

Transnational Media and Culture

Spring 2022 Wednesday 14:00 PM AVC

Lecturer: Tae-Sik Kim, PhD

Office Hour: Wed 16:00 – 17:00 & Thu 10:00 – 14:00

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➤ Course Objectives

This course examines transnational contexts stemming from the globalized political-economy system that has facilitated the global mobility of people. The first part of the course is focused on early understandings of national community and its internationalization. The second part of the course covers recent theoretical perspectives on transnational media. The third part of the course is focused on cases highlighting the logic of transnational media and communication. By reading a variety of research articles assigned in the course and participating in class discussions, students learn to develop their own research projects focusing on recent socio-cultural changes affected by the transnationalization of media and communication practices.

- Comprehend multiple theories of transnational communication.
- Understand our world as the main context of new transnational communication research
- Review and analyze a variety of research articles on transnational communication.
- Build professional experiences by conducting relevant case studies
- Develop a research project by applying sociocultural experiences.

➤ Syllabus

Week 1. Course introduction

Week 2. Inter-Culture, Cross-Culture, and Transnational Culture

Week 3. (pre-trans) National Community

Week 4. Cultural Imperialism

Week 5. Migration: Globalization, Transnationalism, Flexible Citizenship

Week 6. Reflexive Cultural Proximity: A Case of Vietnamese in the Czech Republic

Week 7. Reading Week

Week 8. Cultural Hybridity

Week 9. (Transnational) Social Media for Privileged People (**Short Essay Due 10. 5. 2021**)

Week 10. Midterm Examination

Week 11. Cases: Transnational Media: Anime, K-Culture, and Bollywood

Week 12. Public Diplomacy in the Age of Transnational Media

Week 13. Class Conference

➤ Literatures

Reading Articles: See, below.

➤ Teaching Methods

The format of the course is a combination of brief lectures and controlled discussions of various assigned readings.

All students are expected to read all articles assigned and to develop appropriate discussion questions. Each student is a discussion leader for an assigned week.

Student should submit a **research paper** (topic of student's choice in consultation with instructor; minimum 15 pages including references, figures, and tables).

➤ Assessment Methods

- ❖ ATTENDANCE: 3 unexcused absences during a semester shall be denied academic credit (10%)
- ❖ Short Essay on Selected Movies (20%)
 - ✓ Bend it Like Beckham
 - ✓ Planet B-Boy
 - ✓ Mulan 2020
 - ✓ **Due: 24. 4. 2022 No Late Paper Accepted**
- ❖ Midterm Examination (30%):
- ❖ Class Discussion Leader (10%)

- ❖ Research Paper (30%): Due- **5. June, 2022** (*Late Paper – Subtract 5% for each day after the due date*)

Total: 1000 A: 900-1000 B: 800-899 C: 700-799 D: 600-699 E: 500-599 F: -499

➤ Study Materials

Week 2. Inter-Culture, Cross-Culture, and Transnational Culture

- Berry, J. W. (1997). Immigration, acculturation, and adaptation. *Applied psychology*, 46(1), 5-34.
- Kim, Y. Y. (2008). Intercultural personhood: Globalization and a way of being. *International journal of intercultural relations*, 32(4), 359-368.

Week 3. (pre-trans)National Community

- Anderson, B. (2006). *Imagined communities: Reflections on the origin and spread of nationalism*. Verso Books. **CHAPTER Introduction, 1, 2, and 3.**

Week 4. Cultural Imperialism

- Rowe, J. C. (2007). Culture, US Imperialism, and Globalization. *Exceptional state: contemporary US culture and the new imperialism*, 284-302.

Week 5. Migration: Globalization, Transnationalism, Flexible Citizenship

- Ong, A. (1999). *Flexible citizenship: The cultural logics of transnationality*. Duke University Press. **(INTRODUCTION)**
- Appadurai, A. (1990). Disjuncture and difference in the global cultural economy. *Theory, culture & society*, 7(2-3), 295-310.

Week 6. Reflexive Cultural Proximity

- Georgiou, M. (2012). Watching soap opera in the diaspora: cultural proximity or critical proximity?. *Ethnic and Racial Studies*, 35(5), 868-887.
- Kim, T. S. (2020). Young migrant Vietnamese in the Czech Republic reflect diasporic contexts in their identification of cultural proximity with Korean media. *Journal of Intercultural Studies*, 41(4), 524-539.

Week 8. Cultural Hybridity

- Kraidy, M. M. (2002). Hybridity in cultural globalization. *Communication Theory*, 12(3), 316-339.

Week 9. Privileged (Transnational) Social Media

- Polson, E, (2016). *Privileged Mobilities*. Peter Lang. P1-52

Week 11. Cases: Transnational Media

- Pellitteri, M. (2021). The European experience with Japanese animation, and what it can reveal about the transnational appeal of anime. *Asian Journal of Communication*, 31(1), 21-42.
- Han, B. (2017). Korean Wave| K-Pop in Latin America: Transcultural Fandom and Digital Mediation. *International Journal of Communication*, 11, 20.

Week 12. Transnational Europe

- Georgiou, M. (2005). Diasporic media across Europe: multicultural societies and the universalism–particularism continuum. *Journal of ethnic and migration studies*, 31(3), 481-498.
- Lentin, A., & Titley, G. (2012). The crisis of ‘multiculturalism’ in Europe: Mediated minarets, intolerable subjects. *European Journal of Cultural Studies*, 15(2), 123-138.