



CM 107

GLOBALIZATION AND COMMUNICATIONS

Lecturer: Assoc. Prof. Dr. Diana Popova

ABSTRACT

The proposed lecture course introduces students to the history, ideology, and key manifestations of globalization, as well as the contemporary paradoxes it entails. Through lectures, discussions, video materials, and student presentations, the cultural, linguistic, social, communicative, and political impacts of globalization in the 21st century will be explored.

Key questions to be addressed include:

- When did globalization begin? What are the main, most controversial, and widely accepted definitions of the term "globalization"?
- How can citizens of the world preserve their cultural identity?
- Will globalization lead to the homogenization of unique cultures?
- What has made English the "global language" or the "lingua franca" of the 21st century?
- Does globalization have a future?
- Will globalization be replaced by "deglobalization"?

MAIN OBJECTIVES

This course aims to provide knowledge about the nature and manifestations of globalization and its consequences in social, cultural, and communicative contexts. Upon successful completion of the course, students will:

- Understand the most important skills for thriving in a globalized world;
- Develop self-awareness as individuals belonging to a unique culture that fits into a broader multicultural world;
- Gain a clearer understanding of the role each person plays in preserving cultural identity through the opportunities offered by global media;

- Form a balanced assessment of the opportunities and risks posed by globalization.

PREREQUISITES

This discipline assumes general foundational knowledge of world history and geography, public communications, and culture.

STATUS AND STRUCTURE

Specialization	Status	Credits	Full-time (lectures/seminars/total)	Part-time (lectures/seminars/total)
Psychology	Mandatory	3	30	30

COURSE CONTENT

Topic 1. The essence and interpretations of the concept of "globalization." The history of globalization. Causes of the globalization of global processes.

Topic 2. The paradoxes of globalization. Between the positive and negative consequences of globalization.

Topic 3. Globalization makes the world "flat." Interpretations of the statement "Geography is history."

Topic 4. Cultural, linguistic, social, and political impacts of globalization in different parts of the world.

Topic 5. Does globalization lead to a common, cosmopolitan culture?

Topic 6. What does it mean to be a citizen of the world? How can citizens of the world preserve their cultural identity? "Think globally, act locally!"

Topic 7. Is globalization the end of cultures? Cultural relativism and cultural ethnocentrism.

Topic 8. The globalization of communications and the potential for manipulation and influence over perceptions, tastes, attitudes, emotions, and actions.

Topic 9. Between the global and the local, or how to communicate across cultures. Cultural differences and the varying impacts of globalization on individual cultures.

Topic 10. Culture, power, media, and globalization. The role of social networks.

Topic 11. The future of globalization – problems, stakeholders, and solutions.

Topic 12. The emergence of religious, social, and political movements challenging globalization. Deglobalization and its associated risks. Anti-globalism.

ASSESSMENT METHODS

Students are required to develop a term paper on a topic related to globalization processes, which they must defend before being admitted to the exam.

Term paper

Semester exam – test