Course Description

This course explores the varied media industries in different countries and the manners in which they serve those countries in a growing global media market.

Time Requirements

“International Media” (3 credits; fully online) spans 15 weeks. The course contains extensive written content requiring students to engage with the online module content for at least three hours per week. Primary source readings are woven into the content to support key concepts or provide perspective. In addition, students are required to read several textbook assignments, monograph-length works in preparation and in writing summary presentations for the others in the course, submitting reaction papers and a final project paper. Weekly participation in online discussion is required. These assignments evaluate the student’s ability to think critically, interpret primary sources, and consider multiple sides of arguments. For every hour a student spends engaging with the module and required reading content, he/she spends at least two hours completing associated activities and assessments.

Course Elaboration

During the twentieth century, mass communication became a central component in international systems of economics and trade, politics, cultural representation, and social interaction. Western, principally U.S. media industries attained considerable political, economic, and cultural influence in transnational markets. This course examines communication messages, industries, and processes that transcend national boundaries as well as the principal theories intended to explain them.

The central topics to be presented and discussed in this seminar include:

- technology and media globalization
- transnational communication industries
• global and local influences in media cultures
• global journalism, advertising and public relations
• transnational communication for social development
• theories of globalization and international communication

Texts


Students are required to read additional material as assigned to supplement our textbook readings, discussions, and other activities. I will also provide supplementary readings, videos, links, and other materials for the purpose of helping you further explore some of the class topics.

Program Learning Outcomes

1. Students completing the M.A. in mass communication will demonstrate a comprehension of theories central to the mass communication discipline.
2. Students completing the M.A. in mass communication will understand, design, and conduct research in mass communication.
3. Students completing the M.A. in mass communication will demonstrate knowledge of legal and ethical principles that guide media industry decisions.
4. Students completing the M.A. in mass communication will demonstrate knowledge of the historical context and societal implications of the media industry.
5. Students completing the M.A. in mass communication will demonstrate a comprehension of evolving trends in the media industry

Student Learning Outcomes

• Explain theories that help understand the impact of global media.
• Understand the developing nature of international media systems as well as the role of transmedia corporations.
• Learn to apply the theories and concepts to specific cases of international media problems.
• Outline the current status of political, economic and social divisions and how they are communicated via media to the public on an international level.
• Predict how new media technology will impact media systems internationally.
Assignments

News Presentations (5 @ 20 points)..............100

Reaction Papers (4 @ 25 points)..............100

Weekly Participation.................................100

Final Project.............................................100

Total..........................................................400

To earn an A in this course, you must do EXCEPTIONAL work. Good work is B work. Weak work is C work. At the Master's level, Cs, Ds, and Fs are unacceptable. Because of the amount of work involved in this class, most students who do the work and learn from the class will receive a B. A few will get Cs. If it becomes clear you are doing C (or lower) work, please expect at least one one-on-one (phone call, in-person, or other) with me so that we can find ways to help you better perform. Believe me, I understand this is a difficult class and I will do everything in my power to help you engage the material in a way that leads you to produce work that people outside of our program would judge as credible and competent. The following grade chart shows what you need to accomplish in this course:

A = 360+  B = 320+  C= 280+  D = 240  F = < 240

International News Presentations (25% of final grade)

Throughout this semester, you will be asked to create a summary presentation for international news that helps your classmates and professor understand the content, post that presentation in the appropriate D2L discussion forum, and answer questions and criticisms on your presentation. I recommend using a narrated PowerPoint or recording yourself talking in front of a camera. Don't look at it as extra work -- look at it as a means of helping produce a higher quality presentation. Mass Comm people already know scripted work has an edge over winging it. Writing a script for online presentations is just good practice anyway.

Each international news summary presentations will be worth 20 points. The instructor will work out a schedule for everyone to serve once as a respondent.
Reaction Papers (25% of final grade)

You will be required to submit 4 two-page reaction papers over the semester. I will assign these as soon as I can gauge interest and ability from the class and please let me know immediately if there are any areas/topics in particular with which you would like to work. Before beginning any of your reaction papers, please review Bloom’s Taxonomy. At the Master’s level, I should see mostly application (of theory), analysis of the subject, synthesis based on various readings, and, at times, evaluation of the article(s).

Weekly Participation (25% of final grade)

For this online course, I am looking for students to participate in meaningful ways. Please see Bloom’s Taxonomy for the various levels of thinking. At the Master’s level, I should see mostly higher-order thinking skills: application (or theory), analysis of the subject, synthesis based on various readings, and, at times, evaluation. Useless one-liners such as "I agree," "Yes," "No," and any similar comments do not reflect the enhanced intellect you have developed during your time in grad school, and will not count toward your participation grade.

Final Project (25% of final grade)

Your final project will challenge you in ways you have never been challenged, will stretch your mind further than it has ever been stretched, and will transform you as a professional, a researcher, and a human being. But don't worry -- this course is designed to prepare you to handle it. As you go through the articles, I recommend that you keep a running annotated bibliography. I will not grade you on your annotated bibliography, but you may thank me for suggesting it when we get into the final days of the course when you're not searching through thick stacks of dense information for things you only vaguely remember.

Around 4-6 weeks before the end of the semester, you will be given instructions on how to complete the final. For now, know this: you will be required to synthesize the information you have learned in this class into a paper.

Attendance Policy

This is an online course and it is your responsibility to stay abreast of all materials in D2L. Regular login (at least 2-3 times per week) to the class is a requirement. You must remain aware of all deadlines for assignments, discussion forums, presentations, etc. If you miss an assignment, you can only make it up with an excused absence. Important: I do not consider DWIs, oversleeping, forgetting, or any “Rube Goldberg-Like” excuses (look him up if you don't know about Rube Goldberg) to be emergencies. Furthermore, you are in grad school and should know you can get out of jury duty.
Withdrawal Policy

Per the Registrar’s Office, the last day to drop the course without a “WP or WF” is Wednesday, March 27th, 2019.

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 the Disability Services website.

Grade Withheld Policy (Semester Grades 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.

Professor’s Academic Freedom Policy

The study of mass communication comes with controversial issues. Some of the material dealt with in this class may be perceived as controversial or offensive to some students. While students are encouraged to respond to the material and to freely offer their opinions, if any student becomes uncomfortable with any of the topics or finds any of the material questionable, I urge you to contact me about an alternative assignment.

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. Using other’s
speeches or preexisting PowerPoint presentations is considered academic dishonesty and will be treated accordingly.