



## Prague, Czech Republic Study Center

<b>Course Title:</b>	<b>Vanishing Central Europe: Media, Culture and Backlash against Globalism</b>
<b>Course Code:</b>	COMM 3005 PRAG
<b>Programs offering course:</b>	CES, CNMJ
<b>Language of instruction:</b>	English
<b>U.S. Semester Credits:</b>	3
<b>Contact Hours:</b>	45
<b>Term:</b>	Summer 2018
<b>Session:</b>	Session 2 (June 18 – July 16)

### Course Description

Over the past three decades, the powerful cultural, political and economic forces of globalism have transformed Central Europe. The media have also played a key role in the transformation. Recently, similarly to other regions in the world, Central Europe too has been experiencing a backlash against globalism, and again, the media are playing a central role. This course examines the cultural and political concept of Central Europe and its transformation during the rise of globalism and the recent backlash. It explores globalization in its larger political and economic context. Special attention is paid to the transformation of the media due to digital communication and social media.

### Learning Objectives

By the end of the course, students

- will understand the rise of globalization in the media, culture, politics and economy during the post-cold war world
- will learn how to place the processes pertinent to Central European culture in the larger context of the rise of social media and populist politics
- will acquire the skills to evaluate several communication models in the context of the rising digital/software economy
- will master the critical skills to frame the culture of Central Europe within the global context
- will learn how to combine critical and creative skills in order to develop their own models of understanding the subject matter

### Course Prerequisites

There are no formal prerequisites for this course.

### Methods of Instruction



The class incorporates lectures, analyses and discussions of the readings, videos and films, class exercises and field trips. Lectures are supplemented by power-point presentations. Seminar-style discussions form an especially important part of the course.

### **Assessment and Final Grade**

1. Term Paper	20 %
2. Team Project Presentation	20 %
3. Midterm Examination	20 %
4. Final Examination	30 %
5. Class participation:	10 %

### **Course Requirements**

The **Term Paper** consists of about 1300-word long position explaining and defending its arguments while applying the theories gained from the course. It requires some external research but is not a research paper per se. The emphasis is on originality of thought, application of theory and the clarity of the exposition.

The **Team Project Presentation** is a group power-point presentation or a report on a case study illustrating a concept covered in the course. Students will be working in small groups and will be assigned a team grade.

The **Midterm Examination** consists of short essay-like answers testing the knowledge of the theories presented in the course. The Midterm is a closed book/closed notes exam and is to be written by hand.

The **Final Examination** is comprehensive and consists of three essays written in class. Students will be able to choose from six topics and will be able to consult their notes, literature and Internet sources.

The **Class Participation** assessment will focus on active discussion of the course texts, videos and films.

### **CIEE Prague Class Participation Policy**

Assessment of students' participation in class is an inherent component of the course grade.

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. Students are required to actively, meaningfully and thoughtfully contribute to class discussions and all types of in-class activities throughout the duration of the class. Meaningful contribution requires students to be prepared, as directed, in advance of each class session. This includes valued or informed engagement in, for example, small group discussions, online discussion boards, peer-to-peer feedback (after presentations), interaction with guest speakers, and attentiveness on co-curricular and outside-of-classroom activities.

Students are responsible for following the course content and are expected to ask clarification questions if they cannot follow the instructor's or other students' line of thought or argumentation.

The use of electronic devices is only allowed for computer-based in-class tests, assignments and other tasks specifically assigned by the course instructor. Students are expected to take notes by hand unless the student is entitled to the use of computer due to his/her academic accommodations. In such cases the student is required to submit an official letter issued by his/her home institution specifying the extent of academic accommodations.



Class participation also includes students' active participation in Canvas discussions and other additional tasks related to the course content as specified by the instructor.

**CIEE Prague Attendance Policy**

CIEE Prague attendance policy corresponds to that delineated in the participant contract. Specific details will be published in the semester syllabus.

**CIEE Academic Honesty Statement**

Presenting work of another person as one's own, failure to acknowledge all sources used, using unauthorized assistance on exams, submitting the same paper in two classes, or submitting work one has already received credit for at another institution in order to fulfill CIEE course requirements is not tolerated. The penalty ranges from failure in the course to dismissal from the program. The Academic Director should be consulted and involved in decision making in every case of a possible violation of academic honesty.

**Daily Schedule**

Day 1	<b>Central Europe: Cultural and Political Concept</b> Readings: Milan Kundera – The Tragedy of Central Europe Václav Havel – The Need for Transcendence in the Postmodern World
Day 2	<b>Rise of Globalism after Cold War</b> Reading: Thomas Friedman – Thanks for Being Late (Farrar, Straus and Giroux, 2016)
Day 3	<b>Rise of Globalism after Cold War 2</b> Reading: Thomas Friedman – Thanks for Being Late (Farrar, Straus and Giroux, 2016)
Day 4	<b>Entering Global Era</b> Democratic Transformation and Economic Reform: Case of Czech Republic <b>Team Project Presentations</b>
Day 5	<b>Post-Gutenberg Age</b> Communications Environment Disruption Readings: Clay Shirky – The Cognitive Surplus (excerpts from the book) Jaron Lanier – Who Owns the Future (excerpts from the book)
Day 6	<b>Age of Emotional Excess-How to Build and Keep Audience</b> Communications Environment Disruption  <b>Midterm Exam</b>
Day 7	<b>From Formal to Informal and Frivolous-Social Media Loopback</b> Communications Environment Disruption <b>Field Trip</b>
Day 8	<b>Collapse of Journalism Business Model</b> Reading: Jaron Lanier – Who Owns the Future (excerpts from the book)
Day 9	<b>Collapse of Journalism Business Model: Czech Republic</b> <b>Field Trip</b> <b>Term Paper Due</b>
Day 10	<b>Great Erasure: From Bohumil Hrabal to Costa Coffee</b>

	Film – Cutting it Short (Postřižiny) dir. by Jiří Menzel
Day 11	<b>Backlash</b> Rise of Populists Reading: Jacques Rupnik – The Specter Haunting Europe: Surging Illiberalism in the East (Journal of Democracy)
Day 12	<b>Back to the USSR?</b> Spread of Pro-Kremlin Propaganda Reading: Adrian Chen – The Agency (The New York Times)

### Course Materials

1. Milan Kundera – The Tragedy of Central Europe (New York Review of Books)  
Available at:  
[http://www.bisla.sk/english/wpcontent/uploads/2014/03/Kundera\\_tragedy\\_of\\_Central\\_Europe.pdf](http://www.bisla.sk/english/wpcontent/uploads/2014/03/Kundera_tragedy_of_Central_Europe.pdf)
2. Václav Havel – The Need for Transcendence in the Postmodern World (A speech delivered in Philadelphia) Available at: <http://www.worldtrans.org/whole/havelspeech.html>
3. Thomas Friedman – Thanks for Being Late (Farrar, Straus and Giroux, 2016)
4. Clay Shirky – The Cognitive Surplus (book excerpts)
5. Jaron Lanier – Who Owns the Future (book excerpts)
6. Jacques Rupnik – The Specter Haunting Europe: Surging Illiberalism in the East (Journal of Democracy, October 2016)
7. Adrian Chen – The Agency (The New York Times Magazine, June 2, 2015)  
Available at: [http://www.nytimes.com/2015/06/07/magazine/the-agency.html?\\_r=0](http://www.nytimes.com/2015/06/07/magazine/the-agency.html?_r=0)
8. Film to be viewed in class: Cutting in Short by Jiri Menzel