COMM 4360:001 Syllabus

Professor: Dr. Anantha S. Babbili

Term: Fall 2017 (Aug. 28-Dec.6)

Course meets: 7:00pm-9:30pm Tues. in CS Bldg. 108

Office: Bay Hall 334

Office phone: 361.825.2678/Cell 361.563.5177

INTERNATIONAL LEADERSHIP

Course Description:

The course introduces graduate and advanced students to the study of leadership in international and intercultural settings with the emphasis on the context of mediated communication. It includes case studies of communication strategies and leadership styles, effective and ineffective, in world history—featuring but not limited to—Winston Churchill, Mahatma Gandhi, Nelson Mandela, Martin Luther King, Jr., Bill Gates and Warren Buffet, Oprah Winfrey, Angelina Jolie, Rush Limbaugh, Jon Stewart, etc. We focus critically on in-depth study of leadership towards cross-cultural competency and cultural literacy in globalization and their relevance to global trade and information and knowledge flows.

Course Objectives:

1) Gain cross-cultural competency through interdisciplinary study of the key elements in a world marked by globalization of mass media.

2) Analyze contemporary communication and leadership styles of world leaders in politics and business through case studies.

3) Study international leadership dimensions in ethno-cultural empathy and of effective communication management for global success.

Learning Objectives and Student Learning Outcomes:

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

1) Understand the essential concepts and practice of global leadership and the role communication plays towards success in a global economy and society;

2) Identify and recognize traits and communication styles of global leaders in politics, culture and economy and the differences between them;

3) Work through approaches to leadership in international and intercultural settings that focus on communication and culture and identify the dominant principles that engage peoples’ strengths across the world to solve common human problems.

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 leadership.

**6 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 leadership.

**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 concepts in global leadership practice in the context of lectures and readings.

**Term research paper:** 30% (Research paper on an approved topic in global leadership). 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:

**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. Degree plans are prepared in the CLA Academic Advising Center. The University uses an online Degree Audit system. Any amendment must be approved by the Department Chair and the Office of the Dean. All courses and requirements specified in the final degree plan audit must be completed before a degree will be granted. The CLA Academic Advising Office is located in Driftwood #203. For more information please call 361-825-3466 or log onto [http://cla.tamucc.edu/advising/](http://cla.tamucc.edu/advising/).

**Disabilities Accommodations**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.
**Grade Appeals**

As stated in University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, 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 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](http://www.tamucc.edu/provost/university_rules/index.html). For complete details on the process of submitting a formal grade appeal, please visit the College of Liberal Arts website, [http://cla.tamucc.edu/about/student-resources.html](http://cla.tamucc.edu/about/student-resources.html). For assistance and/or guidance in the grade appeal process, students may contact the Associate Dean’s Office.

**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 examinations 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 F.

**Dropping a Class***

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 your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. 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. Check online for the last day to drop a class with an automatic grade of “W” this term.

**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.

**Statement of Civility (can be in place of classroom/professional behavior)****

Texas A&M University-Corpus Christi has a diverse student population that represents the population of the state. Our goal is to provide you with a high quality educational experience that is free from repression. You are responsible for following the rules of the University, city, state and federal government. We expect that you will behave in a manner that is dignified, respectful and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated.
**Statement of Academic Continuity***

In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

*Lecture Topic Schedule and Assignment on following page*
COMM 4390: International Leadership

Lecture Topic Schedule and Assignments *(subject to change)*

*Introduction, course outline/expectations*

Aug. 29: Introduction to Course and Textbook review

*Why Study International Leadership?*

Sept. 5: Chapter 1: Understanding Leadership *(Abstract 1 due)*

*Philosophies, Theories and Frameworks for Leadership*

Sept. 12: Chapter 2: Traits of Leadership *(Abstract 2 due)*

*Leadership and Communication among World Cultures*

Sept. 19: Chapter 3: Engaging Peoples’ strengths and resources for leadership *(Abstract 3 due)*

*Leadership and Geopolitics*

Sept. 26: Chapter 4: Philosophies and Styles of Leadership *(Think Piece # 1 due)*

*Effective Use of Information and Media in Leadership*

Oct. 3: Chapter 5: Tasks and Responsibilities in Leading *(Abstract 4 due)*

*Study of Leadership: Comparative Analysis*

Oct. 10: Chapter 6: Developing Effective Leadership Skills *(Abstract # 5 due)*

*Leadership Ethics: Role of Religion and Cultural Values*

Oct. 17: Chapter 7: Creating the Vision for Leadership *(Think Piece # 2 due)*

*Postcolonial Leadership Styles and World Problems*

Oct. 24: Chapter 8: Constructive Climate for Leadership *(Abstract # 6 due; work on Term Paper)*

Oct. 31: Chapter 8: International advertising *(Work on Term Paper)*

*The Global Entertainment Media*

Nov. 7: Final Papers: Oral Presentations

Nov. 14: Final Papers: Oral Presentations

Nov. 21: Final Papers: Oral Presentations

Nov. 28: Final Papers: Oral Presentations

Dec. 5: Oral Presentations and *Written Term Papers due in Class*
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.