University of Florida
College of Journalism and Communications
Department of Media Production, Management, and Technology

MMC 4302 World Communication Systems - Fall 2025

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Office Hours: Friday 8:00 – 9:00 a.m. via Zoom or by appointment

Course Description

This course provides an in-depth introduction to world communication systems by examining the historical foundations of global media, including early innovations, technological developments, and the social, political, and economic forces that shape communication across borders. Throughout the semester, we will explore major theoretical paradigms, global media infrastructures, and intercultural dynamics, with special attention to emerging technologies and transnational news systems. By engaging with case studies, regional media analyses, and key global trends, students will develop the ability to critically assess how media tools and communication practices function in diverse international contexts.

Course Objectives

By the end of this course, students will be able to:

- Demonstrate knowledge of the historical foundations and global evolution of mass communication, including the emergence of world systems and media infrastructures.
- Apply major theoretical frameworks to analyze global communication systems, with attention to media technologies, cultural dynamics, and political-economic structures.
- Evaluate media tools and communication practices across diverse international contexts, including both traditional platforms and emerging technologies.
- Develop intercultural communication competencies by comparing regional media systems and identifying differences in values, norms, and regulatory environments.
- Identify patterns of media inequality, bias, and power asymmetries in global information flows, and reflect on their implications for access and representation.
- Formulate critical insights about the future of global communication systems, including possible applications in professional, academic, or transnational settings.

Textbook

There are no required textbooks for this class. The course slides and additional readings will be available on Canvas (elearning.ufl.edu). * If you have problems with Canvas or any computer problems, please contact the UF Helpdesk by email (helpdesk@ufl.edu) or by phone (352-392-4357).

Grades

Weekly discussions: 30% (3 points*10 weeks)
Quizzes: 35% (2.5 points*14 weeks)
Country Presentation: 25%
Final paper: 10%
Total: 100%

Grade Equivalents (%)

A	93% or higher	C	70%-74.99%
A-	90%-92.99%	D+	65%-69.99%
B+	85%-89.99%	D	60%-64.99%
B	80%-84.99%	E	0%-59.99%
C+	75%-79.99%		

Assignments

Weekly discussion 30%

Each week, you will respond to a discussion prompt posted on Canvas. The goal is to deepen your understanding by seeing how others interpret the same topic differently. This is not just about posting your own ideas, it is about learning through comparison and contrast. To encourage diverse perspectives, once a specific example or case has been used by 10 students, it may no longer be used. For instance, if ten posts have already analyzed TikTok censorship, you must choose a different topic or angle. This requires you to read others' posts before submitting your own. Your response must be 400–500 words, clearly written in your own words, and directly address the week's prompt. Overly generic or vague posts will lose credit. If you cite data, reports, examples, or theories, proper APA, MLA, or Chicago citation is required. Posts without appropriate citation may receive a zero. The discussion is due every Saturday by 11:59 p.m.

Quizzes 35%

Each week, you will complete a short quiz consisting of five multiple-choice questions based on the week's assigned materials. There will be 14 quizzes this semester. Each question is worth 0.5 points, for a total of 2.5 points per quiz. You will have 2 attempts for each quiz, and your highest score will be recorded. Quizzes are open-note but must be completed independently. They are designed to reinforce key concepts, highlight important details, and prepare you for larger assignments. All quizzes are due by every Sunday at 11:59 p.m.

Country Presentation 25%

You will complete an individual Country Media Systems presentation to deepen your understanding of global communication infrastructures. Each student will be assigned one country based on a ranked list of preferences submitted early in the semester and will analyze

how communication operates within that national context. This project is both analytical and comparative, challenging you to apply theoretical frameworks to real-world political, technological, and cultural communication systems.

Your task is to create a 10–15 slide PowerPoint presentation with speaker notes of 350–500 words per slide (included in Notes View). The written manuscript should incorporate at least three course concepts. You will also record a video presentation narrating your slides. In addition, you will write five multiple-choice quiz questions based on your presentation. Each question should include one correct answer and three plausible distractors and should reflect key ideas from your research. These questions will be added to a shared quiz bank. Beginning in Module 4, weekly quizzes will be generated from this pool, and each student will receive a randomized set.

Because quiz content will be drawn from your classmates' work, you are responsible for reviewing other presentations carefully. Everyone's contribution has the potential to appear on the quiz for the current week, so this project is not only an opportunity to demonstrate your understanding, but also a chance to learn from your peers' diverse perspectives. All components of the project—including the Notes View PDF, PowerPoint file, recorded video, and five quiz questions—must be submitted to Canvas by your assigned regional deadline. Your completed project will be shared with classmates as part of our collective learning. Full assignment details are provided on Canvas and in the final section of this syllabus.

Final Paper 10%

This final paper serves as the culminating assignment for the course and is designed to assess your ability to apply key concepts related to global communication systems. You will be asked to choose either (1) a global media tool or platform (e.g., YouTube, WhatsApp, satellite TV, Google Translate), or (2) a comparative analysis of two national or regional media systems (e.g., U.S. vs. China; Europe vs. Latin America). Your goal is to critically examine how communication tools or systems operate within specific historical, technological, cultural, and political contexts. You are expected to demonstrate how these systems reflect broader global communication trends and structures. Full assignment details are provided on Canvas and in the final section of this syllabus.

Class Policy

Students with Special Needs: Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Course Evaluations: Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations 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/."

Academic Honesty: The University of Florida Honor Code applies to all activities associated with this class. UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. 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." The Honor Code (http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. You can review UF's academic honesty guidelines in detail at: https://www.dso.ufl.edu/sccr/seminars-modules/academic-integrity-module

Policy on Unauthorized Publication of Course Materials and Recordings: Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless, of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

Religious Observance: Religiously observant students wishing to be absent on holidays that require missing class should notify their professors in writing at the beginning of the semester, and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence.

Attendance: Requirements for class attendance, assignments, and other work in this course are consistent with university policies that can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

Policy on AI Use: In this course, you are welcome to use AI tools to support your learning in appropriate ways. For example, you may use AI to improve grammar and clarity in your writing, fine-tune the structure and flow of your reports, and conduct background research on course-related topics. However, you may not use AI to generate answers for assignments or discussion posts. These activities are designed to help you develop hands-on exercises with analytics tools, work directly with real datasets, and practice writing and interpreting your own findings. Relying entirely on AI to do this work for you undermines your learning and violates the spirit of the course.

Academic Resources
- Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

- Library Support: Various ways to receive assistance with respect to using the libraries or finding resources. Call 866-281-6309 or email ask@ufl.libanswers.com for more information.
- Academic Resources: 1317 Turlington Hall, Call 352-392-2010, or to make a private appointment: 352- 392-6420. Email contact: teaching-center@ufl.edu. General study skills and tutoring.
- Writing Studio: Daytime (9:30am-3:30pm): 2215 Turlington Hall, 352-846-1138 | Evening (5:00pm-7:00pm): 1545 W University Avenue (Library West, Rm. 339). Help brainstorming, formatting, and writing papers.
- Academic Complaints: Office of the Ombuds; Visit the Complaint Portal webpage for more information.
- Enrollment Management Complaints (Registrar, Financial Aid, Admissions): View the Student Complaint Procedure webpage for more information.
- UF Student Success Initiative: Visit https://studentsuccess.ufl.edu/ for resources that support your success as a UF student.
- UF Whole Gator Resources: Visit https://one.uf.edu/whole-gator/discover for resources that are designed to help you thrive physically, mentally, and emotionally at UF.

Tentative Course Schedule

Week	Topic	Assignment
Week 1 (Aug 18)	Introduction	Discussion 0: Introduce Yourself Quiz 0: Syllabus Quiz
Module 1 Global Communication Foundations		
Week 2 (Aug 25)	Introduction to World Communication	Discussion 1 Quiz 1 Country Ranked List due Aug. 31
Week 3 (Sep 1)	Infrastructure, Governance, and the Challenges of Global Media	Discussion 2 Quiz 2
Week 4 (Sep 8)	Culture and International Communication	Discussion 3 Quiz 3
Module 2 Media Power and Effects		
Week 5 (Sep 15)	Global Media Giants	Discussion 4 Quiz 4
Week 6 (Sep 22)	Global Media Systems and Sociocultural Issues	Discussion 5 Quiz 5
Week 7 (Sep 29)	Global News and Media Effects	Discussion 6 Quiz 6
Module 3 Media Systems and Globalization		
Week 8 (Oct 6)	Communication in the Global Village: Traditional Media	Discussion 7 Quiz 7
Week 9 (Oct 13)	Digital Media in the Global Village	Discussion 8 Quiz 8
Week 10 (Oct 20)	The Global Media Professionals	Discussion 9 Quiz 9
Week 11 (Oct 27)	Development Communication and a Developing World	Discussion 10 Quiz 10 Presentation Due Nov.1 for Latin America and Non-MENA Africa
Module 4 World Regions and Media Systems		
Week 12 (Nov 3)	Latin America and Non-MENA Africa	Quiz 11 Presentation Due Nov.8 for European Media and Asia Pacific Media
Week 13 (Nov 10)	European Media and Asia Pacific Media	Quiz 12 Presentation Due Nov.15 for The Middle East and Northern Africa (MENA) Region
Week 14 (Nov 17)	The Middle East and Northern Africa (MENA) Region	Quiz 13
Week 15 (Nov 24)	Happy Thanksgiving!	
Week 16 (Dec 1)	Making Global Connections	Final paper due by Dec. 5

Country Presentation Instructions

This assignment requires you to complete an individual Country Media Systems presentation. The purpose of this project is to deepen your understanding of global communication infrastructures by exploring how media systems operate in a specific national context. Your work will contribute directly to the class by serving as instructional material for your peers and may be used as the basis for weekly quizzes.

Assignment Objectives

This assignment is designed to help you critically engage with how global communication systems function across political, technological, and cultural contexts. By researching one specific country's media system, you will apply theoretical concepts learned in class to real-world cases. The project fosters comparative thinking, cross-cultural understanding, and the ability to communicate your findings clearly to an academic audience. It also encourages collaborative learning, as your completed work will become a shared resource for the class.

Assignment Instructions

You will be assigned one country based on a ranked list you submit early in the semester. Your task is to create a 10–15 slide PowerPoint presentation analyzing that country's media system, accompanied by speaker notes (350–500 words per slide in Notes View) that apply at least three course concepts. The speaker notes should be written in full paragraphs and include one embedded discussion question to spark class engagement.

In addition to the slides and manuscript, you must record a video presentation narrating your work. You will also write five multiple-choice quiz questions based on your presentation. These will be added to a shared class quiz bank used from Module 4 onward. All components— PDF with Notes View, PowerPoint file, video recording, and quiz questions—must be submitted to Canvas by your assigned regional deadline. Your submission will be shared with classmates, and quiz questions may appear on weekly assessments. Therefore, you are expected to review your peers' presentations carefully.

Grading Criteria

This assignment is worth 25% of your final grade and will be evaluated using the following criteria：

- **Content & Accuracy** (6 pts): Information is accurate, relevant, and demonstrates clear understanding of the country's media system.
- **Application of Course Concepts** (6 pts): Integrates at least three course concepts or theories in a meaningful and accurate way.
- **Speaker Notes Quality** (5 pts): Notes are complete (350–500 words per slide), well-written, and show depth of analysis.
- **Presentation & Organization** (3 pts): Slides are clear and visually organized; video narration is smooth and confident.
- **Quiz Questions** (3 pts): Five well-written multiple-choice questions that reflect key points from the presentation.
- **Submission Format & Professionalism** (2pts): All files (PDF, PowerPoint, video, quiz) are correctly submitted, formatted, and on time.

Timeline and Suggestions
- By Aug. 31 (11:59 PM ET): Submit your ranked list of five countries (one per region).
- Once assigned: Begin your research, integrating course concepts as you go.
- Before your regional deadline: Finalize slides, speaker notes, and video.
- By your deadline: Submit the **Notes View PDF**, **.pptx file**, **video**, and **quiz questions** to Canvas.

Region	Submission Deadline
Latin America & Africa (non-MENA)	Wed, Nov. 1 (11:59 PM ET)
Europe	Wed, Oct 23 (11:59 PM ET)
MENA	Wed, Oct 30 (11:59 PM ET)
Asia	Wed, Nov 6 (11:59 PM ET)

Tips for Success

- Choose a country and media system that genuinely interests you. Curiosity will drive stronger research.
- Begin early. The most successful projects show careful planning and synthesis over time.
- Keep your slides visually simple. Your speaker notes carry the analytical weight.
- Make sure your quiz questions are fair, clear, and tied directly to what you presented.
- Practice your video narration to ensure it flows naturally and professionally.
- Engage with other students' presentations. This is part of your own learning and assessment.

Final Paper Instructions: Comparative Media Systems or Global Media Tool Analysis

This final paper serves as the culminating assignment for the course and is designed to assess your ability to apply key concepts related to global communication systems. You are asked to choose either (1) a global media tool or platform (e.g., YouTube, WhatsApp, satellite TV, Google Translate), or (2) a comparative analysis of two national or regional media systems (e.g., U.S. vs. China; Europe vs. Latin America). Your goal is to critically examine how communication tools or systems operate within specific historical, technological, cultural, and political contexts. You are expected to demonstrate how these systems reflect broader global communication trends and structures.

Assignment Objectives

Through this assignment, you will demonstrate your ability to synthesize knowledge from the course by:
- Applying theories and frameworks introduced in class;
- Tracing the historical development of communication tools or systems;
- Analyzing the technological infrastructures that shape media practices;
- Reflecting on global trends such as platformization, digital sovereignty, and transnational media flows.

Assignment Instructions

You may choose one of two directions. First, you may select a single global media tool or platform and analyze its historical roots, technological operations, cross-cultural functions, and role in shaping global communication. Alternatively, you may compare two national or regional media systems with attention to governance, infrastructure, audience interaction, freedom of expression, and international influence. Regardless of your choice, your analysis should draw on at least two theories or frameworks from the course and include concrete examples or data from real-world sources.

Your paper should be between 1200–1500 words (excluding references) and cite at least two required course readings and any additional credible sources. Use a consistent academic citation style (APA, MLA, or Chicago). Your paper should have a clear structure with an introduction, body paragraphs organized by theme or comparison, and a conclusion. Focus on analysis rather than description—explain how media systems work and why those differences or patterns matter in a global context.

Grading Criteria

This assignment is worth 10% of your final grade and will be evaluated using the following criteria:
- Application of course concepts and theories (3 points);
- Depth and originality of analysis (2 points);
- Global or comparative scope (2 points);
- Organization, clarity, formatting, and citation accuracy (2 points);
- Insightful or critical engagement beyond surface-level observations (1 point).

Timeline and Suggestions

To support your success, you are encouraged to submit a short proposal by Week 13 (Nov 10) identifying your topic, approach, and guiding question. You may also submit an outline by Week 14 (Nov 17) for optional feedback. The final paper is due by Week 16 (Dec 5) and should be uploaded in either .docx or .pdf format via Canvas.

Tips for Success

Choose a topic that genuinely interests you, whether cultural, technological, or regional, and be sure to connect your discussion to theoretical frameworks we covered in the course. Use recent or global examples where appropriate, and aim to offer interpretation and insight, not just description. Strong papers will demonstrate the ability to connect abstract concepts with specific, well-researched cases in world communication systems.