

**ESSA SPRING SCHOOL "NEW FORMS OF HUMAN RIGHTS AND CIVIC ENGAGEMENT IN
THE 21ST CENTURY"**

9-13 May, 2008

Sofia, Bulgaria

Dr. Miglena Todorova
New Media – Participation Culture

Session One

10 May 9.30-13

What does “globalization” mean?

Read:

Richard J. Barnett and John Cavanagh “The Age of Globalization,” in *Global Dreams: Imperial Corporations and the New World Order* (Simon& Schuster: New York, 1994).

Leslie Sklair, “Competing Conceptions of Globalization,” *Journal of World-Systems Research*, Vol. 2, Summer 1999, pp. 143-163.

Defining “media,” “new media” and “global media”

Read:

Edward Herman and Robert McChesney, “The Global Media,” Chapter 19 in *The Global Media: The Missionaries of Global Capitalism* (Cassell Publications. Great Britain,1998).

David Demeres, *Global Media: A Menace or Messiah?* (Hampton Press: New Jersey, 2001), Chapters 6 and 2.

Guest- Speaker: Elenko Elenkov [to be confirmed]

Old Media - New Media

Blogs

Session Two

10 May 14-17.30

Social Mobilization and Practices of Resistance

Read:

John Downing, “Grassroots Media: Establishing Priorities for the Years Ahead,” *Global Media Journal (Australian Edition)*, Vol. 1, 2007.

Guest- Speaker: Vladimir Petkov [to be confirmed]

The Press in the Digital Era

New Business Models in Media Sector

Session Three

11 May 9.30 - 13

Who Defines Politics? Media Conglomerates versus Nation-States

Read:

John Urry, "Globalization and Citizenship," *Journal of World-Systems Research*, vol. 5: 2, summer 1999, pp. 311-324.

Richard J. Barnett and John Cavanagh, Chapters 5, 6 and 7 in *Global Dreams: Imperial Corporations and the New World Order* ((Simon& Schuster: New York, 1994).

Wilma de Jong, Martin Shaw and Neil Stammers, Chapters 1, 2, 3 and 7 in *Global Activism, Global Media* (Pluto Press: London, 2005).

Guest- Speaker: Ivan Bedrov [to be confirmed]

What Future for Television

Session Four

11 May 14-17.30

Practicing Journalism in the Age of Media Globalization

Troubled Journalism?

Read:

Johnatan Matusitz and Gerald-Marx Breen, "Unethical Consequences of Pack Journalism," *Global Media Journal (American Edition)*, Vol. 6: 11, Fall 2007, 5.

Hemant Shah, "Journalism in an Age of Mass Media Globalization," School of Journalism and Mass Communication, University of Wisconsin, Madison, paper published at <http://www.idsnet.org/papers/> 2008.

Guest- Speaker: Svetozara Petkova [to be confirmed]

Creative Commons

IP in the Information Society

Session Five
12 May 9.30 - 13
Final Discussion
Conclusions