Stephen F. Austin State University  
Department of Languages, Cultures and Communication  
Communication Studies Program  
Special Problems in Communication: Media and Soft Power  
Com 495.003, Fall 2017

Instructor: Dr. Sudeshna Roy, Associate Professor  
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Course Description: Independent investigation of a special topic or project by the student with advice, approval and supervision by an instructor.

Course Objectives:  
This course is an exploration into the subtle tools that countries can use to articulate their national interests abroad as opposed to the obvious hard factors such as economic power, geostrategic advantages, and military might. In the age of the Internet and global communication, students will learn about the ways in which countries can use the media in particular as a "soft power."

Required textbooks:  
Compilation of journal articles through Steen Library.

Program Learning Outcomes  
Students majoring in Communication Studies will be able to demonstrate oral and written competence in logical and critical thinking.

Student Learning Outcomes  
1. Students should be able to describe and evaluate how different types of power are used in local and global politics.  
2. Students should be able to evaluate the extent to which these theories of power are applicable in local and global contexts and settings.  
3. Students should be able to identify "soft power" modes of media and how they affect public opinion.

Learning Assumptions and Expectations:  
• Student shall meet at pre-determined times during the semester with instructor. Discussions will build from the included readings. So it is necessary that you complete the readings before the assigned date. You will be responsible for the content at all times.  
• I am committed to helping you to learn. Please ask questions and let me know how I can support you. However, also recognize that there is some inherent ambiguity in education - there is no one right way to do most things! I may not always give you a concrete definitive answer to your questions.
Course Policies, and Procedures:
Participation
Late work will not be accepted with exceptions stemming from extraneous circumstances (documentation required) and/or prior notification based solely on the instructor's discretion.

D2L
You are responsible for accessing D2L at all times during the course. Announcements will be regularly made through D2L and you need to check it to be aware of them. Not checking D2L and coming to class unprepared will be to your detriment including not earning grades for specific assignments. Grades are not negotiable. Every student is graded by the same rubrics/criteria, so never ask me to raise a grade as it would create an issue of discrimination. Your ability to earn a grade ends with the end of the course.

No office hours during finals week.

Academic Integrity (A-9.1)
Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

Definition of Academic Dishonesty: Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp

Withheld Grades Semester Grades Policy (A-54)
Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.
**Students with Disabilities**
To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/. Once this has been completed, please schedule an appointment with me so we can work out specifics about the accommodations needed.

**Course requirements – Maximum Points 200**
*All assignments are subject to revision, deletion, change as per the instructor’s discretion as and when needed.

**Paper 1 – Due date Sep 30 – 50**
Paper 1 will be rationale for studying the impact of media scope for hard and soft power representations. The rationale should demonstrate the scope, severity and immediacy of media impact with regard to hard and soft power. Credible research on media impact should be cited in APA style within the paper and in a reference list. Paper should be 3-4 pages, double-spaced, 1-inch margins, and with no headers/footers.

**Paper 2 – Due date Oct 30 – 50**
Paper 2 will be review of literature on one or two aspects of soft power in media (foundational theories, different applications in different contexts, etc.). This paper will set up paper 3 by providing a focus on how the final case study will be analyzed. The relevant literature on the aspect of soft power in media should be cited in APA style within the paper and in a reference list. Paper should be 3-4 pages, double-spaced, 1-inch margins, and with no headers/footers.

**Paper 3 – Due date Dec 8 – 100**
Paper 3 should identify a case study where media use of soft power is demonstrable in a particular political or social or cultural context. In this paper, combine the relevant contents of paper 1 and 2 into one cohesive paper and use those papers to provide analysis of the case study. Add a conclusion section. The conclusion section should reflect on the various ways in which soft power is relevant for study in media settings. The final paper should be about 10-12 pages in length and follow APA style with a reference list.