

MMC 5306: International Communication

Spring 2022

Thursdays 11:45-2:45 a.m.

Online through Zoom

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Catalog Description: The course is centered on the analysis and discussion of issues and challenges in international communication. By participating in the course, students become more informed about the institutions and practices that structure the form and content of global communications. Students demonstrate their mastery of international issues, institutions and networks of international communication, through written reports, oral presentations, discussions, and a final paper or project.

About the Course:

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.

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

Required Readings:

Dimitrova, Daniela (ed.). *Global Journalism: Understanding World Media Systems*

Additional required readings will be included each week.

Course Requirements:

All assignments in this class will be turned in via canvas. If you experience technical difficulties, contact the UF HelpDesk at 392-HELP. If they cannot resolve your issue, please contact me regarding these issues.

Grading:

Grades will be based on five factors:

Reaction papers	20%
Midterm exam	20%
Discussion leader	20%
Final papers	30%
Participation/attendance	10%

Reaction papers: Each week, from week 2 to week 7, each student is required to post a 200-300 word paper discussing the readings for a given week. These posts should have a clear thesis and correct grammar to receive credit.

Midterm exam: The exam will be taken during class time on Feb. 24. It will consist of three or four essay questions. You can use any materials that you'd like, including class notes, PowerPoints readings, etc. You will have 3 hours to complete the exam.

Discussion leader: For weeks 9 to 14, students will work together in groups of 2-3 students to lead a discussion applying concepts from the early part of the class to a specific geographic region. Students will gather material that goes beyond the class readings. The group will also turn in a 2-3 page paper outlining what students did to prepare the presentation. The regions are shown in the tentative schedule below. Students should email me their first three choices, and I will try to accommodate the request.

Final paper: 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.

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.**

Participation/attendance: 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.**

Makeup: Make-up assignments and exams are not permitted. However, under an extreme circumstance, if you have an excused absence AND the professor was notified in advance, an exception may be made. Information about university's policies on this issue can be found here: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Discussion board policies: We will be covering sensitive topics in this class and students may have strong feelings about particular issues discussed in class. Everyone deserves a safe environment in which to participate in class discussions. Therefore, be respectful in all of your discussion posts and student interactions.

- Posts should include a clear thesis statement and correct grammar within each post and cite any material (in lecture or readings) as appropriate.
- Proper grammar and word usage is expected.
- No derogatory language will be tolerated. If you have questions about the use of specific words or language that may be deemed derogatory, obscene, or biased in some way, you should speak with the instructor before including this language in your post.
- ONLY thoughtful posts that adhere to these policies (including due dates and times) will receive full credit.

Discussion Post Due Dates: To receive credit, all posts will be due on Wednesday nights by 5 p.m. **Any posts received after that time will be penalized.**

Plagiarism; Cheating or other Academic Misconduct: The Academic Integrity Statement for the College of Journalism and Communications can be found here:

<http://www.jou.ufl.edu/grad/forms/Plagiarism-Guideline.pdf>

In addition, all students are bound by the university's Honor Code Policy at <http://www.dso.ufl.edu/judicial/honorcode.php>. Anyone who violates these policies in this course will receive a failing grade in this course and face further sanctions from the college and university.

If you find yourself wondering whether you have crossed the line of plagiarism, you almost assuredly have. When in doubt, ask the professor.

It is true that students sometimes plagiarize unintentionally or by accident. That is neither a defense nor an excuse. To avoid accidental plagiarism, it is extremely important to keep careful notes about what came from where, especially when doing online research. If you are cutting and pasting paragraphs from Web sites to your notes, you are in very risky territory; save the citations along with the material.

Your work will be checked for plagiarism, so just don't do it. Failure to uphold the standards of academic honesty will result in a failing grade for the course and, potentially, other serious disciplinary action up to and including expulsion.

Turnitin.com: Your media analysis project will be submitted to the Turnitin.com web site, which tests for plagiarism. Your instructor may also test other work through the same site, if he suspects that plagiarism has occurred.

Remember, when you completed the registration form at the University of Florida, you signed the following statement:

"I understand that the University of Florida expects its students to be honest in all their academic work. I agree to adhere to this commitment to academic honesty and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the University."

Furthermore, on work submitted for credit, the following pledge is either required or implied:

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

If you are aware of a climate that promotes academic dishonesty, please notify the instructor or contact the Student Honor Court (392-1631) or Cheating Hotline (392-6999).

Special needs: Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students will provide documentation to the student who must then provide this documentation to the instructor when requesting an accommodation. This course conforms to all requirements of the ADA and handles with sensitivity all matters related to gender, race, sexual orientation, age, religion or disability. Please alert the instructor if any issues arise.

Syllabus Changes: The instructor reserves the right to alter the syllabus or course schedule as the need arises. This includes the possibility of guest speakers and special presentations, some of which may be scheduled outside of classtime. Note: Some of the content for this syllabus was taken from syllabi from previous classes.

Covid-19: Because of Covid-19, the schedule and requirements for the class will be flexible. At this point, all classes will meet in person. The same goes for office hours. All decisions will be made with the students' safety and health in mind. If you have any problems/issues at any time, please contact me as soon as possible.

From the university on possible online class meetings:

Zoom Professionalism (JOU)

Please be mindful of maintaining a professional appearance and conduct via our remote lecture meetings. Consider your wardrobe and hygiene just as you would were we all in the same room, as well as your audio and visual backgrounds.

Virtual backgrounds

You are encouraged to use virtual backgrounds for Zoom if you want to protect the privacy of your environment or surroundings.

If the coronavirus pandemic is not a problem later in the semester, we might possibly have some face-to-face instructional sessions to accomplish the student learning objectives of this course, the following policies and requirements are in place to maintain your learning environment and to enhance the safety of our in-classroom interactions.

- You are required to wear approved face coverings at all times during class and within buildings. Following and enforcing these policies and requirements are all of our responsibility. Failure to do so will lead to a report to the Office of Student Conduct and Conflict Resolution.
- We will meet in a physical classroom with enough capacity to maintain physical distancing (6 feet between individuals) requirements. Please utilize designated seats and maintain appropriate spacing between students. Please do not move desks or stations.
- Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.
- Follow your instructor's guidance on how to enter and exit the classroom. Practice physical distancing to the extent possible when entering and exiting the classroom.
- If you are experiencing COVID-19 symptoms ([Click here for guidance from the CDC on symptoms of coronavirus](#)), please use the UF Health screening system and follow the instructions on whether you are able to attend class. [Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms](#).
- Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. [Find more information in the university attendance policies](#).

From the college:

The University of Florida's College of Journalism and Communications Department of Journalism embraces a commitment toward an intellectual community enriched and enhanced by diversity along a number of dimensions, including race, ethnicity and

national origins, gender and gender identity, sexuality, class and religion. We expect each of our journalism courses to help foster an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society

Tips for getting good grades: Come to the Zoom room on time. Turn off your cellphone. Complete all of the readings before class. Laugh at my jokes.

Tentative schedule

Week 1 – Jan. 6

Introduction to course

Week 2 – Jan. 13

Models and approaches to evaluating media systems

Dimitrova, Chapter 1

Discussion paper 1

Week 3 – Jan. 20

International news flow

Dimitrova, Chapter 2

Discussion paper 2

Week 4 – Jan. 27

Technology's role

Dimitrova, Chapter 3

Discussion paper 4

Week 5 – Feb. 3

Press freedom

Dimitrova, Chapter 4

Discussion paper 5

Week 6 – Feb. 10

Journalism and culture

Dimitrova, Chapter 5

Discussion paper 6

Week 7 – Feb. 17

Global media education & journalism ethics

Dimitrova, Chapter 6-7

Discussion paper 7

Week 8 – Feb. 24

Midterm

Applications by regions

Week 9 – March 3

Africa

Dimitrova, Chapter 8-9

Week 10 – March 10

Spring break, no class

Week 11 – March 17

Europe

Dimitrova, Chapter 10-11

Week 12 – March 24

Asia

Dimitrova, Chapter 12

Week 13 – March 31

South America

Dimitrova, Chapter 13

Week 14 – April 7

North America and Australia

Week 15 – April 14

Final paper presentations

Last day of class