



Bachelor's courses Faculty of Humanities

VU University Amsterdam - Student- & Onderwijszaken - Exchange programme Vrije Universiteit - 2019-2020

Globalisation and Localisation

Course code	L_AABACIW206 ()
Period	Period 5
Credits	6.0
Language of tuition	English
Faculty	Faculty of Humanities
Coordinator	dr. M.J. van den Haak
Examinator	dr. M.J. van den Haak
Teaching staff	dr. M.J. van den Haak
Teaching method(s)	Study Group, Lecture
Level	200

Course objective

- To understand the concepts of globalisation, (reverse) localisation, internationalisation and glocalisation within the domain of language and media.
- To learn about and reflect on recent developments in the globalisation vs localisation debate.
- To become familiar with various globalisation and localisation strategies and to be able to identify these strategies in a number of (digital) settings (e.g. websites and audiovisual media).

Course content

With the world at their digital fingertips, more and more companies decide to go global. As they expand their business across borders, they will need to define a clear communicative strategy for their new, international target audience. One of the main decisions for companies to make is whether to globalise or localise their communication. Globalisation typically involves offering standardised content in a single language, while localisation often includes (machine) translation of content in various languages and culture-specific (textual) adjustments. Both globalisation and localisation have been extensively researched, but the debate about what strategy works best in what context is still going strong.

In this course, you will become acquainted with relevant notions such as globalisation, localisation, and glocalisation. You will learn what it means to globalise or localise communication, and you will become familiar with recent developments in the globalisation vs localisation debate. You will be able to identify instances of localisation and globalisation in various (digital) genres within the domain of language and media.

Form of tuition

Two two-hour lectures per week, and one two-hour seminar in which you will apply the content of the lectures in a practical assignment.

Type of assessment

A written examination (100%). In order to qualify for the exam, you need to gain a pass for all practical assignments.

Course reading

A list of required literature will be made available via Canvas.

Target group

Second year BA students in the tracks Language and Media / English Language and Communication Studies.

Remarks

Attending the seminars is obligatory; attending the lectures is strongly recommended, since the practical assignments are based on the lectures' contents.