COMM 4390.001 Syllabus

Term: Spring 2014 (Jan 22-May 6)
Course meets: 4:20-6:50p Tuesdays
Office phone: 361.825.2678/Cell 361.563.5177

Instructor: Dr. Anantha S. Babbili
Office: Bay Hall 334
Office Hours: TTh 8:30 to 11:30 am
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Topics in Communication:

GLOBAL MEDIA AND INTERNATIONAL COMMUNICATION

Course Description:

This course introduces undergraduate students to the exciting and perplexing domain of global media and international communication and to the various issues that challenge the ever-changing mediascape in a global context. It examines global media in the context of international and intercultural communication, global cultural diversity in media production, practices and media ethics. Specifically, the course will study definitions of media systems, cultural values, and media ethics across democratic and non-democratic societies, diversity of media production and of styles of media practices abroad. Students will research specific cultures, media systems and case studies while exploring ethical principles dominant in the Fourth Estate of the U.S. and in international media.

Learning Objectives and Student Learning Outcomes:

At the conclusion of the course, students should be able to:

1) Understand the global media systems and practices in the context of the U.S. media and democracy;
2) Identify differences between the U.S. media values and ethical and moral dimensions across differing societies of the world; and
3) Work through philosophies of journalism and media in global media settings and identify the dominant philosophical principles applicable to mass media including new and digital media.

Required Textbook:


Major Course Requirements and Expectations:

Students will be required to attend every class period, write weekly abstracts, two think pieces/essays and a term paper at the conclusion of the term. The course will be composed of instructor's lectures, class discussions relating to course materials and readings, possible field trips, and written and oral presentations by students.
Students will be evaluated and their performance will be assessed on the following criteria and grading scale:

**In-class participation/Attendance:** 10% (Discussion on assigned readings, lectures and media readings). 
Each student is required to complete specific readings of book chapters and journal/newspaper articles and contribute to class discussions on topics related to national or global media.

**Weekly abstracts:** 30% (One-page single-spaced typed summaries and critiques of selected readings) 
Analytical summaries and critiques must be submitted by each student that exhibit capacity for individual thought and critical analysis of problems in global media.

**2 Think Pieces:** 30% (3-5 page double-spaced typed commentary and critique on topics in global media). 
Students must submit these extended essays that exhibit ability to correlate topics and developments in global media in the context of lectures and readings.

**Term paper:** 30% (Research paper on an approved topic in global media). Fully developed term paper is expected from each student at the end of the course that show rigor in research and critical analysis relating to a specific topic or problem selected by student with approval of instructor.

**Grading Scale:** 90-100 A; 80-89 B; 70-79 C; 60-69 D; 59-below F

**Course Policies:**

*Attendance and Tardiness:* Attendance is required—both physically and mentally. You are expected to take an active role in classroom discussions. Absences, late arrivals, and chronic failure to engage in class discussion will all be reflected in your participation grade.

*Late work and make-up exams*

- If there should be a legitimate reason for you missing class (illness, family emergencies, certain University-sponsored extracurricular activities), please provide the instructor with the notification prior to the event or as soon as you are able—before the missed class period. If appropriate, we can arrange alternate times for you to make up quizzes or exams, but it will be your responsibility to get any information from lecture from one of your classmates.
- Unexcused absences will be noted and reflected in your participation grade. Also, any work missed due to an unexcused absence cannot be made up.
- Late work for any reason considered unexcused will be penalized by at least one letter grade for each day it is late.

*Cell Phone/Electronic Device Usage:* While in class, please make sure your phone is off or on silent (and in your backpack or out of sight), so it’s not heard in class. Also, limited laptop use is permitted—for note-taking only, but do not abuse this privilege.

- If you would like to discuss any course readings, lectures, or assignments outside of class, you should feel free to contact me via email or by arranging to visit me during office hours or set up an appointment to see me at any other time.
- Please submit hard copies of your papers, prior to the class period on the due date. Marked copies will be returned to you.
- All writing for this course must be composed using a standard, 12-point font size, and with the standard 1-inch margins.

*Academic Integrity/Plagiarism:* University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examination or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work). In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test will result in the course grade of F.

*Dropping the Course:* I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student...
Services Center and filling out a course drop form. Just stopping attendance and participation will not automatically result in your being dropped from the class. Please check published dates for the last day to drop a class with an automatic grade of “W” this term.

Preferred methods of scholarly citations

For the purpose of citation, please follow The Chicago Manual of Style, 15th Edition, humanities style (notes and bibliography). For guidance, see: http://www.chicagomanualofstyle.org/tools_citationguide.html. Plagiarism and academic dishonesty will result in the grade of F for the course.

Classroom/professional behavior

Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

Grade Appeals*

As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.

Academic Advising: The College of Liberal Arts requires that students meet with an Academic Advisor as soon as they are ready to declare a major. The Academic Advisor will set up a degree plan, which must be signed by the student, a faculty mentor, and the department chair. The College’s Academic Advising Center is located in Driftwood 203E, and can be reached at 361-825-3466.

Notice to Students with Disabilities and/or Returning Veterans

Texas A&M University-Corpus Christi complies with the Americans with Disabilities Act in making reasonable accommodations for qualifies students with disabilities. If you need disability accommodations in this class, please see me as soon as possible. Please have your accommodation letter from Texas A&M University-Corpus Christi Disability Services (DS) Office with you when you come to see me. If you are a returning veteran and experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Office for assistance. If you suspect that you may have any disability (physical impairment, learning disability, psychiatric disability, etc.), please contact the Disability Services Office (located in Room 116 Corpus Christi Hall) at 361.825.5816.

Lecture Topic Schedule and Assignment on following page
COMM 4390: Global Media & International Communication

Lecture Topic Schedule and Assignments

Introduction, course outline/expectations
Jan 28: Introduction to Course and Textbook review (Film: Gods Must Be Crazy)

Why Study International Communication? Media Literacy (ML) Approach
Feb 4: Chapter 1: Global Media and International Media Literacy (Abstract 1 due)

Media Philosophies, Theories and Frameworks
Feb 11: Chapter 2: Processes in Global Media (Abstract 2 due)

Communication and World Cultures; Understanding ML
Feb 18: Chapter 3: Text and Context (Abstract 3 due)

Global Communications, Media and Geopolitics
Feb 25: Chapter 4: International Communication Frameworks (Think Piece # 1 due)

Information and News Ethics
Mar 3: Chapter 5: Global Media Production practices (Abstract 4 due)

Spring Break: March 10-14

National Media Systems: Comparative Analysis
Mar 17: Chapter 6: Political and Regulatory Environments (Abstract 5 due)

Communication Ethics: Religion and Cultural Values
Mar 24: Chapter 7: Media in China, Egypt, India (Abstract 6 due)

Postcolonial Views of World Media
Mar 31: Chapter 7: Media in Africa, Middle East (Think Piece # 2 due)

Media and Globalization
Apr 1: Chapter 7: Media in Russia, South Africa (Work on Term Paper)

Global Media Perspectives
Apr 8: Chapter 8: Spanish Language Media and Other Media Developments (Work on Term Paper)

The Global Entertainment Media
Apr 15: Chapter 8: International Advertising (Work on Term Paper)
Apr 22: Final Paper Presentations
Apr 29: Final Paper Presentations
May 6: Final Paper Presentations

Written Term Papers due in Class on May 6

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