



## MMC 5306 International Communication Media in the Digital Age Spring 2016

Instructor: David Ostroff, Professor of Journalism and Communications  
2081 Weimer Hall 392-0436 [dostroff@jou.ufl.edu](mailto:dostroff@jou.ufl.edu)

Office hours for this course: Walk in or by appointment. I am in the office most of the day, most of the week. You can call the Telecommunication Dept office to make an appointment—392-0463. If you walk in, be sure to tell them you are in my class.

### **Introduction:**

In this course we will look at the history and role of communication systems intended for audiences in other countries, and at communication systems in several countries outside of the United States. The uses and effects of such technologies as broadcasting, satellites, and the Internet is the central theme of the course textbook.

Since the early 1990s the world's media systems have wrestled with the challenges and consequences of changing geo-political relationships, an increasingly interdependent global economy, and the emergence of digital technologies. These challenges include significant increases in the availability of distribution channels and content, new forms of content, such as interactive media, and controversies surrounding such issues as intellectual property, access to information, and consolidation of media control. While newsgathering and news reporting is one component of the globalization of communication systems, entertainment, commercial and political persuasion, are also important. We will address the growing importance of international communication

systems in the Middle East and North Africa and China, as well as the rise of new entertainment production centers such as those in India and Nigeria.

We will look most closely at activities in the European Union. Digital broadcasting, broadband, e-platforms, and other technologies are being developed and implemented. In some cases laws, customs, and national objectives clash with the unifying goals of the EU. In other cases there are tensions between trade policies of European governments and those of the United States. In this course we will examine the status of electronic media in the EU, and laws and policies designed to promote and protect them.

**The textbooks for this course are:**

**Thomas L. McPhail, *Global Communication: Theories, Stakeholders and Trends* 4th edition. Chichester, West Sussex, UK: Wiley-Blackwell, 2014**

**William A. Hachten and James F. Scotton, *The World News Prism: Challenges of Digital Communication* 9<sup>th</sup> edition. Chichester, West Sussex, UK: Wiley-Blackwell, Wiley-Blackwell, 2016**

**Additional assigned readings will be distributed in class, or by e-mail, placed on library reserve, or found on websites.**

**Course Objectives:**

After completing this course you are expected to be able to:

Evaluate international and domestic media systems from a variety of dimensions  
Describe the history of international communication, and the issues and controversies that have surrounded these activities  
Locate and use information about media systems in other countries  
Describe the International agencies with responsibility for the regulation of media  
Describe the policies and goals of the European member nations and the European Union in promoting electronic media in their respective countries  
Describe the content, technology, and organization of electronic media entities in the EU's member states

**Student Responsibilities and Requirements:**

- You are expected to attend all class meetings. Attendance will be taken, and excessive absences will negatively affect your final grade
- All assignments are due when listed. Failure to meet this requirement will result in a lower grade, up to and including a "0" for that assignment.

- Assigned readings are to be completed prior to coming to class. Participation is part of the grading requirements, and this can only be accomplished if you are prepared to discuss the day's topics.
- There will be a class list-serve (e-mail) that will be used to distribute important information and announcements about class assignments, quizzes, schedules, etc. You are responsible for maintaining an e-mail account that allows you to receive these messages, and to regularly check for messages.
- *UNIVERSITY POLICIES REGARDING PLAGIARISM AND CHEATING WILL BE STRICTLY ENFORCED ON ALL EXAMS. YOU ARE EXPECTED TO ABIDE BY THE UNIVERSITY'S HONOR CODE AND ACADEMIC HONESTY GUIDELINES. STUDENTS WHO VIOLATE THESE RULES WILL RECEIVE A GRADE OF "E" AND BE REFERRED TO STUDENT JUDICIAL AFFAIRS*

The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

**Preamble:** In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

**The Honor Code:** We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

For more information about academic honesty, contact, Student Judicial Affairs, P202 Peabody Hall, 392-1261.

If you have a disability that you believe will affect your performance in this class and/or need special accommodations, please see me.

Additional information and services are available at:

UF Disability Resource Center, 392-8565

<http://www.dso.ufl.edu/drc/>

(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 me in office hours to discuss accommodations.)

### Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

### **Explanation of Assignments:**

Your final grade will be based on several assignments and requirements:

- **Participation in class discussions: 20% of course grade**  
Class sessions will consist of lectures and class discussion of assigned readings. You will be expected to actively participate in these discussions both by answering and asking questions. Such participation will require familiarity with reading assignments and previous lectures and presentations. Obviously, attendance is a significant contributor to participation. **Each two unexcused absences will result in a 10% reduction in the grade for this requirement.**
- **Paper (35% of course grade):** Paper addressing an issue of importance in international communication (scope—15-20 pages double-spaced, plus bibliography) Your paper will be evaluated on the basis of completeness, accuracy, and clarity. We will discuss possible topics early in the semester. Please see the schedule, below for due dates for interim portions of the paper.  
Your paper should provide a description of the problem, its background and development, the arguments surrounding the issue, and a discussion of your own position (with supporting arguments). Your sources can include, but are not limited to, public media (newspapers, magazines, etc), academic articles and papers, publications from trade associations, NGO's, consultants, etc., and/or original data. **However, collection of original data such as through survey, content analysis, or experiment is *not* required.**
- 3 essay/short answer exams. **(15% of course grade each for exam)**

See <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx> for further info on university grading policies.

## Course Outline and Schedule

We expect to have several guest speakers and videoconferences. Because we will be accommodating their schedules, this schedule is likely to change.

**Prism:** Hachten and Scotton, *The World News Prism*

**Global:** McPhail, *Global Communication*

Introduction to Course Jan 5

Models and Approaches to Evaluating Media Systems Jan 5-12

**Global Ch 1 and 2**

**Prism Ch 1**

History and Controversies Jan 19-26

**Prism Ch 4**

**Elizabeth C. Hanson, *The Information Revolution and World Politics***

**Lanham, UK: Rowman & Littlefield Publishers, Inc., 2008 Ch 2, "The Origins of the Information Revolution"**

Technologies Feb 2-9

**Global Ch 5 and 6**

**Prism Chs 2 and 3**

**Hanson, Ch 3, "The Globalization of Communication"**

**David Ostroff, "Engines of Content Diversity: A Brief Chronicle of Communication Satellite Policies," in Sofie Van Bauwel, Elke Van Damme and Hans Verstraeten (eds), *Diverse Mediawerelden*, Ghent, Belgium: Academia Press, 2009, pp 161-175**

**Feb 9 Topic for term paper submitted and discussed in class: @ 1 page indicating the paper's topic, why it is an important/significant issue, the method(s) you will use, and a preliminary bibliography**

**Exam 1      Tues Feb 16**

Information as Tool, Weapon, Commodity Feb 23

**Global, Ch 4**

**Prism, Ch 14**

**Tanner Mirrlees, *Global Entertainment Media* New York: Routledge, 2013**

**Chapter 1 Paradigms of Global Entertainment Media**

*Spring Break*

International News Organizations Mar 8  
**Global, Chs 11, 12, 13**  
**Prism Chs 5 and 12**

Entertainment Mar 15  
**Global Ch 7, 8, 10**

**Exam 2 Tuesday March 22**

Asia and Africa and International Communication Mar 29  
**Global, Ch 14**  
**Prism Ch 7, 8, 9, 10, 11**

*April 5 Rough draft of paper due and discussed in class*

The European Union and International Communication Apr 12-19  
**Global, Ch 9**

**April 19 Paper Due**

**FINAL EXAM Tues April 30 7:30-9:30 AM**