



Universidad
Nebrija



**GRADO EN
TRADUCCIÓN
CURSO 2011/2012**

Asignatura:
THE CONTEMPORARY WORLD
Código:
GEC101



Course: GEC101 The Contemporary World

Formation: Basic

Credits ECTS: 6

Year: 2nd LMI

Semester: 1st

Professor: Richard Mullen

Academic Year: 2011-2012

1. PREVIOUS REQUIREMENTS

Advanced level of English.

2. BRIEF DESCRIPTION OF CONTENTS

Study of the history of the 20th century, along with an analysis of the contemporary world from a multicultural perspective. The course will help the student to analyze and understand historical processes of the contemporary age from different perspectives (cultural, political, economic, sociological). It attempts to give the student the tools for understanding the present through a knowledge of the past. It examines the principal developments and events from the beginnings of the twentieth century until the present time with analysis of important figures and forces. Study of the political changes and cultural tendencies following the great conflicts of the century and the processes of decolonization and social development; study of the factors which have defined the contemporary world: ideologies, new social and economic norms, technological innovations and cultural changes.

3. LEARNING OBJECTIVES

General competencies which the student will acquire:

- To express arguments orally in public in an organized and comprehensible way.
- To express oneself orally using correct terminology related to the course material.
- To write correctly using diverse types of exposition and argumentation.
- To utilize current information and communication technologies to deal with complex problems and projects within the field of study.
- To identify, catalog, transcribe, summarize, analyze and interpret complex information, using different means (written, oral, audiovisual and digital).
- To apply skills of organization and teamwork, especially in the analysis of multidisciplinary problems.
- To develop skills of self-learning and co-learning through team interaction, analysis, self-evaluation and reflection.
- Capacity to define themes and deal with projects of analysis which can contribute to the understanding of problems of the contemporary world and of international relations.
- Ability to make judgments and diagnose current realities in an objective and rational way.
- Capacity for interpersonal communication based on critical reflection and analysis.

Specific Competencies

Through the completion of this course, the student will:

- Acquire a knowledge and comprehension of the principal events of twentieth-century history.
- Acquire a knowledge of the elements and factors which help to form the contemporary world, incorporating a multidisciplinary approach.
- Develop an understanding of the concepts and specific vocabulary of the course material.
- Improve the ability to recognize and utilize theories, paradigms, concepts and principles of an academic discipline.
- Acquire knowledge and understanding of the contemporary world and the factors and elements which help to form it.
- Be capable of applying that knowledge, elaborating and developing adequate arguments in English, through both individual effort and group work.
- Develop tools for analysis of current realities and the capacity to connect and interpret relevant data, in order to transmit processed information in correct format while using appropriate terminology.
- Acquire an informed perspective and capacity for analysis of the present by means of an understanding of the past.
- Improve the capacity to organize, research and write essays related to academic subjects.
- Be capable of reading, understanding, analyzing and interpreting texts written in English.
- Improve the ability to transmit ideas and interpretations orally – in English – through different modes of communication and technological means.
- Develop his/her knowledge and abilities the grammar, vocabulary and usage of the English language.
- Strengthen an awareness of themes related to the environment, cultural heritage and language.
- Improve the capacity to recognize and respect cultural diversity.

4. FORMATIVE ACTIVITIES AND METHODOLOGY

Theory: 2 ECTS; will be based on lecture and class participation covering the basic concepts of the course .

Practice: 1.5 ECTS; classes will be based on the realization of individual tasks or group work. In work groups, the students will study concrete aspects of class themes and later they will discuss these with classmates.

Personal work of students: 1.5 ECTS; includes the research, individual study and elaboration of assigned practical work as well as the presentation of this material to classmates.

Tutorials: 0,5 ECTS; individual or group tutoring for the resolution of doubts concerning the course material and supervision of work required.

Participation in forums and debates: 0.5 ECTS; participation in relevant conferences and debates on course themes will be a formative complement to the class.

Type of Activity	ECTS
Theoretical classes	2
Tutorials	0,5
Practical classes	1.5
Personal work	1.5
Participation in forums and debates	0.5



5. SYSTEM OF EVALUATION

5.1. Regular Evaluation:

1.1. Participation:	10%
1.2. Directed Activities:	20%
1.3. Mid-Term Examination:	20%
1.4. Final Examination:	50%

5.2. Final Examination consists of two parts – oral and written. In order to pass the course, it is necessary to pass BOTH parts of the exam.

5.3. Repeat Evaluation:

The final grade of the evaluation is obtained by averaging the note of the written repeat examination (60%) with the grades obtained through the tasks and activities done during the semester (40%). To be considered passing, the final averaged grade of the repeat evaluation must be at least a 5.

5.4. Restrictons:

To be eligible for these averaged grades, the student must be present at a minimum of 80% of the class sessions AND obtain a 5 in the corresponding final examination. Any grade under 5 is considered a fail. The 10% corresponding to participation is lost on the extraordinary evaluation.

6. BIBLIOGRAPHY

BASIC READING LIST

“THE CONTEMPORARY WORLD” FALL 2011
(available in Reprografía)

The Oxford History of the Twentieth Century by Michael Howard. Oxford University Press, 2002.

COMPLEMENTARY READINGS

- Aart Scholte, Jan. Globalization: A Critical Introduction. NY/UK: Palgrave Macmillan, 2005.
- Agee, James and Walker Evans. Let Us Now Praise Famous Men. Boston: Houghton Mifflin Co., 1988.
- The American Century Volume I Art and Culture 1900-1950. Barbara Haskell. Whitney Museum of American Art, 1999.
- The American Century Volume II Art and Culture 1950-2000. Lisa Phillips. Whitney Museum of American Art, 1999.
- Arthur, W. Brian. The Nature of Technology: What It Is and How It Evolves. UK: Penguin Press – Allen Lane, 2009.
- Ashbery, John. Reported Sightings: Art Chronicles 1957-87. Cambridge, Mass: Harvard Univ., 1991.
- Bowles, Paul. Their Heads Are Green. London, Peter Owen Ltd., 2000.
- Blewitt, John. Understanding Sustainable Development. UK: Earthscan, 2008.
- Branston, Gill and Roy Stafford. The Media Student's Book. Routledge, 2001.
- Crowther, Jonathan (Editor). Oxford Guide to British and American Culture. Oxford, 2000.

- Curtis, W.J.R. Modern Architecture Since 1900. London: Phaidon Press, 1996.
- Dodsworth, Martin, editor. Penguin History of Literature: The Twentieth Century. Volume 7. London: Penguin, 1994.
- Dresner, Simon. The Principles of Sustainability. 2nd Edition. UK: Earthscan, 2008.
- Headrick, Daniel R. Technology: A World History. USA: Oxford University Press, 2009.
- Held, David and Anthony MacGrew. Globalization/Anti-Globalization Beyond the Great Divide. 2nd Edition. UK: Polity, 2007.
- Hobsbawm, E.J. Age of Extremes: The Short Twentieth Century 1914-1991. Hamburg, Germany: Abacus, 1995.
- Hughes, Robert. American Visions. London: Harvill Press, 1999.
- Hughes, Robert. The Shock of the New: Art and the Century of Change. London: Thames and Hudson, 1980.
- Mazower, Mark. Dark Continent: Europe's Twentieth Century. UK: Penguin, 2008.
- McClellan, James E. Science and Technology in World History: An Introduction. Baltimore: Johns Hopkins University Press, 2006.
- McLuhan, Marshall. Understanding Media – The Extensions of Man. Cambridge, Mass: MIT Press, 1994. Orig. published 1964.
- Media and Cultural Studies Key Works. Edited Durham and Kellner. Revised Edition. Oxford: Blackwell Publishing, 2006.
- Orr, David W. Earth in Mind: On Education, Environment and the Human Prospect. Washington, D.C.: Island Press, 2004.
- Orwell, George. Homage to Catalonia. London: Penguin Books, 1989.
- Pagliaro, Mario. The Nano-Age: How Nanotechnology Changes Our Future. Weinheim, Germany: Wiley-VCH, 2010.
- The Phaidon Atlas of 21st Century World Architecture. Phaidon Editors. London: Phaidon Press Ltd., 2008.
- Roberts, J. M. The Penguin History of the Twentieth Century: The History of the World, 1901 to the Present. London: Penguin, 2004.
- Ruland, Richard and Malcolm Bradbury. From Puritanism to Post-Modernism. A History of American Literature. New York: Penguin, 1991.
- Schwartz, Richard A. Cold War Culture – Media and the Arts 1945-1990. Checkmark, 2000.
- Stern, R.A.M. New Directions in American Architecture. New York: George Braziller, 1977.
- Stiglitz, Joseph. Globalization and Its Discontents. London: Penguin, 2003.
- Stiglitz, Joseph. Making Globalization Work: The Next Steps to Global Justice. London: Penguin, 2007.
- Tapscott, Don. Wikinomics: How Mass Collaboration Changes Everything. New York: Portfolio, 2008.
- The Television Studies Reader. Ed. Robert Allen. London: Routledge, 2004.
- Tungate, Mark. Adland: A Global History of Advertising. London: Kogan Page, 2007.
- The United States in the Twentieth Century: Culture. Ed. Jeremy Mitchell and Richard Maidment. Hodder and Stoughton/Open University, 1998.
- Updike, John. Hugging The Shore. New York, 1984.
- Venturi, Robert, et.al. Learning from Las Vegas: the Forgotten Symbolism of Architectural Form. Cambridge, Mass: MIT Press, 1977.
- Venturi, Robert. Complexity and Contradiction in Architecture. London: Butterworth Architecture, 1984.
- Wiseman, Carter. Twentieth-Century American Architecture. New York: Norton, 2000.

RECOMMENDED READINGS

- Becker, Samuel and C. L. Roberts. Discovering Mass Communication. New York: Harper Collins, 1992.
- Cantor, Norman F. American Culture - Varieties of Culture in Modern Times. Harper, 1998.
- Didion, Joan. Slouching Toward Bethlehem. Harmondsworth, Penguin, 2000.
- Dreams For Sale: Popular Culture in the Twentieth Century. London: Harrap, 1989.



- Eco, Umberto. Travels in Hyperreality. New York: Harcourt Brace, 1986.
- Edgerton, David. Shock of the Old: Technology and Global History Since 1900. London: Profile Books, 2008.
- Halberstam, David. The Powers That Be. New York: Alfred Knopf, 1979.
- Hughes, Robert. Nothing If Not Critical!. New York: Knopf, 1990.
- Making Mischief - Dada Invades New York. Ed. Francis M. Naumann. New York: Harry Abrams, Inc., 1997.
- McLuhan, Marshall and E. McLuhan. Laws of Media: The New Science. Univ. of Toronto Press, 1992.
- McLuhan, Marshall and Q. Fiore. The Medium is the Message. Gingko Press, 2005. Orig. published 1967.
- Nye, David E. Electrifying America: Social Meanings of a New Technology. Cambridge, Mass: MIT Press, 1990.
- Orvell, Miles. After the Machine Visual Arts and the Erasing of Cultural Boundaries. University Press of Mississippi, 1995.
- Packard, Vance. The Hidden Persuaders. Ig Publishing, 2007. Orig. published 1957.
- Packard, Vance. Status Seekers. Mass Media Paperback, 1966. Orig. Published 1959.
- Schlosser, Eric. Fast Food Nation. New York, Houghton Mifflin, 2002.
- Virilio, Paul, Sylvère Lotringer, Mark Polizzotti. Pure War, new edition (Semiotext(e)/Foreign Agents). Cambridge, Mass.: MIT Press, 2008.
- Wright, Frank Lloyd. Frank Lloyd Wright: Writings and Buildings. New York: Horizon Press, 1960.

INTERNET LINKS

- In addition to an abundance of relevant websites, students should make use of the many electronic resources – journals, indexes, archives, etc.- available in the library.

7. BRIEF CURRICULUM OF THE PROFESSOR:

Native of the United States. Doctorate in Literature (Columbia University). Formerly a professor at City University of New York. Research in various areas of British/American literature and 20th-century culture. Has published studies of American poetry of the 20th century.

8. INSTRUCTOR'S DEPARTMENT LOCATION AND OFFICE HOURS

- E-mail: rmullen@nebrija.es
- Dehesa Campus c/Pirineos, 55 28040 Madrid
Department of Applied Languages Despacho 418 Tel: 91.452.11.00 x2588
TUESDAY & THURSDAY 8.30--10h y 11.30--14h FRIDAY 9.00 --12h

9. DETAILED PROGRAM OF THE COURSE

GRADO: TRADUCCIÓN
COURSE: THE CONTEMPORARY WORLD
YEAR: 2nd LMI
SEMESTER: 1st
CREDITS ECTS: 6

Week	Session	Theory, Practice and Continuous Evaluation Sessions	Individual Study and Practical Work of the Student	Hours Present	Hours per Week of Study/Work
1	1	Presentation of the course goals, objectives and contents of the program; explication of the teaching methodology and work required throughout the semester	Two obligatory directed activities during the semester: -Researched Essay on an approved topic related to twentieth-century history. -Oral presentation on another approved topic. Exact dates to be announced.	1.5	17.5 h. spaced throughout the semester
1	2	Historical background of Europe and America at the turn into the twentieth century (1889-1914). Traditional culture and modern culture. Roles of industrialization.	-Reading and analysis of texts and documents p.2-12 -Research on complementary information	1.5	7h.
1	3	The Great War. The New Europe after World War I. Demographics. Global and economic changes and cultural developments. Technological innovations.	-Study of course themes	1.5	
2	4	Liberal Capitalism and the Soviet Revolution. Varied forces of modernization. Machines and technology. Importance of developments in communication.	- Analysis of major trends and important figures - Elaboration of a glossary of terms and ideas. -Study of major themes	1.5	3 h.
2	5	Between the World Wars (1917-1939). General characteristics. Cultural and social developments; industrialization and urbanization; growth of cities; changes in communications.	- Beginning of research on the assigned essay topic. -Research of relevant information	1.5	10 h.
3	6	Worldwide economic crisis (1929-1939). The Great Depression and social consequences. Modernism as an international cultural force.	- Elaboration of glossary of terms and ideas - Reading of texts and relevant documents p.13-37	1.5	
3	7	Rise of totalitarian regimes in Italy and the Soviet Union. Economics, capitalism and social modernization in Western Europe.	- Independent and individual research for essay and oral presentation	1.5	
3	8	World War II – political background and general characteristics. Hiroshima. The political world after the war. The United Nations.	-Study of major themes	1.5	
4	9	Developments in technology: the nuclear age. Economic growth and mass media.		1.5	
4	10	America as a world power. Beginnings of the consumer society. Growth of an international society. A bipolar world: the Cold War and the arms race.		1.5	

5	11	<i>Homage to Catalonia</i> by George Orwell. Economic conditions in the 1930's. Political perspectives: Fascism versus Communism.		1.5	
5	12	Cultural developments in the 1950's and 1960's: "Pop" art versus high art. Growth of the mass media and advertising. Transportation and communication innovations		1.5	
6	13	MID-TERM EXAMINATION		1.5	
6	14	Continued developments in technology and international business trends. The rise and fall of the European colonial empires.	-Continued preparation of oral presentations	1.5	3 h.
6	15	Birth of the European Community. Globalization and the world market.	-Research of complementary material	1.5	7 h
7	16	Decolonization. Trends in international relations. The emergence of the Third World.	-Elaboration of the glossary of terms and ideas -Reading texts p.38-57	1.5	
7	17	Cultural trends: developments in architecture. Modernism and the International Style. Urbanization and urban planning in Europe and America. International competitions. Humanizing or dehumanizing technology.	-Individual research on assigned and directed tasks	1.5	5 h.
8	18	Power of the mass media. Global entertainment and global business; international mass audiences; business aspects of an international industry	-Continued work on assigned tasks. - Elaboration of glossary of terms and ideas.	1.5	9 h.
8	19	Growth and power of multinational corporations. Fall of the Berlin Wall and the end of the Soviet Union; proliferation of an international capitalism.	- Research of related information. p.58-73	1.5	
8	20	Decolonization and the struggle for economic independence. First World wealth versus Third World poverty. Global economics.	- Preparation of thematic and audio visual material related to presentations.	1.5	
9	21	Globalization: a new world order. Economic centers Asia, Europe and the Americas.	-Study of related material	1.5	4 h.
9	22	Paul Bowles, "Baptism of Solitude" from <i>Their Heads Are Green</i> . Cultural alienation and confrontation. Africa - the world beyond technology.	- Elaboration of glossary of terms and ideas. - Research of related information.	1.5	7 h.
10	23	Developments in worldwide communications: digital technology and the Internet. Elimination of geographic borders.	- Reading of texts and relevant documents p.74-86	1.5	
10	24	Computers and the cyberworld: social, cultural and political transformations in the 21st century.	-Study of major themes	1.5	
10	25	The new Information Age: media overload; trends and expansion in advertising; the importance of image.	- Completion of research and writing of the assigned essay.	1.5	7 h.
11	26	International culture and national identity. Communications in the 21 st century.		1.5	
11	27	Globalization and multinationals - politics and business in the contemporary world. Shifts in world economic power.		1.5	
12	28	Sustainability versus consumerism. Environmental issues and energy resources.	- Reading and analysis of texts and relevant documents	1.5	6 h.
12	29	Conclusions: human values in a technological world; human values in a mass media world; human values in a rapidly-changing world	p.87-94 -Study of major themes	1.5	



13 a 14		Final Exam Evaluation		3	
15 a 16		Final Extraordinary Exam Evaluation		3	
1 a 16		Tutorials		15h	
TOTAL				64.5 +	85.5 = 150 hours