

THE POLITICAL ECONOMY OF INTERNATIONAL COMMUNICATIONS

Comm. 181 - Winter Quarter 1976

Herbert I. Schiller

REQUIRED TEXTS:

- The Image Empire, by Erik Barnouw
Mass Communications and American Empire, by
 Herbert I. Schiller, (Beacon, paperback)
TV Traffic: A One - Way Street? by Varis and
 Nordenstreng, (Unesco)

REQUIRED PERIODICALS AND ARTICLES READING

1. Beltran, Luis Communications and Domination
2. Dorfman - Mattelart How to Read Donald Duck
3. Gaines, T. Questions (From Manufacturers Hanover Trust Company)
4. UN Statements of Algerian and US Delegations, 1974
5. Guback, T. Film as International Business
6. Guback, T. Film and Cultural Pluralism, Journal of Aesthetic Educ.
7. More How the West was Won
8. Sarnoff, R. Address to American Bar Association, 1971
9. Blair, William Communication: The Weak Link in our Foreign Relations?
10. Schiller, H. Madison Avenue Imperialism
Chile: An End to Cultural Domination
11. Varis, T. Working Paper Related to the Impact of Transnational Corporations on Communication

RECOMMENDED TEXTS:

- World Communication: Threat or Promise, by Colin Cherry
Communications Technology and Social Policy, Gerbner, Gross and
 Melody, Editors (International Section)
Control of the Direct Broadcast Satellite: Values in Conflict -- Aspen
 Institute Series on Communication

TOPICS:

1. Changing Power Relationships in the Post - Colonial World: The UN Yesterday and Today
 Readings: Barnouw, Section 2, pp. 85 - 143
 Statements of US and Algerian UN Delegations, 1974
 Beltran; Gaines, UN Statements (Algerian and US)
2. Communication as a Source of (Inter) National Power
 Readings: Barnouw, Section 3, pp. 147 - 238
 Gerbner, Gross and Melody, Chapters by Mattelart,
 Nedzynski, and Nordenstreng
 Schiller, H. Chapters 1, 2, 3, 4, and 5.
 Varis, T. Transnational Corporations, Blair, Sarnoff

3. Vehicles and Structures of Contemporary International Communication

- Readings: C. Cherry, Chapter 3.
 Gerbner, Gross and Melody, Chapters by Frutkin and
 Katz.

Schiller, H. Chapter 9.
 Schiller, H. "Madison Avenue Imperialism", "Chile"
 Schiller, "Genesis of the Free Flow of Information"

(Reserve)

4. The Content and Character of International Communications

- Readings: Barnett, New Yorker, December 2, 1974
 Barnouw, Section 4, pp. 239 - 334
 More, "How the West was Won"
 Schiller, H. Chapters 6, 7, 8
 Varis, T. TV Traffic: A One - Way Street?
Cultural Domination: Symposium, Journal of Communi-
cations, Two issues: Winter, 1974, pp. 89 - 117

and Spring, 1975, pp. 120 - 190

5. Points of Leverage for a New International Communications System

Points to be considered for student reports: "The Free Flow of Information", as a viable concept; role of international structures, e.g., UNESCO, ITU, UN, etc.; national undergroups and classes and their impacts; rejected and new technologies; cultural sovereignty; communication for national liberation.

Readings: Barnouw, Section 5, pp. 335 - 345

Cherry, Chapter 6

Schiller, H. "Chile: The End of Cultural Dependency",

(reserve)

Schiller, H. Chapter 10

United Nations Document on Direct Satellite Broad-

casting (reserve)

Smythe, Nordenstreng, Mattelart, in Gerbner, Gross and

Melody

Litvak and Maule, Cultural Sovereignty

Pool, I. Direct Broadcast Satellites and the Integrity

of National Cultures, in Aspen Institute Occasional Paper, 1974

Statement of U. Kekkonen in TV Traffic: A One - Way Street?

**SUPPLEMENTARY
READING**

Arbatou, G. The War of Ideas in Contemporary International Relations

Davidson, W.P. International Political Communications, 1965

-----, Mass Communication and Conflict Resolution, 1974

Dizard, W. Television, A World View, 1965

Emery, W.B., (editor), National and International Systems of Broadcasting, revised edition

International Encyclopedia of Social Sciences: Articles on Political International Communications

Head, S. Broadcasting in Africa, 1974

Guback, T. The International Film Industry, 1969

Aronson, J. The Press and the Cold War

Fulbright, The Pentagon Propaganda Machine

Litvak and Maule, Cultural Sovereignty

Markham, J. (editor), International Communications as a Field of Study

UNESCO, "Broadcasting from Space", No. 60, 1970

UNESCO, "Mass Media in Society", No. 59, 1970

Ranson, H.H. The Intelligence Establishment

Houghton, N.D. (editor), Struggle Against History

Merritt, R. (editor), Communications in International Politics,

U. of Illinois Press, 1972

Emery, W. National and International Systems of Broadcasting, revised edition

Green, T. The Universal Eye, 1972

Emery & Smythe, Readings in the Mass Media, 1974, revised

Fischer, H.D. and Merrill, J.C. (editors), International Communications

Kolko, G. The Politics of War

Parenti, M. (editor), Trends and Tragedies in American Foreign Policy

Pool, I, Schramm, W., et al., Handbook of Communications, Rand McNally, 1973

Prouty, F. The Secret Team, (CIA), 1973, paper

Pelton, J. Intelsat: Politics and Functionalism, 1974

Galloway, J.F. The Politics and Technology of Satellite Communications, 1972

Fisher, G.H. Public Diplomacy and the Behavioral Sciences, Indiana, 1972