

Erica Newport

**World Communication Systems (MMC 4302)  
University of Florida-Spring 2014**

**Class meetings:**

Mondays, Wednesdays, and Fridays  
Period 3  
9:35-10:25 a.m.  
Weimer 3020

**Office hours:**

Wednesdays, 1-4 p.m.  
Other times can be arranged by appointment via email.  
I will be available before and after class for quick questions or to set up an appointment.  
Office location: G044 Weimer Hall

**Instructor:**

Ms. Erica Newport (Osvath, pronounced osh-vat)  
Email: [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 advertising and marketing. 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 the overall knowledge and interests of the class. For example, if students express a desire to add in a relevant international news media topic that is trending, I may adjust a class or two to cover the related topic(s).*

**Course Goals:**

You, the student, will be able to:

- Identify a theoretical framework for understanding how the media operates differently in various world regions.
- Critically view the relationship between news media and international communications.
- Understand how the United States influences international news media, international communications, and international politics and diplomacy.
- Discuss breaking news and historic news coverage and how both affect about current world affairs.
- Demonstrate and maintain a respectful perspective of citizens of other countries, while developing an understanding of a vast range of perspectives on global issues.
- Apply practical skills through written (blog post assignments) and oral communication (group discussions).

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**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:

You will be given a quiz once a week during the first five minutes of each class starting week two. The weekly quiz is purposely unannounced, and you are expected to be in class on-time to take the weekly quiz. You will be unable to make-up the quizzes, unless your absence is excused. The quizzes will cover class lecture, current international news events, and related readings that would have been assigned to read before class. There will be a total of 15 quizzes, each worth one point each, to total 15 points (or a full 15%) toward your final grade in this class.

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

Blogs:

Starting in week two of the class, your weekly blog posts are due every week on Sunday at 11:59 p.m. You are required to write one blog entry every week, unless otherwise noted. You will be unable to make-up any blog entries, unless your absence is excused, and you should plan ahead on a weekly basis to meet the assigned deadline. You should also be careful in your professional writing of these blog posts and in the tenor to which you decide to write your blog posts. Your blog posts are published and public. Once you set up your WordPress.com blog address, you will be expected to provide me a link to your blog. Additionally, you must be careful to provide links for the sources to which you use in your blog posts and you must attribute sourcing and credit where you found the information being written about in your blog. Plagiarism, as you know, will not be accepted under any circumstance. You will write 15 blog posts to your WordPress blog address and each will be worth four points each, to total 60 points (or a full 20%) toward final grade in class. Your blog postings must be written in accordance with AP style, and you will lose points for failing to adhere to appropriate grammar, punctuation and style conventions.

Each blog post will be worth 4 points. They are assessed via five, weighted categories that address:

- Is the writing quality of the entry high quality? 1.0 point
- Is there a clear international aspect to the entry? 1.0 point
- Are news media sources used to write the blog post cited and credited? Are there at least two different news media outlets employed to write the blog post? 1.0 point
- Does the entry present a unique and original perspective? .5 point
- Does the article adhere to the limit of 250 well-written words, constructing coherent sentences? .5

*Note: You can find the topics for blog posts in the syllabus schedule. There may be weeks when I grade your blog post, and there may be weeks when a classmate grades your blog post.*

Exams:

Your midterm and final exams will incorporate both short answer and multiple choice questions. You will be unable to make-up the exams, unless the absence is excused. You will be responsible for the material in which I deliver, for material in which your classmates deliver, and for material in which a guest lecturer delivers, including any assigned readings. Each exam will have 20 questions; each question is worth five points each, to total 20 points (or a full 20%) toward your final grade in class.

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

### Paper:

You will produce a well-written, six-page research paper (double-spaced), which will be due at the end of the semester. It must adhere to APA style. Your paper will be graded according to a rubric (to be provided and discussed at length during week four of this class), and you will be required to incorporate material from various news sources and academic periodicals. Your paper will address the issue of violence, and you will be expected to relate your paper to violence portrayed in international news coverage (current or historic). Your paper is worth a total of 15 points (or a full 15%) toward your final grade in class.

### Presentation:

During the semester, you will be assigned a group in which you will work alongside to produce two class presentations that educates your classmates 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. Your group presentations are worth a total of 5 points each (or a full 10%) toward your final grade in class.

### Evaluation:

Quizzes	(15)	15%
Blogs	(15)	20%
Exam#1	(1)	20%
Exam#2	(1)	20%
Paper	(1)	15%
Presentation	(2)	10%

### 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

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**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 6, 2014*

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

*Wednesday, January 8, 2014*

- Introduction to Wordpress.com blog setup
- Discussion of sources for international news
- Review of concepts related to world communication systems

*Friday, January 10, 2014*

- WordPress.com blog entries discussed
- Group presentations discussed and groups assigned
- Expectation for readings discussed and reviewed
- Reading for next class: McPhail p. 1-16
- Set up WordPress.com blog and post About (you or this class) section

*Note: There will be an unannounced quiz given this week.*

**Schedule: *Week Two***

*Monday, January 13, 2014*

- Introduction to globalization and to Electronic Colonization Theory
- Reading for next class: McPhail p. 17-38

*Wednesday, January 15, 2014*

- Introduction to World System Theory
- Reading for next class: McPhail p. 39-48

*Friday, January 17, 2014*

- Introduction to development communication
- Blog One: Entertainment, due on Sunday at 11:59 p.m.
- Reading for next class: McPhail p. 49-56

*Note: There will be an unannounced quiz given this week.*

**Schedule: *Week Three***

*Monday, January 20, 2014*

No Class: MLK Day!

*Wednesday, January 22, 2014*

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

*Friday, January 24, 2014*

- Introduction to the role of international organizations
- Blog Two: Sports, due on Sunday at 11:59 p.m.

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-Reading for next class: McPhail p. 84-102

*Note: There will be an unannounced quiz given this week.*

**Schedule: Week Four**

*Monday, January 27, 2014*

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

*Wednesday, January 29, 2014*

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

*Friday, January 31, 2014*

-Introduction to global technologies and organizations  
-Blog Three: Politics, due on Sunday at 11:59 p.m.  
-Reading for next class: McPhail p. 133-164

*Note: There will be an unannounced quiz given this week.*

**Schedule: Week Five**

*Monday, February 3, 2014*

-Introduction to the impact of the internet  
-Reading for next class: McPhail p. 223-242

*Wednesday, February 5, 2014*

-Introduction to global issues, music, and TV  
-Reading for next class: McPhail p. 243-273

*Friday, February 7, 2014*

-Introduction to CNN  
-Blog Four: Environment, due on Sunday at 11:59 p.m.  
-Reading for next class: McPhail p. 274-288

*Note: There will be an unannounced quiz given this week.*

**Schedule: Week Six**

*Monday, February 10, 2014*

-Introduction to roles of global news agencies  
-Reading for next class: McPhail p. 290-304

*Wednesday, February 12, 2014*

-Introduction to Arab media  
-Reading for next class: McPhail p. 305-334

*Friday, February 14, 2014*

-Introduction to media globalization in Asia  
-Blog Five: War, due on Sunday at 11:59 p.m.  
-Reading for next class: McPhail p. 335-348

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*Note: There will be an unannounced quiz given this week.*

**Schedule: *Week Seven***

*Monday, February 17, 2014*

-Introduction to the roles of advertising and marketing

*Wednesday, February 19, 2014*

-Exam 1, review (bring texts, syllabus, and class notes)

*Friday, February 21, 2014*

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

-Blog Six: Advertising, due on Sunday at 11:59 p.m.

*Note: There will be an unannounced quiz given this week.*

**Schedule: *Week Eight***

*Monday, February 24, 2014*

-Prepare for class presentations in class

*Wednesday, February 26, 2014*

-Groups 1, 2, 3, 4 present

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

*Friday, February 28, 2014*

-Groups 5, 6, 7, 8 present

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

-Blog Seven: Game shows, due on Sunday at 11:59 p.m.

*Note: There will be an unannounced quiz given this week.*

**Schedule: *Week Nine***

*Monday, March 3, 2014*

No Class: Spring Break!

*Wednesday, March 5, 2014*

No Class: Spring Break!

*Friday, March 7, 2014*

No Class: Spring Break!

-Blog Eight: Social Change, due on Sunday at 11:59 p.m.

**Schedule: *Week Ten***

*Monday, March 10, 2014*

-Introduction to the world news prism

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

*Wednesday, March 12, 2014*

-Introduction to the changing ideologies of press control

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

*Friday, March 14, 2014*

- Introduction to the international news system
- Blog Nine: Middle East, due on Sunday at 11:59 p.m.
- Reading for next class: Hachten p. 47-62

*Note: There will be an unannounced quiz given this week.*

### **Schedule: Week Eleven**

*Monday, March 17, 2014*

- Introduction to the international information and new media
- Reading for next class: Hachten p. 63-76

*Wednesday, March 19, 2014*

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

*Friday, March 21, 2014*

- In-class group research on great news events and news coverage
- Blog Ten: Social Media, due on Sunday at 11:59 p.m.

*Note: There will be an unannounced quiz given this week.*

### **Schedule: Week Twelve**

*Monday, March 24, 2014*

- 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 26, 2014*

- 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 28, 2014*

- No Class
- Global news interview assignment.
- Blog Eleven: Global news interview post, due on Sunday at 11:59 p.m.

*Note: There will be an unannounced quiz given this week.*

### **Schedule: Week Thirteen**

*Monday, March 31, 2014*

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

*Wednesday, April 2, 2014*

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

*Friday, April 4, 2014*

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*-QUIZ*

- Introduction to journalists and foreign news
- Blog Twelve: Middle East, due on Sunday at 11:59 p.m.
- Reading for next class: Hachten p. 143-162

*Note: There will be an unannounced quiz given this week.*

**Schedule: Week Fourteen**

*Monday, April 7, 2014*

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

*Wednesday, April 9, 2014*

- Visual media on war reporting/propaganda/public diplomacy

*Friday, April 11, 2014*

- Visual media on war reporting/propaganda/public diplomacy
- Blog Thirteen: Public Diplomacy, due on Sunday at 11:59 p.m.
- Reading for next class: Hachten p. 179-194

*Note: There will be an unannounced quiz given this week.*

**Schedule: Week Fifteen**

*Monday, April 14, 2014*

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

*Wednesday, April 16, 2014*

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

*Friday, April 18, 2014*

- In-class work on final papers
- Blog Fourteen: Human Trafficking, due on Sunday at 11:59 p.m.
- No readings, but please continue working on your final papers.

*Note: There will be an unannounced quiz given this week.*

**Schedule: Week Sixteen**

*Monday, April 21, 2014*

- In-class work on final papers
- Blog Fifteen: Economics, due on Sunday at 11:59 p.m.
- No readings, but please continue working on your final papers.

*Wednesday, April 23, 2014*

- Final papers due at the beginning of class.**
- Exam 2 review (bring texts, syllabus, and class notes)
- End of class party, during classtime

*Note: There will be an unannounced quiz given this week.*

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

### **Important Resources:**

#### **Absence Policy:**

Course attendance is mandatory and attendance will be taken. 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.

#### **Class attendance, make-up exams, and other class assignments:**

Requirements for class attendance and make-up exams, 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>.

#### **Academic Integrity:**

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. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

#### **Students with Disabilities:**

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc/](http://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

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procedure as early as possible in the semester. Please feel free to approach me should you have any special needs.

**Counseling and Wellness:**

The center provides scheduled drop-in and appointments with counselors to discuss a range of personal issues (352-392-1575, <http://www.counseling.ufl.edu/cwc/Default.aspx>, Department: 392-1111 or 9-1-1 for emergencies).

**Class Demeanor:**

I expect you to be on time to class, to please turn off and to put away your cell phones, and to only use your laptop or tablet when I give directions to do so. Guests may come to class, only after I give you permission to bring them. While food is not permitted, drinks may be brought to class in a closed container. Three tardies is equal to an absence, unless you have given notice to me beforehand.

**UF grading policies:**

For assigning for assigning grade points, this link will take you to the UF grading policies web page: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>.

**Online course evaluation process:**

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/>.

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