COMM 4342:001 Syllabus
Instructor: Dr. Anantha S. Babbili

Term: Spring 2015 (Jan. 21-May 5)  
Office: Bay Hall 334
Course meets: 2:00 pm-3:15pm MW in IH 268  
Office Hours: MTW 9:00 to 10:30 am or appt.
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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 race, gender, class and other human categories in 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.

**5 Weekly abstracts:** 25% (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:** 35% (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. Guidelines will be given in advance in class.

**Grading Scale:** 90-100 A Excellent; 80-89 B Very Good; 70-79 C Average; 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 APA style (notes and bibliography). 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 PROCESS: Students who feel that they have not been held to appropriate academic standards as outlined in this class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website, [ela.tamucc.edu/students/studentinfo.html](http://ela.tamucc.edu/students/studentinfo.html). For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean.

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 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 *(subject to change)*

*Introduction, course outline/expectations*
Jan. 21: Introduction to Course and Textbook review (Film: *Gods Must Be Crazy*)

*Why Study International Communication? Media Literacy Approach*
Jan. 26-28: PART I: Global Media and International Media Literacy *(Abstract 1 due)*

*Media Philosophies, Theories and Frameworks*
Feb. 2-4: PART II: Processes in Global Media *(Abstract 2 due)*

*Communication and World Cultures; Understanding ML*
Feb. 9-11: PART III: Text and Context *(Abstract 3 due)*

*Global Communications, Media and Geopolitics*
Feb. 16-18: PART IV: International Communication Frameworks *(Think Piece # 1 due)*

*Information and News Ethics*
Feb. 23-25: PART V: Global Media Production practices *(Abstract 4 due)*

*National Media Systems: Comparative Analysis*
Mar. 2-4: PART VI: Political and regulatory practices *(Abstract # 5 due)*

*Ethics: Religion and Cultural Values*
Mar. 9-11: PART VII: Media in China, Egypt, India *(Think Piece # 2 due)*

*Postcolonial Views of World Media*
Mar. 23-25: PART VIII: Media in Africa, Middle East, Russia, South Africa *(Work on Term Paper)*

*Media and Globalization*
Mar. 30-Apr. 1: Spanish language media *(Work on Term Paper)*

*Global Media Perspectives*
Apr. 6-8: International advertising *(Work on Term Paper)*

*The Global Entertainment Media*
Apr. 13-15: Final Paper Presentations
Apr. 20-22: Final Paper Presentations
Apr. 27-29: Final Paper Presentations *(Thanksgiving break)*
May 4: Final Paper Presentations

*Written Term Papers due in Class on December 2*
ABOUT THE PROFESSOR

Anantha S. Babbili (Ph.D., The University of Iowa) is Professor of Communication & Media Studies at Texas A&M - Corpus Christi. He was Provost and Vice President for Academic Affairs of the university from 2007 to 2010. He is former Dean of the College of Mass Communication (2002-2007) at Middle Tennessee State University. Babbili taught and directed the Journalism and Media Studies department at Texas Christian University, Fort Worth, for more than two decades. He was the visiting Rogers Chair in Journalism and New Information Technologies at the University of Western Ontario, Canada and lectured in Mexico, India, Slovakia, UK and Asia. Babbili is the co-author of the book, *An Ethics Trajectory*, published by the University of Illinois Press and has published his research in several books including *Communication Ethics and University Values*, *Critical Issues in Media*, *Bosnia by Television* (British Film Institute), *Mass Media in the Middle East*, and *The Press and the State*.

A former journalist, Babbili has published scholarly articles that have appeared in journals such as *Media, Culture and Society*, *Journal of Communication Inquiry*, *Newspaper Research Journal* and the *International Third World Studies Journal*. Babbili was the Editor (2000-2008) of the national *Journalism & Communication Monographs* and served on the editorial boards of the *Journal of Mass Media Ethics* and *Journalism Studies*. He is on the International Bibliography of the Social Sciences advisory board at the London School of Economics and Political Science. He received the Barry Bingham Award from the National Conference of Editorial Writers and was the consultant to the United Nations and the UNESCO on human rights and communication. The Carnegie Foundation and the Council on the Advancement and Support of Teaching named Babbili the Texas Professor of the Year. He is the recipient of the National Teaching Award from the Poynter Institute for Media Studies, St. Petersburg, Florida. His columns and opinions as a news source on breaking events and U.S. foreign policy appeared on CNN, ABC News, CBS, and NBC and in *Chicago Tribune*, *New York Times*, *Fort Worth Star-Telegram* and many other media outlets. Before earning his doctorate, Babbili earned two undergraduate degrees in biological sciences and journalism from his native India and M.A. in journalism from the University of Oklahoma.

Since 2006, Babbili has been a member of the governing board of a communication institute operated by a reputed media-related reputed foundation in India. As the Provost of Texas A&M Corpus Christi, Babbili served as the chief institutional liaison to the successful SACS accreditation Process and was responsible for overall quality of academic affairs of the University. He is the graduate of the Management and Leadership program of Harvard University.