

MMC4302 – World Communication Systems
University of Florida – Spring 2015

Course Website: available on Canvas

Class Periods: M3, W3, F3

Instructor: Ms. Krystin Anderson

Email: akrystin@ufl.edu

Office Hours: TBD

Office Location: G038 Weimer Hall

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 of 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 & Attendance
30% Weekly Blogs
20% Class Presentation
25% Final Exam

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%)

Participation in this course will involve in-class discussion (both as a whole class and as small groups) as well as a handful of in-class assignments and quizzes. Students may have participation points deducted for failing to participate or for causing disruptions. The in-class activities will often be based on readings, so it is important that students keep up with them. Attendance will also count toward this portion of the grade, so students are encouraged to make class attendance a habit.

Weekly Blogs (30%)

Students will be expected to operate a blog during the semester. If students do not already have one, they will be provided instruction on how to set one up. Beginning the first week of class, students will post a blog entry each week on an assigned topic related to the course. Although there is no specific minimum length for these entries, students will be expected to provide original, thoughtful insight based on sourced material. Each entry will be graded according to the following criteria:

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 sources?	2 pts.
Is the entry well written using AP style?	2 pts.
Is the entry shorter than 500 words?	2 pts.

Presentation (20%)

From Week 3 onward, every Friday will feature a presentation by groups of class members about the assigned topic. At the beginning of the second week of class, students will be divided into groups of 2-3 and will sign up for a presentation slot. These presentations should include 15-20 minutes of teaching material followed by 10 minutes of class discussion and questions. Groups are encouraged to use creativity in their presentation style, as long as the ultimate objective is to help their classmates learn. In lieu of the weekly blog, members of the presentation group will instead publish their presentation in an appropriate format on their individual blogs.

Final Exam (25%)

The final exam will be a comprehensive assessment of the most important information pertaining to this course. It will take place on the final day of classes during the regular meeting time. The class meeting immediately preceding the final will be used as a dedicated review session of the relevant information. Although all class powerpoints will be available on the E-Learning site, students are strongly encouraged to take their own notes.

Schedule of Class Meetings

Week 1: Introduction to World Communication Systems

M (1/5) - (NO CLASS)

W (1/7)

F (1/9) – Blog 1 DUE: Introduction

Week 2: Globalization

M (1/12)

W (1/14)

F (1/16) – Blog 2 DUE

Week 3: The Impact of Culture

M (1/19) - (NO CLASS)

W (1/21) – Reading DUE

F (1/23) – Student Presentation; Blog 3 DUE

Week 4: The Impact of Technology

M (1/26) – Reading DUE

W (1/28)

F (1/30) – Student Presentation; Blog 4 DUE

Week 5: The Impact of Economy

M (2/2) – Reading DUE

W (2/4)

F (2/6) – Student Presentation; Blog 5 DUE

Week 6: The Impact of Government

M (2/9) – Reading DUE

W (2/11)

F (2/13) – Student Presentation; Blog 6 DUE

Week 7: The Impact of Geography

M (2/16) – Reading DUE

W (2/18)

F (2/20) – Student Presentation; Blog 7 DUE

Week 8: World Journalism Systems

M (2/23) – Reading DUE

W (2/25)

F (2/27) – Student Presentation; Blog 8 DUE

Week 9: (SPRING BREAK)

Week 10: World Public Relations Systems

M (3/9) – Reading DUE

W (3/11)

F (3/13) – Student Presentation; Blog 9 DUE

Week 11: World Advertising Systems

M (3/16) – Reading DUE

W (3/18)

F (3/20) – Student Presentation; Blog 10 DUE

Week 12: World Film & Television Systems

M (3/23) – Reading DUE

W (3/25)

F (3/27) – Student Presentation; Blog 11 DUE

Week 13: Other Nations in the U.S. Media

M (3/30) – Reading DUE

W (4/1)

F (4/3) – Blog 12 DUE

Week 14: The U.S. in the Media of Other Nations

M (4/6) – Reading DUE

W (4/8)

F (4/10) – Blog 13 DUE

Week 15: Media in International Conflicts

M (4/13) – Reading DUE

W (4/15)

F (4/17) – Blog 14 DUE

Week 16: Wrap-Up

M (4/20) – Review

W (4/22) – Final Exam

F (4/24) (NO CLASS – READING DAY)

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 your attendance and your participation in classroom activities. Those with approved excused absences (see <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx> for details on this policy) 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.

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.