

**MMC4302 – World Communication Systems**  
**University of Florida – Fall 2015**

**Course Website:** available on Canvas

**Class Time:** 9:35 – 10:25 a.m. Monday, Wednesday, Friday

**Instructor:** Ms. Krystin Anderson

**Email:** [akrystin@ufl.edu](mailto:akrystin@ufl.edu)

**Skype:** anderson.uf

**Office Hours:** Wednesday & Friday, 10:30 – Noon or by appointment

**Office Location:** G031, Weimer Hall (basement)

**Course Description:**

This course investigates the forces that shape mass media production and dissemination in various areas of the globe. This includes an in-depth look at the economic, cultural, geographic, technological and governmental factors that impact systems in different areas of the globe as a foundation for understanding what makes them distinct. Additionally, this course will explore the ways that each media industry operates on a global scale and how global forces impact these industries. Students from all communications fields will find this course of interest, as it will address many industries including news, advertising, public relations, film and television.

**Student Learning Objectives:**

- Students will be familiar with media systems in various global regions.
- Students will learn how to compare and contrast these systems using economic, cultural, technological, geographical and governmental factors.
- Students will critically examine the nature of media industries that extend beyond the individual nation and how global forces shape these industries.
- Students will consider especially the way the U.S. both influences and is influenced by other nations through mass communications.
- Students will practice communicating knowledge about global media industries to their peers in a classroom setting.
- Students will become accustomed to sharing their thoughts about media systems in writing to a wider audience through the use of weblogs.
- Students will reflect on their assumptions about media values and consider the ethics of their work as future media professionals.

**Required Textbook:**

None required. Students will be assigned readings through Canvas and class meetings.

**Grading**

Final grades for the course will be divided among four elements:

- 25% Participation and Attendance

- 25% Weekly Blogs
- 25% Class Presentation
- 25% Final Exam

Students will be assigned final letter grades according to the following scale:

(%, rounded)	87 – 89 = B+	77 – 79 = C+	67 – 69 = D+	0 – 59 = E
93 – 100 = A	83 – 86 = B	73 – 76 = C	63 – 66 = D	
90 – 92 = A-	80 – 82 = B-	70 – 72 = C-	60 – 62 = D-	

The grading in this course is consistent with UF grading policies found at <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.

## Assignments

### Participation & Attendance (25%)

Exactly half of this will be comprised of the actual number of classes you attend. With each unexcused absence, this score will decrease; therefore, you are advised to attend consistently. The other half of this score will be based on your participation in class. Almost every class period will involve some form of discussion, either during lectures or during deliberate discussion days. During discussion days (usually Wednesdays), you will be expected to come having read the material beforehand and will be graded on your contribution to our discussion. Failing to read the material or failing to participate will result in a lower grade.

### Weekly Blogs (25%)

Students will be expected to submit via Canvas weekly blog posts that will be linked on the course website for your classmates to read and enjoy. Apart from Week 1’s blog—in which you will introduce yourself—each blog will be an opportunity for you to reflect on what we have learned that week and expand on something that caught your interest. Students are encouraged to choose a specific topic that is related to something discussed in class and give an in-depth analysis of that topic and their view on it rather than merely parroting general ideas or listing bits of information. Blogs will be due every Friday by 5pm\*, unless specified otherwise.

Blog Grading Rubric:

Is the entry original, thoughtful and insightful?	2 pts.
Is the entry relevant to the topic assigned?	2 pts.
Does the entry use and properly cite at least 2 genuine sources?	2 pts.
Is the entry well written and free from grammar mistakes?	2 pts.
Is the entry between 250 – 500 words?	2 pts.

\*No blog is due on the day of your own presentation.

### Presentation (25%)

From Week 5 onward, every Friday will feature a 40-minute presentation by a member of class about the media situation in a nation from an assigned world region. Students will sign up in advance for a presentation slot based on their own schedules or on their interest in a particular region. These presentations should be informative, engaging, well organized, creative and professional. All presentations must include a discussion portion as part of the 40-minute time limit; this portion should be planned carefully in advance so as to optimally engage the other class members. At least one week before the presentation, the student must meet with me either during my office hours or by appointment to review their materials so far (it doesn't have to be finished but should be close). In this meeting I will suggest ways to improve your content or presentation and can also provide feedback about your discussion section format. As a note, although I do expect you to be prepared and professional, you will not be graded on your public speaking skills. You will receive a rubric for this assignment later in class.

### **Final Exam (25%)**

The final exam will be a comprehensive assessment of the most important information pertaining to this course including information from lectures, discussion readings, student presentations and any guest speakers. Although the specific format may vary, there will be a multiple-choice/short-answer/true-false section and a long essay section. The exam will be administered on the last day of class during the regular meeting time. I will provide a review session and study guide the class period preceding the exam date, but this will not be comprehensive and students are encouraged to use their own notes and lecture slides to ensure they are properly prepared.

### **Schedule of Class Meetings**

#### **Week 1: Introduction to World Communication Systems**

M (8/24) – Lecture: About the course

W (8/26) – Lecture: About world communications

F (8/28) – Introductory class discussion

\*Week 1 Blog DUE by 5pm (Introduction)

#### **Week 2: Globalization**

M (8/31) – Lecture: Thinking about the world

W (9/2) – Lecture: Understanding globalization

F (9/4) – Reading discussion

\*Week 2 Blog DUE by 5pm

#### **Week 3: Comparing Media Systems**

M (9/7) – (NO CLASS)

W (9/9) – Lecture: Ways to compare media systems, pt. 1

F (9/11) – Lecture: Ways to compare media systems, pt. 2

\*Week 3 Blog DUE by 5pm

**Week 4: Influences in Media Systems**

M (9/14) – Lecture: Culture, economy, politics and media, pt. 1

W (9/16) – Lecture: Culture, economy, politics and media, pt. 2

F (9/18) – Instructor model presentation

\*Week 4 Blog DUE by 5pm

**Week 5: East Asia Region**

M (9/21) – Lecture: East Asian media

W (9/23) – Reading discussion

F (9/25) – Student presentation

\*Week 5 Blog DUE by 5pm

**Week 6: South Asia Region**

M (9/28) – Lecture: South Asian media

W (9/30) – Reading discussion

F (10/2) – Student presentation

\*Week 6 Blog DUE by 5pm

**Week 7: Middle East Region**

M (10/5) – Lecture: Middle Eastern media

W (10/7) – Reading discussion

F (10/9) – Student presentation

\*Week 7 Blog DUE by 5pm

**Week 8: Africa Region**

M (10/12) – Lecture: African media

W (10/14) – Reading discussion

F (10/16) – Student presentation

\*Week 8 blog DUE by 5pm

**Week 9: Eastern Europe Region**

M (10/19) – Lecture: Eastern European media

W (10/21) – Reading discussion

F (10/23) – Student presentation

\*Week 9 blog DUE by 5pm

**Week 10: Western Europe Region**

M (10/26) – Lecture: Western European media

W (10/28) – Reading discussion

F (10/30) – Student presentation

\*Week 10 blog DUE by 5pm

**Week 11: Latin America Region**

M (11/2) – Lecture: Latin American media

W (11/4) – Reading discussion  
F (11/6) – Student presentation  
\*Week 11 Blog DUE by 5pm

**Week 12-14: Other Nations in U.S. Media; U.S. in Media of Other Nations**

M (11/9) – Lecture: International news in the U.S.  
W (11/11) – (NO CLASS)  
F (11/13) – Reading discussion  
\*Week 12 Blog DUE by 5pm (about other nations in U.S. media)

M (11/16) – Student presentation  
W (11/18) – Lecture: The U.S. in media of other nations  
F (11/20) – Reading discussion  
\*Week 13 Blog DUE by 5pm (about U.S. in media of other nations)

M (11/23) – Student presentation  
W (11/25) – (NO CLASS)  
F (11/27) – (NO CLASS)  
\*NO BLOG DUE

**Week 15: Media in International Conflicts**

M (11/30) – Lecture: Media in international conflicts  
W (12/2) – Reading discussion  
F (12/4) – Guest speaker  
\*Week 15 Blog DUE by 5pm

**Week 16: Review & Exam**

M (12/7) – In-class exam review  
W (12/9) – Final Exam  
F (12/11) – (NO CLASS)  
\*NO BLOG DUE

**Classroom Policies**

**Technology:** Although I recognize that many students prefer to take notes on a laptop or a tablet, in my experience these devices are more likely to become distractions than anything. Thus, I ask that you keep laptops, tablets and phones stowed away unless directed otherwise. Think about it as a chance to improve your penmanship.

**Attendance:** A significant portion of your grade is based on attendance and participation in classroom activities. Those with university-approved excused absences will receive an opportunity to make up whatever participation points were missed *upon request*. You must come to me and ask to make up the points. Don't assume I will track you down to

tell you what you missed. Keep in mind: I may also consider flagrant tardies as absences if they seem to be a persistent problem, so please be on time.

**Late Work:** In the case of extenuating circumstances, I can be flexible about blog deadlines but only if contacted in advance. If a student knows he or she will have a university-approved excused absence on the date of a blog deadline, the student must make an effort to turn in the blog early. In all other circumstances, blogs will be docked 25% for every day late they are turned in. For presentations, however, your selected date of presentation is firm. Except in cases of excused and unforeseen extenuating circumstances, students will receive no points for a presentation if it is not presented on the scheduled day and time. No matter the reason for any type of late work, it is your responsibility to contact me and discuss your situation so we can work out the best solution.

**Disability Accommodations:** Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to you, who must then provide this documentation to me (the instructor) when requesting accommodation. I encourage you, if you think you may need this, to let me know as early in the semester as possible. It is a great resource.

**Counseling Services:** The University of Florida provides a wonderful counseling and mental health service for students. If at any time in the semester you feel this may be of use, I encourage you to visit their website (<http://www.counseling.ufl.edu/cwc/Default.aspx>) for information, or call them directly at 392-1575.

**Evaluations:** At the end of the semester (usually in the last two or three weeks), you will have the opportunity to rate your experience in this course. I encourage you to do so, as such feedback is invaluable both to me as your instructor and to the university as a whole. These evaluations will be available at <https://evaluations.ufl.edu>. Of course, if you have feedback for me at any point during the semester, please don't hesitate to contact me personally.