

MMC 5306: International Communication*

Spring 2015: Tuesdays, periods 5, 6, and 7 Weimer 1078	Mariam F. Alkazemi alkazemi@ufl.edu Office location: Weimer 2019	Office hours: Wednesdays 12:30-3:30 p.m.
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*This course syllabus is based on the MMC 5306 syllabus, as taught by Dr. David Ostroff at the University of Florida in the spring 2014 semester.

Course Description:

The purpose of this course is to examine the history and role of international communication systems. We will examine the changes in the world's media systems as it relates to content and technologies. We will explore controversies surrounding access to information as well as the regulation of information. We will critically analyze international news gathering and reporting, in addition to entertainment and strategic communication.

Course Goals:

By the end of the semester, you should have to the tools to:

- Locate information on media systems in other countries, and evaluate the media systems based on various criteria.
- Demonstrate an understanding of the history of international communications, and the issues and controversies that have appeared.
- Demonstrate an understanding of the international agencies responsible for the regulation of media, including content and technologies.

Course structure:

Most classes will consist of a split between lecture material and student-led discussions. On some occasions, the course may include guest speakers.

Required texts:

Two textbooks are required for this course, and are listed below.

Hachten, W. A., & Scotton, J. F. (2007). *The World News Prism: Global Information in a Satellite Age* (7th ed.). Malden, MA: Blackwell Publishing.

McPhail, T. L. (2010). *Global Communication: Theories, Stakeholders, and Trends* (3rd ed.). Malden, MA: Blackwell Publishing.

Additionally, several readings will be required and distributed electronically to students. Some of these readings may be found on the University of Florida's Electronic Course Reserve (<https://ares.uflib.ufl.edu/>) or via Canvas (<https://ufl.instructure.com/>).

Evaluation:

Grading for the course will be based on five factors:

Exam I	20 percent
Exam II	20 percent

Discussion leader presentation	20 percent
Class participation/attendance	15 percent
Final research paper	25 percent

Note: There is no final exam.

Exams:

Exams will be uploaded on the designated day, and should be turned in promptly and before the time limit expires. Exam questions will consist mostly of short answer and essay questions, and students are expected to work independently on all of the components of the exams. It should be double-spaced, 12 font Times New Roman with one-inch margins.

Discussion leader presentations:

Each student will serve as a discussion leader for at least one class during the semester. A discussion leader is to begin and maintain a conversation with his/her classmates about the assigned topic for his/her specific week for about 45 minutes. Discussion leaders will need to do additional readings on their topics and prepare materials for the class to discuss. Creativity will be rewarded here. While the instructor will contribute to the discussion, students should be prepared to extend student interaction for much of the period. Students will sign up for these presentations in the second week of class.

Class participation/attendance:

Course attendance is mandatory. Students are expected to show-up on-time for class meetings, as outlined in this syllabus. Students are expected to participate in class activities and assignments. Students are responsible for making up any material missed due to absences. If you are absent for any acceptable reasons, a note from the Dean of Students Office will be requested. (<http://www.dso.ufl.edu/supportservices/>) According to the Registrar’s Office at the University of Florida, an acceptable reason for an absence is outlined below:

“In general, acceptable reasons for absence from class include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays and participation in official university activities such as music performances, athletic competition or debate. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. Other reasons also may be approved.”

Source: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx#absences>

Final papers:

Your final paper will be paper on an issue surrounding international communication. This paper is intended to explore trends, problems, and challenges, using examples and evidence from many situations and perspectives. Some of the sources you can site to develop your arguments include: newspapers, magazines, academic articles, trade publications, and press releases from non-governmental organizations. The collection and analysis of original data is not required for this course.

Your paper will be evaluated based on its completeness, accuracy, and clarity. You should have a topic approved by your instructor by the 8th week of the course. The final paper should be 15-20 pages, double-spaced, 12-font Time New Roman, one-inch margins, and have a minimum of 15

citations. Your paper should be free of grammatical and typographical errors. You will be required to present your paper to the class as well.

Make-ups:

Assignments must be taken during the time specified in the syllabus, unless you have an absence excused under university policy, outlined at the following link:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Make-up assignments and exams are not permitted. In emergency situations, an exception may be made if you have an excused absence and the professor was notified in advance.

Extra Credit:

There will be no extra credit opportunities for this course.

Grading:

To review graded assignments, please visit me during office hours.

A	92.00 - 100.00	C	72.00 - 76.99
A-	90.00 - 91.99	C-	70.00 - 71.99
B+	87.00 - 89.99	D+	67.00 - 69.99
B	82.00 - 86.99	D	62.00 - 66.99
B-	80.00 - 81.99	D-	60.00 - 61.99
C+	77.00 - 79.99	F	0 - 59.99

Reading Assignments:

All readings are to be completed before the start of lecture on the assigned day. You are responsible for the assigned reading material, even if it is not discussed in class.

The readings from your textbook are included in the schedule below. Additional readings will be sent to you as the semester progresses.

In addition to some academic articles, students will be expected to follow the news media regularly.

Technology in the classroom:

Students may bring their laptops to class. The fact that you are permitted to bring your computer to class does not mean that you should use class time to browse the internet, check e-mail or participate in any other activities that do not relate to the course. If your laptop use is disruptive, you may be asked not to use your privilege may be limited.

Further, students are expected to check email and Canvas regularly as part of the course.

Academic Integrity:

All students are expected to abide by the University of Florida rules for academic integrity. It is your responsibility to ensure that you understand plagiarism. You may use the following tutorial to familiarize yourself with the definition of plagiarism:

<http://www.lib.usm.edu/legacy/plag/whatisplag.php>

Academic dishonesty will result in a zero on the assignment, and could lead to failure in the course. The professor will report any violations of the Honor Code to the Dean of Students Office, in accordance to the University of Florida policy. Please take time to review the University of Florida's Student Conduct and Honor Code:

<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

To avoid plagiarism, the University of Florida has some resources that students may find useful, such as: <http://www.jou.ufl.edu/grad/forms/Plagiarism-Guideline.pdf>

Students with Disabilities:

All students with disabilities will be accommodated, after the professor receives a letter from the Disability Resource Center (<http://www.dso.ufl.edu/drc/>).

All Other Accommodations:

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting an accommodation. In addition to alerting the Dean of Students Office, please inform the professor when such additional accommodations are necessary.

Cell Phones:

Cell phones should be turned off at the start of class. Students should not be texting or using their cell phones in other ways during class. Cell phones may be confiscated should their use be distracting.

Classroom Behavior and Disruptions:

Students are expected to be respectful of other students' right to hear and participate in classroom discussion. If you repeatedly disrupt classroom discussion, you may be asked to leave the classroom.

Any electronic communications with the professor are considered professional. Please make sure your electronic communication style is consistent with your professional goals. See:

<https://www.linkedin.com/today/post/article/20121203004159-33236097-your-digital-body-language-don-t-ignore-it>

Especially respectful behavior is expected in the presence of guest lecturers. Some guest lecturers, who will share experience and knowledge for your benefit, will be expected over the course of the semester.

Syllabus Changes:

The instructor reserves the right to alter the syllabus or course schedule as the need arises. This includes the possibility of extra credit, pop quizzes, guest speakers and special presentations, some of which may be scheduled outside of class time.

Tentative Schedule

Week	Date	Topics and Assigned Readings
1	Tues., Jan. 6, 2015	Topic: Course introduction. Reading: Syllabus.
2	Tues., Jan. 13, 2015	Topic: Comparing Media Systems Reading: McPhail Ch. 1 & 2, Hachten & Scotten, Ch. 1 & 2 Prepare to sign up for presentations next week.
3	Tues., Jan. 20, 2015	Topic: History and Controversies Reading: McPhail, Ch. 10, Hachten and Scotten, Ch. 10 & 11.
4	Tues., Jan. 27, 2015	Topic: Technologies Reading: McPhail Ch. 5 & Hachten and Scotten, Ch. 4
5	Tues., Feb. 3, 2015	Topic: Media Economics Reading: McPhail, Ch. 4, Hachten and Scotten, Ch. 6 & 12
6	Tues., Feb. 10, 2015	Topic: International News Organizations Reading: McPhail, Ch. 11, 12 & 13. Hachten & Scotten, Ch. 5.
7	Tues., Feb. 17, 2015	Exam I online, no class.
8	Tues., Feb. 24, 2015	Topic: Discussion of final papers in class Due: Bring a one-page summary of the ideas you would like to write about. Please include bibliography.
9	Tues., Mar. 3, 2015	Spring break, no class.
10	Tues., Mar. 10, 2015	Topic: Entertainment Reading: McPhail, Ch. 7, 8, 10
11	Tues., Mar. 17, 2015	Topic: Asia and Africa International Communication Reading: McPhail, Ch. 14, Ch. 7, 8, 9
12	Tues., Mar. 24, 2015	Topic: The European Union and International Communication Reading: McPhail, Ch. 9.
13	Tues., Mar. 31, 2015	Exam II online, no class.
14	Tues., Apr. 7, 2015	Presentation of final papers.
15	Tues., Apr. 14, 2015	Presentation of final papers.
16	Tues., Apr. 21, 2015	Final papers due online, no class.