media and cultural phenomena.

Course content

How do media shape our beliefs, and the way we understand our place in the world? What influence do media have in our globalising society? How can we understand transnational communication with regards to questions of power? This course provides students with a critical perspective into the power of media today. Its aim is to teach students the affordances and limitations of different media technologies and processes, so that they can apply this knowledge to critically understand media in the world around them.

The course offers an introductory overview of different media and technologies shaping our globalizing society: from the role media play for our understanding of nation-states to the rise of digital networks. We will analyze how, across history and space, media and communication technologies have played a fundamental role in the construction of shared meanings, in the building of a sense of collective belonging and how they influence power dynamics.

The course will be divided into two different parts. In the first part of the course, entitled "Media, power and the nation-state", we will explore the establishment of mass communication across history and the development of the modern nation-state. Here, we will explore the role that media play in the building of "imagined communities" as well as the concept of "media power", laying the conceptual foundations of the overall course.



In the second part of the course, entitled “Global media and transnational communications”, we will explore how media changed in the context of globalization and with the emergence of digital capitalism. Here, we will discuss the emergence of digital networks and counterpowers, the ways in which media help to construct transnational communities and shape our ideas of migration, as well as the role media and technology play in a global space par excellence: the planetary ocean.

Course structure and indications of the learning and teaching design

This course will run over 6 weeks. The classes have been designed deliberately in a way that they are dynamic and open, you can intervene with key concepts, ideas or to share your experience, and you are free to ask questions at any time. Each session will consist of a lecture, which explains the respective theme and introduces key concepts, followed by open discussions and group exercises. During class we will be discussing key concepts and key readings and work in groups to unpack different ideas. I expect the whole class to contribute with questions and ideas, and to engage with the suggested readings for each session. The class will also consist of different hands-on group exercises.

The course will be structured as follows:

PART 1: MEDIA, POWER AND THE NATION-STATE

Class 1: The Emergence of Mass Media: A Brief History

Class 2: Mediating the Nation: Identity, Belonging and ‘the Other’

Class 3: Media, Contestation and Symbolic Power

PART 2: GLOBAL MEDIA AND TRANSNATIONAL COMMUNICATIONS

Class 4: Globalization, Digital Networks and Counterpower

Class 5: Transnational Media and Migration

Class 6: Ocean Media: From Pirate Radio to Subsea Cables

Contextual Studies are considered part of **Contact Learning**; thus, taking part properly implies **regular attendance**. It is the students' own responsibility to ensure that there is **no timetable clash** between the courses they have chosen. A detailed course outline and all relevant documents will be made available on **StudyNet**. Only the current timetable as published on **Courses** does apply.

Course literature

Suggested Readings (selection - full list will be published at the beginning of the course)

Class 1: *The Emergence of Mass Media: A Brief History*

John Thompson (1995) *The Media and Modernity*, Polity, pp. 10-31.

Curran, James. 2002. *Media and Power*, London: Routledge, 2002. (Chapter 2)

Class 2: *Mediating the Nation: Identity, Belonging and ‘the Other’*

Anderson, Benedict. 1991. *Imagined Communities: Reflections on the Origin and Spread of Nationalism*. Introduction and Chapter 3

Said, Edward (2003). ‘Introduction’. *Orientalism*. London: Penguin.

Class 3: *Media, Contestation and Symbolic Power*

Melucci, Alberto (1996) *Challenging Codes*. Cambridge: Cambridge University Press, Chapter 10, pp. 176-185.

Atton, Chris (2002) *Alternative Media* London: Sage. (Introduction)

Class 4: *Globalization, Digital Networks and Counter-Power*

Juris, J. S (2008) *Networking Future: The Movements against Corporate Globalization*, Durham: Duke University Press. (Chp 4 and 8)

Flesher Fominaya, C. (2014) *Social movements and globalization: how protests, occupations and uprisings are changing the world*. Basingstoke: Palgrave Macmillan.

Class 5: *Transnational Media and Migration*

Ahmed, S. (1999) ‘Home and away: Narratives of migration and estrangement’, *International Journal of Cultural Studies*, 2(3), pp. 329–347.

Chouliaraki, L. and Georgiou, M. (2019) ‘The digital border: Mobility beyond territorial and symbolic divides’, *European Journal of*



Communication, 34(6), pp. 594–605.

Class 6: Ocean Media: From Pirate Radio to Subsea Cables

Peters, K. (2018) *Sound, Space and Society: Rebel Radio*. 2018. London: Palgrave Macmillan.

Starosielski, N. (2015) *The undersea network*. Durham: Duke University Press.

Additional course information

Antje Scharenberg is an ethnographer and social movement scholar who has been researching transnational media and mobilisations since 2016. Antje gained her PhD at the department of Media, Communications and Cultural Studies at Goldsmiths, University of London, in 2020 with a study on pan-European movements. Her current project investigates the mediated struggle of ocean activists.

Examination information

Examination sub part/s

1. Examination sub part (1/2)

Examination modalities

Examination type	Written work
Responsible for organisation	decentral
Examination form	Written work
Examination mode	Digital
Time of examination	Term time
Examination execution	Asynchronous
Examination location	Off Campus
Grading type	Individual work individual grade
Weighting	30%
Duration	--

Examination languages

Question language: English

Answer language: English

Remark

Textual Analysis

Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

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2. Examination sub part (2/2)

Examination modalities

Examination type	Written work
Responsible for organisation	decentral
Examination form	Written work
Examination mode	Digital



Time of examination	Term time
Examination execution	Asynchronous
Examination location	Off Campus
Grading type	Individual work individual grade
Weighting	70%
Duration	--

Examination languages

Question language: English

Answer language: English

Remark

Essay

Examination-aid rule

Free aids provision

Basically, students are free to choose aids. Any restrictions are defined by the faculty members in charge of the examination under supplementary aids.

Supplementary aids

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Examination content

This course will be examined by means of two differently weighted, individually written pieces as follows:

Part 1: Examination Paper Written at Home (Individual) 30% - Textual Analysis (4,000 characters, excl. blanks and reference list)

For this first part of the examination students will have to self-select a written media text (for example a newspaper article) and critically analyse how meaning is constructed throughout the text. In contrast to the essay, in which they are meant to engage with some of the theoretical concepts we explore in this course, students should demonstrate here that they understand how media contributes to building community, identity and belonging. We will have discussed these processes in the first part of the course and students will have had an opportunity to practice textual analysis through respective group exercises in class. To achieve excellence, students will have to demonstrate that they can engage with a media text actively and critically, rather than merely describing its content.

Part 2: Examination Paper Written at Home (Individual) 70% - Essay (12.000 characters, incl. spaces, excl. reference list)

This examination will ask you to critically engage with a specific question relating to one of the topics we discuss in this course. Students can design their own question (provided that it is agreed with the course leader) or they choose from a list of questions that I will provide at the beginning of the course. There will be at least one question per class from which the students can choose one. To achieve excellence students will need to apply the theoretical insights from the academic literature we discuss in each class to a specific empirical example, which students can select themselves. We will practice how to do this during group exercises in class. In the essay, students are expected to discuss and engage with 4 to 8 academic chapters or articles on their chosen topic. The mark does not depend on how many texts have been read but on how well students critically engage with the selected academic readings.

Examination relevant literature

For their essay, students are expected to read between 4 to 8 academic chapters or articles on a selected topic. At least two of these should be taken from the list of suggested and further readings which I will provide at the beginning of this course.



Please note

Please note that only this fact sheet and the examination schedule published at the time of bidding are binding and takes precedence over other information, such as information on StudyNet (Canvas), on lecturers' websites and information in lectures etc.

Any references and links to third-party content within the fact sheet are only of a supplementary, informative nature and lie outside the area of responsibility of the University of St.Gallen.

Documents and materials are only relevant for central examinations if they are available by the end of the lecture period (CW51) at the latest. In the case of centrally organised mid-term examinations, the documents and materials up to CW 42 are relevant for testing.

Binding nature of the fact sheets:

- Course information as well as examination date (organised centrally/decentrally) and form of examination: from bidding start in CW 34 (Thursday, 24 August 2023);
- Examination information (supplementary aids, examination contents, examination literature) for decentralised examinations: in CW 42 (Monday, 16 October 2023);
- Examination information (supplementary aids, examination contents, examination literature) for centrally organised mid-term examinations: in CW 45 (Monday, 06 November 2023);
- Examination information (regulations on aids, examination contents, examination literature) for centrally organised examinations: two weeks before the end of the de-registration period in CW 45 (Monday, 06 November 2023).