MEDA 4342:001 GLOBAL MEDIA & INTERNATIONAL COMMUNICATION

Professor: Dr. Anantha S. Babbili

Term: Spring 2018 (Jan. 16 – May 02)  
Office: Bay Hall 334

Course meets: 4:20 to 6:50 pm in Island Hall 162  
Office Hours: MTW 9:00 to 10:30 am or appt.

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Course Description:

This course introduces students to the exciting and perplexing domain of global media and international communication and to the various issues that challenge the ever-changing media scape 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: 1) attend every class period; 2) present abstracts of assigned chapter readings from textbook and elsewhere; 3) write two 3-page essays (submit only hardcopies); and 4) Final Paper/Project. We will discuss details of these assignments in class. The course will be composed of instructor’s lectures, class discussions relating to course materials and readings, possible field trips locally, written and oral presentations by students of chapter readings, essay summaries and final paper. 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.

- 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 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
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://academicaffairs.tamu.edu/rules_procedures/index.html](http://academicaffairs.tamu.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.tamu.edu/about/student-resources.html](http://cla.tamu.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.

**Class Schedule and Assignments on next page**
COMM 4390: Global Media & International Communication

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

Jan 17:  *Introduction, course outline/expectations*

Jan 24:  Introduction to the Global View (Film: *Gods Must Be Crazy*)

What is Global Communication? Why Study International Communication?

Jan. 31:  Chapter 1 & 2 *(Abstract 1 due)*

Media Philosophies, Origins of global interactions

Feb. 7:  Chapter 2 *(Abstract 2 due)*

The Economics of Global Communication

Feb. 14:  Chapter 3, 4, 5 *(Abstract 3 due)*

Flows in Global Communications, Media and Geopolitics

Feb. 21:  Chapter 4 *(Think Piece # 1 due)*

The Geopolitics of Global Communication

Feb. 28:  Chapter 5 *(Abstract 4 due)*

Inequality and the Global Divide

Mar. 7:  Chapter 6 *(Abstract # 5 due)*

Propaganda, Diplomacy and Espionage

Mar. 21:  Chapter 7 *(Think Piece # 2 due)*

Conflict and Global Communication

Mar. 21:  Chapter 8 *(Work on Term Paper)*

Culture and Global Communication

Mar. 28:  Chapter 9 *(Work on Term Paper)*

New Media, Online Media and Global Communication

Apr. 4:  International Advertising and Public Relations

Chapters 10-12 *(Work on Term Paper)*

The Global Entertainment Media & the Future of Global Communication

Apr. 11:  Final Paper Presentations

Apr. 18:  Final Paper Presentations

Apr. 25:  Final Paper Presentations

May 02:  Final Paper Presentations

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

Anantha S. Babbili (Ph.D., The University of Iowa) is former Provost and Vice President for Academic Affairs of Texas A & M University-Corpus Christi (2007-2010). He is former Dean of the College of Mass Communication (2002-2007) at Middle Tennessee State University. He is currently Professor of Communication & Media Studies at TAMU-CC. Babbili taught and directed the Journalism and Media Studies department at Texas Christian University 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 produced 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. 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 owned by the Times Publishing Co. 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.