Course name: Culture and Communication in Argentina  
Course number: COMM 3101 BAAR  
Programs offering course: Buenos Aires Open Campus  
Open Campus track: Communications, Journalism, and New Media  
Language of instruction: English  
U.S. semester credits: 3  
Contact hours: 45  
Term: Fall 2018

Course Description

The expansion of the so-called information age and the apparent lack of boundaries in the internet — national, personal, timewise — somehow embeds a promise: a connected space where citizens share a voice and join conversations. However, media (grassroot or corporate), regulation and people’s ways of participating are shaping a complex public sphere, a contested space with no such given thing as a democratic potential. Constant transformation is one of the main characteristics of the information age, and this has different effects in every aspect of social life as well as in the constitution of the subject. The course focuses on modifications introduced by the digital revolution in order to analyze contemporary social and political practices in Latin America and Argentina. Attention is paid to how main changes developed in politics, education and arts. First, students will be introduced to the concepts of Information Age and Global Media. Then, after an overview of the philosophical and aesthetic approach to the modern and post-modern subject and society, students will analyze how transformation in the digital age has an impact on the role of communication and cultural management. Specifically, students will study the case of Argentina and public museums. The end of the course will focus on the relation between citizenship practices and media as a political actor, focusing on the latin american context and describing and analyzing how key actors produce, distribute, share and participate in information flows and set specifics agendas in Argentina.

Learning Objectives

By completing this course, students will be able to:
● Define and describe the main problems between communication and society in the information era.
● Present well-structured, logically sound arguments and persuasive academic writing skills.
● Critically assess the learning processes taking place at different levels of society that lead to social, political and economic changes.
● Independently source and verify additional relevant sources of information.

Course Prerequisites

Students should have completed a level 2000 course in cultural studies, mass media, and cultural communication prior to taking this course.

Methods of Instruction

Throughout this course, the methodology will consist of: lectures followed by student-teacher dialogue; active discussion in which students will be expected to prepare specific cases and defend their position to an opponent, as well as a presentation in which the students will be required to choose a topic and show a good understanding of it. Students will also attend site visits and guest lectures. They are expected to take notes of all activities involved in the course, such as readings, lectures and field trips. Rules for citation and referencing (APA, 6th edition) apply.

Assessment and Final Grade

1. Case Studies Debate (2): 10%
2. Group Presentation 15%
3. Midterm Exam 20%
4. Final Paper 25%
5. Participation 20%
   Total 100%

Course Requirements

Case Studies Debate (2)
Each student is required to participate twice in a prepared debate on the role of communication and global media in the public sphere, based on selected case studies.
These debates will take place in groups, each given a topic. Grading will be based on knowledge and preparation demonstrated in the class debate.

**Group Presentation**
Students will be required to deliver a group presentation during the course. Each presentation should take between 10 to 15 minutes, not including class discussion. The presentation should show a good understanding of the selected topic; students will be evaluated on their ability to put it in perspective. Hence, the topic should be presented in a concise yet comprehensive manner.

**Midterm Exam**
This exam will consist of 2 short-essay questions that students will respond outside the class. It is intended to measure the student's progress halfway through the course and to provide an instance for the integration of readings. Students will respond with open books and should give reflective answers. Grading (1-10) will respond to the number of references to class reading sources (1 to 5 points, being 5: 4 references or more) and the consistency of the arguments (1 to 5 points, being 5: a clear and well supported by evidence argument).

**Final Paper**
A 2000-word paper will be required. This paper will cover a specific topic to be selected by the student from the course contents, needs to show a profound understanding of it. The topic cannot be the same as the presentation topic.

**Participation**
Participation is valued as meaningful contribution in the digital and tangible classroom, utilizing the resources and materials presented to students as part of the course. Meaningful contribution requires students to be prepared in advance of each class session and to have regular attendance. Students must clearly demonstrate they have engaged with the materials as directed, for example, through classroom discussions, online discussion boards, peer-to-peer feedback (after presentations), interaction with guest speakers, and attentiveness on co-curricular and outside-of-classroom activities.

**Attendance Policy**
Regular class attendance is required throughout the program, and all unexcused absences will result in a lower participation grade for any affected CIEE course. Due to
the intensive schedules for Open Campus and Short Term programs, unexcused absences that constitute more than 10% of the total course will result in a written warning.

Students who transfer from one CIEE class to another during the add/drop period will not be considered absent from the first session(s) of their new class, provided they were marked present for the first session(s) of their original class. Otherwise, the absence(s) from the original class carry over to the new class and count against the grade in that class.

For CIEE classes, excessively tardy (over 15 minutes late) students must be marked absent. Attendance policies also apply to any required co-curricular class excursion or event, as well as to Internship, Service Learning, or required field placement. Students who miss class for personal travel, including unforeseen delays that arise as a result of personal travel, will be marked as absent and unexcused. No make-up or re-sit opportunity will be provided.

Attendance policies also apply to any required class excursion, with the exception that some class excursions cannot accommodate any tardiness, and students risk being marked as absent if they fail to be present at the appointed time.

Unexcused absences will lead to the following penalties:

<table>
<thead>
<tr>
<th>Percentage of Total Course Hours Missed</th>
<th>Equivalent Number of Open Campus Semester classes</th>
<th>Minimum Penalty</th>
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</thead>
<tbody>
<tr>
<td>Up to 10%</td>
<td>1 content classes, or up to 2 language classes</td>
<td>Participation graded as per class requirements</td>
</tr>
<tr>
<td>10 – 20%</td>
<td>2 content classes, or 3-4 language classes</td>
<td>Participation graded as per class requirements; written warning</td>
</tr>
<tr>
<td>More than 20%</td>
<td>3 content classes, or 5 language classes</td>
<td>Automatic course failure, and possible expulsion</td>
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NOTE: this schedule is subject to change at the discretion of the instructor to take advantage of current experiential learning opportunities.

**Week 1**  
**Orientation Week**

**Class 1:1**  
Communication in the Information Age

This class is an introduction to the key topics that are part of the mass media and communication agenda, such as “Digital Culture”, “Social Media”, “Global Media”, “Globalization” and “Information Age”.

**Class 1:2**  
What is Global Media?

This class studies the passage from radio amateurs and international news to global agenda. Students will analyze how New Media is incorporated in old power structures, as well as where and who is the audience, emphasizing everyday media practices.

**Case study debate:** The construction of a global issue and its narration comparing BBC, CNN, VICE and TELESUR.

**Reading:**

**Week 2**

**Class 2:1**  
Modern Subject and Modern Society
This class explores the emergence of the Modern Subject and the Modern Society. Students will learn about the Enlightenment and Rationalism in order to explore the foundations of modern society and modern democracy and how these relate to a specific and historically situated form of subjectivity that will no longer take place in postmodernity.

Reading:

Class 2:2 Postmodernity and Contemporary Context

Following from the previous class, this class evaluates the changes that occur in Postmodernity, focusing on postmodern critiques on the subject. Students will learn about how these contribute to a more accurate understanding of Digital Culture.

Reading:

**Case Study Debate:** Students will be divided in groups and each one will analyze the comments from readers in different local newspapers website (La Nación, Clarín, Página 12 and Perfil).

**Delivery of questions for home exams due on the 4th week.**

Week 3
Class 3:1  Visual Studies in Argentina

This class studies how postmodern critiques on the subject can also be addressed from the perspective of Visual Studies in Argentina. Students will learn how new technologies affect the way in which we see ourselves and our world in the Digital Age.

Readings:

Class 3:2  Thinking the images. Museums in the Digital Age

Students will think about how our images have changed in the Digital Age, analyzing some contemporary argentinian artists.

Site Visit:  Centro Cultural Recoleta. Students will visit various art shows and apply what has been studied during the previous week.

Readings:

Week 4

Class 4:1  Communication and Culture. New Tendencies in cultural management

Students will be introduced to the field of cultural management and analyze different cultural policy regimes in Argentina focusing on the communicational strategies related to Digital Media.

Guest speaker: Paola Aron-Badin will share with the students her experience in innovation and strategic planning, which includes academic institutions, public, private and third sector, multinational and interdisciplinary project management.
Reading:

Class 4: Comunicational Strategies and Cultural Heritage. Cultural policies and the relation between culture, identity and globalization.

Site Visit: The Cabildo and the May Revolution National Museum. Students will have a guided tour in the museum and talk to a member of the museum staff about different aspects of cultural preservation and promotion. Students will analyze the role of the state in the promotion of cultural activities and citizen participation through cultural spaces and historical heritage.

Mid term exams Due

Week 5
Class 5: The Changing Role of the Journalist in a Global Media Landscape

This class explores the consolidation of mass media from a historical approach and analyzes different roles of mass media in contemporary society. Students will study the role of the journalist in a digital context, the impact of Twitter and online newspapers, as well as transmedia contents.

Reading:

Presentations Due: Groups will present their comparison on the media coverage of two news from the past week incorporating readings from the previous classes.

Class 5: The Media as a Key Political Actor in Latin America
This class will explore the rise of media power in contemporary democracies and how this has changed the public as well as other spheres. Students will learn about South American media giants and their complex relationship with the state, and how a diversified media landscape has transformed notions of the social and of citizenship.

**Guest Speaker:**
Marcela Marincioni a specialist in culture, communication and innovation, and has 10 years of experience in creating and positioning regional & global brands and developing business in emerging markets in Africa, Asia and Latin America.

**Readings:**

**Week 6**

**Class 6:1 Media Regulation in a Global Era**

This class provides a comparative overview of media regulation in times of the Internet and social media. The topics discussed range from primarily public concerns, such as information flow, access, diversity and public participation to issues of a more private character, for example the protection of privacy, reputation, and property rights.

**Reading:**
Class 6:2  Information Flows, Leaks and the Public Interest

This class examines the leaking of information phenomena and its impact on journalism, transparency and the public interest in Argentina.

Reading:

❖ Final Paper due
Course Materials

Readings


Additional Readings


Online Resources
