

World Communication Systems (MMC 4302) **University of Florida-Spring 2013**

Class meetings:

9:35-10:25 a.m.

Mondays, Wednesdays, and Fridays

Period 3

Weimer 3020

Office hours:

Monday: 10:30-11:30 a.m.

Tuesday: 11:30-12:30 p.m.

Office location: Weimer G044

Instructor:

Erica Newport (Osvath, pronounced osh-vat)

E-mail: 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 will be tweaked week one of class.

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* (7th ed.). Malden, MA: Blackwell Publishing.

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

Assignments:

Quizzes:

Quizzes will be administered during the first five minutes of each class starting week two. 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. Twenty quizzes, each worth one point each, to total 20 points (or a full 20%) toward final grade in class.

Note: Quizzes (five questions) will be open-book and open-note.

Blogs:

Blogs are due every week on Friday at noon. Students are required to write one blog entry every week, unless otherwise noted. Students will be unable to make-up any blog entries, and should plan ahead on a weekly basis. 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. Six blogs, each worth four points each, to total 24 points (or a full 20%) toward final grade in class.

Each blog will be out of 4 points. They are assessed via four, equally-weighted categories that address:

- 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 250 well-written words, constructing coherent sentences?

Note: Topics for blog entries will be decided by students (relevant to course description) during the first week of class.

Exams:

The midterm and final exams will incorporate both short answer and multiple choice questions. Students will be unable to make-up the exams, unless the absence is excused. Each exam will have eighteen questions; each question is worth one point each, to total 18 points (or a full 18%) toward final grade in class.

Note: Exams will be open-book and open-note.

Paper:

A well-written, six-page research paper (double-spaced) will be due at the end of the semester. It must adhere to APA style. This paper will be graded according to a rubric (to be provided), and all students will be required to incorporate material from various news sources and academic periodicals.

Note: The primary topic for the paper will be determined by professor.

Presentation:

During the semester, assigned groups of students are required to work together to present in a way that educates the audience and provides information in an informative/engaging way. Your classmates will be given a rubric to score each group and submit at the end of class.

Tentative schedule: *Week One*

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

Monday, January 7, 2013

- Explanation of syllabus
- World Communication Systems assignment
- Introduction of instructor/students

Wednesday, January 9, 2013

- Introduction to Wordpress blogs
- Discussion of sources for international news

-Review of concepts related to world communication systems

Friday, January 11, 2013

- Blog entries discussed and assigned
- Groups assigned
- Readings assigned
- Syllabus finalized and distributed
- Reading for next class: McPhail p. 1-16

Tentative schedule: *Week Two*

Monday, January 14, 2013

- QUIZ*
- Introduction to globalization
- Reading for next class: McPhail p. 17-38

Wednesday, January 16, 2013

- QUIZ*
- Introduction to Electronic Colonization Theory and World System Theory
- Reading for next class: McPhail p. 39-48

Friday, January 18, 2013

- QUIZ*
- Introduction to development communication
- Blog due at noon
- Reading for next class: McPhail p. 49-56

Tentative schedule: *Week Three*

Monday, January 21, 2013

No Class: MLK Day!

Wednesday, January 23, 2013

- QUIZ*
- Introduction to development research traditions
- Reading for next class: McPhail p. 57-83

Friday, January 25, 2013

- QUIZ*
- Introduction to the role of international organizations
- Blog due at noon
- Reading for next class: McPhail p. 84-102

Tentative schedule: *Week Four*

Monday, January 28, 2013

- QUIZ*
- Bloggers Day! Bring laptop to class, or use in-class computer, for the purpose of review, comment, and group analysis.

Wednesday, January 30, 2013

- QUIZ*
- Introduction to public diplomacy
- Reading for next class: McPhail p. 103-132

Friday, February 1, 2013

-QUIZ

-Introduction to global technologies and organizations

-Blog due at noon

-Reading for next class: McPhail p. 133-164

Tentative schedule: *Week Five*

Monday, February 4, 2013

-QUIZ

-Introduction to the impact of the internet

-Reading for next class: McPhail p. 223-242

Wednesday, February 6, 2013

-QUIZ

-Introduction to global issues, music, and TV

-Reading for next class: McPhail p. 243-273

Friday, February 8, 2013

-QUIZ

-Introduction to CNN

-Blog due at noon

-Reading for next class: McPhail p. 274-288

Tentative schedule: *Week Six*

Monday, February 11, 2013

-QUIZ

-Introduction to roles of global news agencies

-Reading for next class: McPhail p. 290-304

Wednesday, February 13, 2013

-QUIZ

-Introduction to Arab media

-Reading for next class: McPhail p. 305-334

Friday, February 15, 2013

-QUIZ

-Introduction to media globalization in Asia

-Blog due at noon

-Reading for next class: McPhail p. 335-348

Tentative schedule: *Week Seven*

Monday, February 18, 2013

-QUIZ

-Introduction to the roles of advertising

-Exam 1 review

Wednesday, February 20, 2013

-Exam 1, Global Communication Part I (open-book/note)

Friday, February 22, 2013

-Exam 1, Global Communication Part II (open-book/note)

Tentative schedule: *Week Eight*

Monday, February 25, 2013

-Prepare for class presentations in class

Wednesday, February 27, 2013

-Groups 1, 2, 3, 4 present

-Groups 5, 6, 7, 8 critique and submit

Friday, March 1, 2013

-Groups 5, 6, 7, 8 present

-Groups 1, 2, 3, 4 critique and submit

Tentative schedule: *Week Nine*

Monday, March 4, 2013

No Class: Spring Break!

Wednesday, March 6, 2013

No Class: Spring Break!

Friday, March 8, 2013

No Class: Spring Break!

Tentative schedule: *Week Ten*

Monday, March 11, 2013

-Introduction to the world news prism

-Reading for next class: Hachten p. 15-34

Wednesday, March 13, 2013

-*QUIZ*

-Introduction to the changing ideologies of press control

-Reading for next class: Hachten p. 35-46

Friday, March 15, 2013

-*QUIZ*

-Introduction to the international news system

-Reading for next class: Hachten p. 47-62

Tentative schedule: *Week Eleven*

Monday, March 18, 2013

-*QUIZ*

-Introduction to the international information and new media

-Reading for next class: Hachten p. 63-76

Wednesday, March 20, 2013

-In-class group research on great news events and news coverage

Friday, March 22, 2013

-In-class group research on great news events and news coverage

Tentative schedule: *Week Twelve*

Monday, March 25, 2013

-Groups 1,2,3,4 present on a great news event and its news coverage

-Pay attention, as the material presented will be on your final exam.

Wednesday, March 27, 2013

- Groups 5,6,7,8 present on a great news event and its news coverage
- Pay attention, as the material presented will be on your final exam.

Friday, March 29, 2013

- No Class
- Global news interview assignment. This will be posted on your blog that is due at noon on April 5, 2013; hence, blog due at noon.

Tentative schedule: *Week Thirteen*

Monday, April 1, 2013

- Introduction to China and its media
- Reading for next class: Hachten p. 116-127

Wednesday, April 3, 2013

- QUIZ*
- Introduction to Arab nations and Africa and their changing media
- Reading for next class: Hachten p. 128-142

Friday, April 5, 2013

- QUIZ*
- Introduction to journalists and foreign news
- Reading for next class: Hachten p. 143-162

Tentative schedule: *Week Fourteen*

Monday, April 8, 2013

- Visual media on war reporting/propaganda/public diplomacy
- Reading for next class: Hachten p. 163-178

Wednesday, April 10, 2013

- Visual media on war reporting/propaganda/public diplomacy

Friday, April 12, 2013

- Visual media on war reporting/propaganda/public diplomacy
- Reading for next class: Hachten p. 179-194

Tentative schedule: *Week Fifteen*

Monday, April 15, 2013

- Introduction to Western media to world media
- No readings, but please begin working on your final papers.

Wednesday, April 17, 2013

- In-class work on final papers
- No readings, but please continue working on your final papers.

Friday, April 19, 2013

- In-class work on final papers
- No readings, but please continue working on your final papers.

Tentative schedule: *Week Sixteen*

Monday, April 22, 2013

- In-class work on final papers
- No readings, but please continue working on your final papers.

Wednesday, April 24, 2013

-Final papers due at the beginning of class.

- Exam 2 review
- party

NOTE: Final world news prism exam 2 will be given on assigned exam day for this course. Date and time TBA.

Evaluation:

Quizzes	20%
Blogs	24%
Exam#1	18%
Exam#2	18%
Paper	15%
Presentation	5%

Grading:

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