CSI Vienna?
U.S. Cultural Exchanges in Austria since the 1980s

A course at the University of Vienna in cooperation with Bradley University (Peoria, IL) and Stanford University (Palo Alto, CA)

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Part 1

March 11, 1st class: **American Culture Goes Global**
Terminology: Americanization, globalization, cultural imperialism, Coca-Colonization, McDonaldization, etc.

March 18, 2nd class: **Location I: Locating Selves**
Cultural Studies and the Postmodern Detective
- Presentation by Prof. Tim Conley
- Social gathering after class

March 25, 3rd class: **The Culture Industry and the Laws of Cool**
“Culture” in Austria and Germany: From Adorno to Fiske

April 1, 4th class: **Historical Dimension of “Americanisms” in Austria and Germany**
From the Monroe Doctrine to the Marilyn Monroe Doctrine

April 22, 5th class: **Affective Entanglements: Mutual perceptions of cultural identity**
Identifying stereotypes and clichés

April 29, 6th class: **Location II: Location, Location, Location, and once more Location**
Exploring Vienna

May 6, 7th class: **Thinking Cultural Translation: Appropriations of “American Culture” in Austria**
Theories of Cultural Transfer

May 13, 8th class: **Case Study I: CSI Vienna**
TV Series in Austria

May 20, 9th class: **Case Study II: Popular Music in Austria**
Austropop, Hip-hop and Alpenrap

Part 2: Collaboration with Bradley University in Vienna

May 22: Social event with Bradley students and faculty

May 27, 10th class: **Collaborative work I**: Classwork with Bradley students

June 3, 11th class: **Collaborative work II**: Classwork with Bradley students
Social event with Bradley students and faculty

Part 3

June 10, 12th class: **Case Study III: Mass Culture**
From Coca-Colanization to Silicolonization: Facebooking at Starbucks

June 17, 13th class: **Discussion of final projects**

June 24, 14th class: **Discussion of final projects and wrap-up**
March 11, 1st class:

**American Culture Goes Global**

Americanization, globalization, cultural imperialism, Coca-Colonization, McDonaldization, Sili-Colonization

**Readings:**

- **W** Nederveen Pieterse, Jan. “Globalization as Hybridization.”

March 18, 2nd class:

**Location I: Locating Selves**

Cultural Studies and the Postmodern Detective

**Reading:**


March 25, 3rd class:

**The Culture Industry and the Laws of Cool**

“Culture” in Austria and Germany: From Adorno to Fiske

**Readings:**

April 1, 4th class:

**Historical Dimension of “Americanisms” in Austria and Germany**

From the Monroe Doctrine to the Marilyn Monroe Doctrine

**READINGS:**


April 22, 5th class:

**Affective Entanglements: Mutual percepts of cultural identity**

**Identifying Stereotypes and Clichés**

**READINGS (Easter Break):**


**COLLABORATIVE WORK:**
Identify stereotypes and clichés (exchange e-mails and compare notes with Stanford students)

**FILM:** *The Sound of Music* (Robert Wise, 1965)
April 29, 6th class:
Location, Location, Location, and once more Location

**Exploring Vienna**

**READINGS:**

*Vienna: Cultural and Historical Notes* (compiled by Prof. Tim Conley)

**FILM:** *The Third Man* (Carol Reed, 1949)

May 6, 7th class:

**Thinking Cultural Translation: Appropriations of “American Culture” in Austria**

Theories of Cultural Transfer

**READINGS:**


May 13, 8th class:

**Case Study I: CSI Vienna**

**TV Series in Austria**

**READINGS:**


**COLLABORATIVE WORK:**
Exchange information with Stanford students on TV series in Austria.
May 20, 9th class:

**Case Study II: Popular Music in Austria**

**Readings:**


May 22:

**Social event with Bradley students and faculty**

May 27, 10th class:

**Collaborative work I: Classwork with Bradley students**

June 3, 11th class:

**Collaborative work II: Classwork with Bradley students**

After class: Social event with BU students and faculty
June 10, 12th class:

**Case Study III: Mass Culture**

From Coca-Colanization to Silicolonization: Facebooking at Starbucks

**READINGS:**

June 17, 13th class:

**Discussion of Final Projects**

Presentations and discussions of final projects

June 24, 14th class:

**Discussion of final projects and wrap-up**

Presentations and discussions of final projects; wrap-up and feedback

**NOTE:**
This syllabus is tentative and subject to change!
Please refer to the course website, the e-learning platform, or announcements in class to keep track of possible changes.