COMMUNICATION, MEDIA AND CULTURE

Course Description:
This course aims to provide fresh insights and new ways of understanding communication, modern media and culture. Theoretical exploration of the origins and consequences of media technologies and media convergence in cultural context as advanced by theorists like Harold Innis, Marshall McLuhan, Raymond Williams as forerunners to James Carey, Edward Said, Gayatri Spivak and Ben Bagdikian and others. Exploration of the technological, economic, political and cultural convergences in human history and their relevance to today's rapid innovations and to social upheavals. Specifically, the course explores culture and communications in the last third of the twentieth century America and the post-colonial context that presents a central problematic.

Learning Objectives:
Accordingly, the goals of the course include the following:

1) to understand the interplay between communication, media and culture in the United States' history;
2) to understand key philosophical principles and their application to ethical issues in intellectual underpinnings of critical inquiry into communication, media and culture
3) to familiarize with central theorists in this specific area such as James Carey and those who went before him and came after him as a progressive intellectual thought.

By the conclusion of the course, you should have developed a more informed and systematic approach to the interplay between communication, media and culture and the intellectual basis for critical inquiry into this interplay in American society.

Student Learning Outcomes:
To help you achieve these goals, your specific objectives include the following:

1. Be able to identify and explain key concepts in the theoretical critiques of communication, media and culture;
2. Be able to explain and identify intellectual contributions of major theorists such as James Carey, his predecessors and successors;
3. To effectively link the continuity of the tools and technologies of communication with changes in the media and their impact on culture and social change.
Textbook and Readings:


Major Course Requirements and Expectations:

Your performance in class and learning are assessed based on: 1) Attendance/Participation, 2) Four written essays on analytical explorations of communication, media and culture based on readings and lectures; and 3) Oral and Written Presentation of Term Paper on the themes explored in class.

Four analytical essays: will be based on lecture and discussion topics from class. Students will select a topic in the subject matter and readings and demonstrate critical thought and conclusions.

Term Paper will be due the final day of class and demonstrate a comprehensive understanding of communication, media and culture.

Oral Presentation: Students will present their individual research papers to the class in a 30-minute presentation. Each student will hand turn in a 1-page written outline of the main points in your paper for distribution in class.

More details on these assignments will be described in more detail in class, but generally, these are the expectations.

Attendance/Participation: Because this course will rely a great deal on class discussion, your attendance and thoughtful participation is very important. You should come to class well-acquainted with the readings and be ready to discuss them. Perfect attendance is expected. Three unexcused absences will lower your grade by one letter grade.

Thus, your final grade will be determined on the following weightings:

- 4 analytical essays: 10% each for 40%
- 1 Term Paper written and oral: 40%
- Attendance/Participation: 20% Total possible grade: 100%

Grading Scale: 90-100%=A (Excellent); 80-89%=B (Very Good); 70-79%=C (Average); 60-69%=D (Below Average); 59%-below= F (Failure)

Required Textbook and Readings:


Assigned readings ND related material will be distributed in class with the expectation that you will complete the assigned readings prior to each class in which the material is discussed and debated.

(more)
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, as noted earlier.

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 is not heard in class.

- No multitasking during class time [no laptops, texting or private conversations]
- Please remember to check your email regularly for any course updates.
- 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 APA Stylebook. 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 (more)
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.

**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.

**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://academicaffairs.tamucc.edu/rules_procedures/index.html](http://academicaffairs.tamucc.edu/rules_procedures/index.html). For assistance and/or guidance in the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost. 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.

**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.

**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.

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*Class Schedule and Assignments on next page*
Communication, Media and Culture

Course Schedule and Assignments
(Textbook and additional readings will be assigned in class each week. The schedule is subject to change)

Jan. 22: Introduction to the Course
Jan. 29: Theoretical Foundations of Communication, Media and Culture
Feb. 5: Harold Innis
Feb. 12: Marshall McLuhan (Assignment # 1 due)
Feb. 19: Edward Said
Feb. 26: Raymond Williams (Assignment # 2 due)
Mar. 5: Ben Bagdikian, Walter Lippmann
Mar. 12: SPRING BREAK
Mar. 19: James Carey (Assignment # 3 due)
Mar. 26: The Communication Revolution and the American Academe
Apr. 2: Interplay between Communication, Media and Culture (Assignment # 4 due)
Apr. 9: Roots of Modern Media Analysis: Lewis Mumford (Start work on Final Paper)
Apr. 16: Cultural Significance of Clifford Geertz’ critique of Media and Culture
Apr. 23: Individual Research Paper Presentations
Apr. 30: Individual Research Paper Presentations

WRITTEN TERM PAPERS DUE ON MAY 2 IN MY OFFICE BY 5 PM
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 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.

What do we do in the Department of Communication & Media? Here’s our mission:

Develop students who are effective and ethical communicators with the creative, critical, and collaborative skills necessary to succeed in a diverse global environment.

What are the Department’s Objectives? After graduation, our graduates are able to:

- Demonstrate the ability to communicate effectively;
- Practice the ability to work with others to create a product; and
- Recognize ethical issues in communication