

## World Communication Systems (MMC 4302) University of Florida-Fall 2013

### Class meetings:

Tuesday  
Period 8  
3:00-3:50 p.m.  
Thursday  
Period 8 and 9  
3:00-4:55 p.m.  
Weimer 1076

### Office hours:

Wednesdays, 2-4 p.m.  
Office location: Weimer G044

### Instructor:

Erica Newport (Osvath, pronounced osh-vat)  
E-mail: [ericanewport@ufl.edu](mailto:ericanewport@ufl.edu)

### Course Description:

World Communication Systems is a course that looks into forces that impact media operations in various world regions. For this course, students will be introduced to economic factors, cultural factors in addition to impacts of different forms of governments worldwide that explain trends in the media. Under the instructor's guidance, students examine issues such as government censorship and freedom of expression, as well as issues such as international music, international sports coverage and international game shows. The course relies heavily on discussions, which means that attendance and punctuality are of utmost importance.

*Note: The above may be tweaked week one of class, depending on interests, etc.*

### Course Objectives:

This course aims to:

- Provide a theoretical framework for understanding how the media operates differently in various world regions
- Encourage students to seek out up-to-date news about current affairs on a global level
- Create and/or maintain a respectful perspective of citizens of other countries, while developing an understanding of a vast range of perspectives on global issues
- Attain practical skills that can be valuable in the job market

### Required Textbooks:

Hachten, W. A., & Scotton, J. F. (2007). *The World News Prism: Global Information in a Satellite Age* (7<sup>th</sup> ed.). Malden, MA: Blackwell Publishing.  
McPhail, T. L. (2010). *Global Communication: Theories, Stakeholders, and Trends* (3<sup>rd</sup> ed.). Malden, MA: Blackwell Publishing.

### Assignments:

#### Quizzes:

Quizzes will be unannounced and administered sporadically throughout the semester. Students are expected to arrive on-time to take the quizzes, and will be unable to make-up the quizzes, unless the absence is excused.

#### Blogs:

Blogs are due at the start of class on Thursdays throughout the semester. Students are encouraged to plan ahead on a weekly basis and will not get credit for late work. Therefore, students should also be careful that their blog entries are published, and not just written and saved online. Students must be careful to provide links for the sources of their information, so as to prevent plagiarism. The blogs

must be written in accordance with AP style, and points will be lost for failure to adhere to appropriate grammar, punctuation and style conventions.

Each blog will be out of 100 points. They are assessed in five, equally-weighted categories that address:

- Is the writing quality of the entry high quality?
- Is there a clear international aspect to the entry?
- Are the sources of information cited? How many sources are there?
- Does the entry present a unique and original perspective?
- Does the article adhere to the limit of 500 words?

*Exams:*

The exams will include both short answer and multiple choice questions, and cover material from the reading, and class discussions. Students are responsible for material delivered by the instructor, and also the material delivered by other students in the class or guest lecturers.

*Paper:*

A well-written, 8-10 page paper will be due at the end of the semester. It must adhere to either MLA or APA style. This paper will be graded according to a rubric, and all students will be required to incorporate material from various news sources and academic periodicals.

*Presentation:*

At the end of the semester, groups of students are required to work together to present their papers in a way that engages the audience and provides information in an informative and engaging way.

**Tentative schedule:**

Please note that the schedule is subject to change at any time. The professor will notify you via the class' list-serve.

*Thursday, August 22, 2013*

- Distribution of syllabus.
- Introduction of instructor and students
- Introduction of Wordpress blogs.

*Tuesday, August 27, 2013*

- Discussion of blogs.
- Discussion of sources for international news.

*Thursday, August 29, 2013*

- Discussion of globalization and the five concepts of press.
- Blog entry#1 due**
- Read "News Communication for a New Global System" (Hachten, chapter 1) and "Changing Ideologies of Press Control" (Hachten, chapter 2).

*Tuesday, September 3, 2013*

- Discussion of world systems theory and electronic colonialism theory.
- Read "Global Communication: Background" (McPhail, chapter 1).

*Thursday, September 5, 2013*

- Continued discussion of previous lectures.
- Blog entry#2 due**

*Tuesday, September 10, 2013*

- Discussion of media economics and the dominance of U.S. cultural goods.
- Read "Development Research Traditions and Global Communication" (McPhail, chapter 2) and "The Message" The Role of International Organizations" (McPhail, chapter 3).

*Thursday, September 12, 2013*

- Discussion of gatekeeping theory in an international news context.
- Read "The International News System" (Hachten, chapter 3).
- Blog entry#3 due**

*Tuesday, September 17, 2013*

- Discussion of Hofstede's cultural dimensions, and direct versus indirect communication.
- Read "China" Caged Media in a Free Economy" (Hachten, chapter 7) and "The Evolving Media of the Arabs and Africa" (Hachten, chapter 8).

*Thursday, September 19, 2013*

- Continued discussion on culture.
- Discussion of student blogs.
- Blog entry#4 due**

*Tuesday, September 24, 2013*

- Discussion of MTV and cultural imperialism.
- Read "Global Issues, Music and MTV" (McPhail, chapter 10).

*Thursday, September 26, 2013*

- Continued discussion previous lecture.
- Read "Global Issues, Music and MTV" (McPhail, chapter 10).
- Groups will present their work.
- Blog entry#5 due**

*Tuesday, October 1, 2013*

- Discussion of traditional and public diplomacy.
- Read "Public Diplomacy" New Dimensions and Implications" (McPhail, chapter 4) and "Public Diplomacy and Propaganda" (Hachten, chapter 11)

*Thursday, October 3, 2013*

- Students will work together in groups to create a review guide for the upcoming test.
- Blog entry#6 due**

*Tuesday, October 8, 2013*

- Class canceled to give students a chance to review for the upcoming test.

*Thursday, October 10, 2013*

- Exam#1**

*Tuesday, October 15, 2013*

- Discussion of paper assignment, expectations and resources at the UF library that may be useful.

*Thursday, October 17, 2013*

- Exam to be distributed back to students.
- Discussion of blogs.
- Blog entry#7 due**

*Tuesday, October 22, 2013*

- Lecture on comic books internationally.
- Read "Media Globalization in Asia" (McPhail, chapter 14)

*Thursday, October 24, 2013*

- Discussion of media in the Arab world.
- Blog entry#8 due**
- Read "Arab Media and the Al-Jazeera Effect" (McPhail, chapter 13).

*Tuesday, October 29, 2013*

-World religions lecture.

*Thursday, October 31, 2013*

-Discussion of international health communication.

**-Blog entry#9 due**

-Read CNN "International Role, Impact and Global Competitors"

*Tuesday, November 5, 2013*

-Discussion of CNN effect, and criticisms of it."

-Read "Foreign News in Flux" (Hachten, chapter 9) and "War Reporting under Fire" (Hachten, chapter 9).

*Thursday, November 7, 2013*

-Lecture of quiz shows internationally.

**-Blog entry#10 due**

-Read "Euromedia: Integration and Cultural Diversity in a Changing Media Landscape" (McPhail, chapter 9)

*Tuesday, November 12, 2013*

-Discussion of blogs.

*Thursday, November 14, 2013*

-Showing of a movie. Class will decide in advance. Options include: *A Mighty Heart*, *Live from Baghdad*, *Control Room*, *Reel Bad Arabs: How Hollywood Villifies a People*, or any suggested by students.

**-Blog entry#11 due**

*Tuesday, November 19, 2013*

-Review session for upcoming test.

*Thursday, November 21, 2013*

**-Presentations.**

-Teaching evaluations.

*Tuesday, November 26, 2013*

**-Presentations.**

-Teaching evaluations.

*Thursday, November 28, 2013*

NO CLASS

*Tuesday, December 3, 2013*

**-Exam# 2**

**End of class celebration.**

**Evaluation:**

Quizzes	15%
Blogs	30%
Exam#1	20%
Exam#2	20%
Paper	10%
Presentation	5%

**Grading:**

A	100.00-93.00	C	76.99- 73.00
A-	92.99-90.00	C-	72.99-70.00
B+	89.99-87.00	D+	69.99-67.00
B	86.00-83.00	D	66.99-63.00
B-	82.99-80.00	D-	62.99-60.00
C+	79.99-77.00	F	59.99-0

**Absence Policy**

Course attendance is mandatory. Students are expected to show-up on-time for class meetings, as outlined in this syllabus. Students are responsible for making up any material missed due to absences. If you are absence 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>

Additionally, it is important to note that four absences will result in lowering your grade by an entire letter grade. Six absences will result in lowering your grade by two entire letter grades, and you will fail if you are absent eight times.

**Academic Integrity**

All students are expected to abide by rules for academic integrity. Students are expected to attribute any work they did not produce. Students are expected to work individually on exams, and no electronics may be used at any time. 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.

**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/>). Please feel free to approach the professor should you have any special needs.