**LSPR Communication & Business**

**Institute Subject Syllabus**

**Subject Code** : IR11

**Subject Title** : Globalization and Pop Cultures

**Subject Specification** : For students in International Relations Communication

**Subject Overview** :

Globalization is an analogy of the world is very flat, Globalization is hegemony of "class project", core country and also MNC's to make an expansion of the market (global market-free market). The Economics and Political Globalization lead to the cultural Globalization. "Global Villages" McLuhan and "global consumer" is one of the indicators of the cultural globalization effect.

**Course Objectives** :

By the end of the course, the students are expected to:
The objective of the subject is to make students aware, understanding and have a critical thinking of the unfairness as a globalization effect.

**Course Method** :

The course consists of lectures, presentations, assignments and paper submissions. The course textbook might be accompanied by additional readings assigned to the students on a session basis. A presentation from a guest lecturer might be one of the activities during the semester in facilitating students with newest issues and trends in Globalization and Pop Cultures.

**Learning Outcome (Competence)** :

- Knowledge : Globalizations Theories, Cultural Studies, Pop Culture Trends, Global Cultural Flows, Media and Communication
- Skill : Critical Analysis, Research Skills, Cross-Cultural Competence, Media Literacy, Creative Expression
- Attitude : Open-mindedness, Cultural Sensitivity, Curiosity, Critical Consciousness, Respect for Cultural Identity

**Course content :**

| Week | Topic |
|---|---|
| 1 | Introduction: Globalization or Neo-Imperialism on 21st Century? |
| | The History of Globalizations |
| 2 | Worlds Systems Theory, Culture and Images of World Order |
| | Economic Globalization: "Free Market" Concept and Critics of Free Market (Polanyi) |
| 3 | Explains What is The State Capitalism and Market Capitalism |
| | Explains What is The Hegemony Concept and Data of The West Hegemony to The World |
| 4 | The Role of International Organization such as WTO, IMF. The Failing of International Organization and International Agreement |
| | The Theory of Cultural Industry from Theodore Adorno and All Phenomena Related to Cultural Industry |
| 5 | The basic Theory of Feminism and The Gender Phenomena Which Constructed by The Media |
| | The Theory of "Global Villages" McLuhan and Phenomena of Homogenization and Globalization in Indonesia Focus to Fashion and Life Styles |
| 6 | The Theory of "Global Villages" McLuhan and Phenomena of Homogenization and Globalization in Indonesia Focus to Food and Culinary |
| | The Basic Theory of "Consumer Society" Jean Boudrillard and All Phenomena Related to The Consumer Society in Indonesia |
| 7 | The Basic Theory of "Hipper Reality" and "Simulacra" of Jean Bourdrillard and All Phenomena of Consumer Society in Indonesia Focus to Mall and Psychology of Shopaholics |
| | Globalization or Neo-Imperialization? |
| 8 | Final Examination |

**Grading System & Course Evaluation :**

As a general rule, students are evaluated based on the following criteria:

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| Final Examinations | 40% |
| Weekly Discussion | 40% |
| Quiz | 10% |
| Live Session Attendance | 10% |
| TOTAL | 100% |

Lecturers, however, have the option of requiring midterm and final papers in lieu of midterm and final examinations. They may likewise change the percentage (weight) for each of the abovementioned items. The acceptable grade for LSPR-Jakarta S1 programme is **50 and above.**

In the Letter Grade System, the quantitative grades mean:

| Grade | Symbol | Conversion Value |
|---|---|---|
| 90 – 100 | A | 4.0 |
| 85 – 89.99 | A- | 3.7 |
| 80 – 84.99 | B+ | 3.3 |
| 75 – 79.99 | B | 3.0 |
| 70 – 74.99 | B- | 2.7 |
| 65 – 69.99 | C+ | 2.3 |
| 60 – 64.99 | C | 2.0 |
| 50 – 59.99 | C- | 1.7 |
| 40 – 49.99 | D | 1.0 |
| < 40 | E | 0 |

The student Grade Point Average (GPA) is organized into the following categories:
GPA of 0.00 – 1.99 = Fail
GPA of 2.00 – 2.49 = Pass
GPA of 2.50 – 2.99 =
Credit GPA of 3.00 – 3.49
= Merit
GPA of 3.50 – 4.00 = Distinction

**Scheme of Work :**

| Session | Title/Topic | Area Discussion | Activities |
|---|---|---|---|
| **1** | Introduction: Globalization or Neo- Imperialism on 21st Century? | Discussion will cover of the general effect of globalization such as: poverty, unemployment, unfairness between core country and periphery | Presentation, discussion, question & answer |
| | The History of Globalizations ? | Discussion will covers:<br>• The history of globalization from 1500M until 2000<br>• The perspectives of globalization<br>• The basics theory of the perspective hyper globalist and anti-globalist (dependency theory and advantage comparative theory David Ricardo)<br>• Definition of | Presentation, discussion, question & answer |

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| | | globalization from pro until anti globalist (from Theodore Levitt to Vletmeyer) | |
| **2** | Worlds Systems Theory, Culture and Images of World Order | Discussion will covers:<br>• The basic of world system theory<br>• Characteristics of core country, periphery and semi periphery<br>• Road to core country | Presentation, discussion, question & answer |
| | Economic Globalization: "Free Market" Concept and Critics of Free Market (Polanyi) | Discussion will covers:<br>• Capitalism is the basics of free market concept<br>• Liberalism is the basics of the capitalism (from Smith to Washington Consensus- Hayek, Milton Friedman)<br>• Critics of capitalism (Karl Marx)<br>• The basics theory of "Invisible Hands" Adam Smith<br>.<br>Neo-liberalism strategy: | Presentation, discussion, question & answer |

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| | | 1. Privatization,<br>2. Liberation and<br>3. Deregulation<br>Critics of Free Market (Karl Polanyi) | |
| **3** | Explains What is The State Capitalism and Market Capitalism | Discussion will covers:<br>• The history of market, states and society from mercantilism (1600M) to state capitalism and market capitalism (2012)<br>• The deferent between states capitalism and socialist<br>• Case studies of state capitalism (China, Arab Saudi, etc.) | Presentation, discussion, question & answer |
| | Explains What is The Hegemony Concept and Data of The West Hegemony to The World | Discussion will covers:<br>• The basics theory of hegemony, counter hegemony Gramsci<br>• Media global as a soft power of hegemony<br>• Political economy of media<br>• Phenomena west hegemony | Presentation, discussion, question & answer |
| **4** | The Role of International Organization such as WTO, IMF.<br>The Failing of International Organization and International Agreement | • IMF<br>• World Bank<br>• ACFTA<br>• WTO | Presentation, discussion, question & answer |
| | | **Mid Test** | |
| | The Theory of Cultural Industry from Theodore Adorno and All Phenomena Related to Cultural Industry | The discussion include:<br>• Cultural industry as an early of capitalism era<br>• The basics/roots<br>• Theory of cultural industry (Adorno)<br>• Film and music as a media to promote a mass cultural | Group presentation, discussion, question & answer, case studies |

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| **5** | The basic Theory of Feminism and The Gender Phenomena Which Constructed by The Media | The discussion include:<br>• Feminism Theory<br>• Critical Theory as a basics of basics of Feminism Theory<br>• Media and Gender: media constructions-women as commodity | Group presentation, discussion, question & answer, case studies |
| | The Theory of "Global Villages" McLuhan and Phenomena of Homogenization and Globalization in Indonesia Focus to Fashion and Life Styles | The discussion include:<br>• What is pop culture?<br>• What is global villages?<br>• Homogenization as an effect of cultural globalization<br>• Globalization as a strategy | Group presentation, discussion, question & answer, case studies |
| | | to expand the market global.<br>• Phenomena of homogenization in Indonesia: Fashion and lifestyles, K-Pop, etc. | |
| **6** | The Theory of "Global Villages" McLuhan and Phenomena of Homogenization and Globalization in Indonesia Focus to Food and Culinary | The discussion include:<br>• Phenomena of homegenization in Indonesia: focus to food and culinary<br>• Phenomena of globalization in Indonesia: focus to food and culinary | Group presentation, discussion, question & answer, case studies |
| | The Basic Theory of "Consumer Society" Jean Boudrillard and All Phenomena Related to The Consumer Society in Indonesia | The discussion include:<br>• What is "consumer society" Jean Bourdrillard?<br>• Phenomena of consumer society in Indonesia: branded maniac | Group presentation, discussion, question & answer, case studies |
| **7** | The Basic Theory of "Hipper Reality" and "Simulacra" of Jean Bourdrillard and All Phenomena of Consumer Society in Indonesia Focus to Mall and Psychology of Shopaholics | The discussion include:<br>• Hipper reality and Simulacra Jean Boudrillard<br>• Phenomena of Consumer Society in Indonesia: mall and ecstasy of shopaholics | Group presentation, discussion, question & answer, case studies |

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| | Globalization or Neo-Imperialization? | The discussion include:<br>• Review all sessions and focus to effect of globalization, especially the effect of globalization to the periphery country<br>• Resistance of globalization to become a great and fair globalization<br>• Explain to the students the Final Test method, topic, regulation and mechanism (Paper) | Group presentation, discussion, question & answer, case studies |
| 8 | | **Final Test** | |

**Individual Presentation/Group Presentation/Class Participation Guideline:**

Group presentations/class participations will become the main focus of the sessions. It is expected that the students will be using Power Point system during their presentation. Group presentations/class participations are the most effective in sharpening your ability in understanding the materials being discussed. The assigned chapters are intended to give you practice in assembling materials, data, analysis to support an understanding of subject in the real world. Furthermore, this method will provide a vehicle by which to apply the theories, concepts, and analytical devices. Finally, the discussion forum provides an opportunity to argue your position and to learn from others by listening to their comments and criticisms.

We recommend that you read your materials more than once. As part of your preparation for class, it is expected that you analyze the materials in your group. In class, we will examine completely all aspects of the situation: facts, assumptions, alternatives, and recommendations.

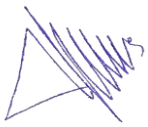
**Final Paper Guideline** **:** Written Examination

**References** **:**


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17. Ibrahim, Idi Subandy. 2007. Budaya Populer sebagai Komunikasi: Dinamika Popscape dan Mediascape di Indonesia Kontemporer
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20. Bremmer, Ian. 2010. The End of the Free Market.
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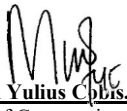
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**Kommentiert [1]:** ttd disesuaikan kaprodi pjj

**Kommentiert [2]:** kaprodi disesuaikan pjj