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**Text:** Kamalipour, Yahya R. *Global Communication*, 2<sup>nd</sup> Ed. Belmont CA: Thomson Wadsworth, 2007.

**Catalog Description:** This course studies world media systems in comparison to the United States. Emphasis will be placed on the means by which history, politics, government, culture and other social components affect the mass media of countries and international media development and relations.

**Prerequisite:** Junior standing

Global Media Communication will focus on expanding your knowledge about differences between media use and systems in the U.S. and media use and systems in other countries and of the factors that affect communication in various countries. Your text presents a series of readings that address one media-related topic per chapter and presents the topic in an international setting.

As a result of completing this course, you should be able to:

1. explain the economics of global media competition
2. explain the politics of global media communication
3. understand the global issues that affect communication law
4. identify the different global news sources, their economic support and their content specialties
5. understand the role of the internet in global communication
6. explain the role of advertising and public relations in global communication
7. apply these concepts to a country in the global arena

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Your knowledge will be assessed through both testing and evaluation of an original group paper. Short quizzes will be given over the assigned readings - before discussion.

The major tests, a midterm and a final, will be primarily multiple choice, true-false or short answer, but will include at least one short essay. Essays will assess integration and application of knowledge rather than focusing exclusively on objective responses.

Your group paper will focus on one international country and may address issues presented both in class and in the readings, but it is expected to be original research. Group members will evaluate their partners.

**ATTENDANCE -- see Attendance Policy (below):** You are expected to be present, to have completed the readings and to contribute during class discussion. You are responsible for any and all assignments made in class. Missing an announcement is not considered an excuse to make up an assignment.

**IMPORTANT:** No make-up tests or assignments will be permitted except for **unforeseen, documented** excuses approved by the instructor. A doctor's appointment at class time is not an acceptable excuse if your absence is not required for the entire day.

Students who anticipate extensive absences because of university-sanctioned activities will be assisted in making up work but might wish to consider taking the course at a less congested time in their programs.

1. **Make-up quizzes:** You can expect a quiz to cover the readings assigned. Because quizzes are over material that has not been discussed in class, **no make-up quizzes are given.** For a university-sanctioned absence, you may take a quiz early.

2. **Late assignments** lose 10 percent per day.

3. **Beepers and cell phones**, including the **text function**, must be turned off during class.

4. You may not read other material/newspapers/magazines and/or work on material for other classes during this class.

Grades will be based on the percentage of 900 points (90%+, or 810+ points, = an "A"; 80% to 89.99%, or 720-809 points, = a "B"; etc). Points will be assigned as follows:

Midterm	200 points
Final	200 points
Paper: Written	200 points
Oral Presentation	100 points
Daily Grades/Quizzes*	100 points
Class participation**	100 points

The midterm and the final will cover class presentations and materials assigned in the readings. As noted, at least one short essay will be included.

Additional points may be assigned during the term and will be added to the existing total, grades will be assigned on the base of 900 points.

\*11 quizzes are assigned (12 points each); the highest 9 grades will be counted.

\*\*class participation is based primarily on attendance - see Attendance Policy, below.

If additional points are assigned during the term, they will be added to the existing total; your grade will still be based on the percentage of 900 points.

**Academic Dishonesty:** Cheating in any form is academic dishonesty that can result in an “F” for the assignment and possibly the course, and the university’s policy is clear. However, two particular forms of academic dishonesty need to be identified here.

Plagiarism: Plagiarized papers will not be accepted. Plagiarism occurs when one person claims credit for another person’s work. It is a form of intellectual dishonesty that is treated with great severity by professionals and by the university. Students are encouraged to review the university's policy on plagiarism. **NOTE:** the university subscribes to TURNITIN and I use this program.

You should be certain you understand the meaning of plagiarism: a paper using quotes without quotation marks and attribution is plagiarized. But plagiarism is more than unrecognized quotes. Conclusions that are not yours, information that is not common knowledge, and specific facts must be attributed: tell who said it and cite or footnote it, even if this information is not a direct quote.

Although quoted material is not plagiarized, a paper made up of a series of quotations is not a paper written by you. You should use quotes sparingly and for specific reasons, such as providing evidence to support a point. Not understanding the material is not an acceptable reason for using a quotation.

**IMPORTANT:** You must also learn how to cite an author or work used/quoted by a second author.

Double Dipping: Double dipping is a form of academic dishonesty that is a misuse of your OWN work and occurs when one paper or assignment is presented to fulfill requirements for another course. This does NOT mean you cannot do additional work on a topic that interests you, but you must be certain you are developing new and original material for each class assignment. Check with your instructor to be certain [fyi, TURNITIN keeps a record of the papers it analyzes].

**IMPORTANT INFORMATION:** Students are allowed no more than five Q-drops during their academic career at Sam Houston State University. Classes that are dropped prior to the Q-drop date will not count toward the limit. Students who have used their limit of five Q-drops will need to petition their respective dean to drop a class. If the dean refuses to grant permission to drop the class, the student will be required to remain in the class.

The Q-drop limit took effect with the start of the fall 2004 semester. Any drops accumulated prior to the fall 2004 semester will not be included in the five Q-drop limit. Neither will Q-drops from other universities.

NOTE: A Q-drop is a drop made after the last day for tuition refunds (12th class day for fall/spring; 4th class day for summer) but before the date for which a drop would result in a grade of 'F' - as published in the Academic Calendar.

### READING ASSIGNMENTS

The reading assignments are scheduled for the DATE specified. These dates are the earliest you can expect to be responsible for the material. Changes may be made in the reading schedule if specific needs arise. **You will need a scantron form for each quiz.**

As much as possible, each week will focus on one type of topic. This is a summer term and the course will move fast -- you need to read and be ready for class. You are expected to purchase the assigned textbook and bring it to class.

#### **WEEK #1: This week's readings and discussion will present an overview of the global communication issues in general.**

June 3 - Introduction: Syllabus and overview of Chs. 1: *Historical Paths of Global Communication* and 2: *Global Communication Theories*

Chapter 1 explains the changes communication advancements have had on the ability of organized groups to communicate across wider and wider areas. Chapter 2 presents four early (1956) "normative" theories of press functions with emphasis on the purpose of and restrictions on the press. Newer types of media environments resulted in two additional theories and suggestions for other ways of classifying media systems.

June 4 - Ch. 3. *Global Economy and International Telecommunications Networks*. Quiz 1 over Ch. 3.

This chapter presents an historical perspective on development of the world's empires as they relate to communication patterns and control and discusses predictions for technology's effect on global communication networks.

June 5 - Ch. 6. *Global News and Information Flow in the Internet Age*. Quiz 2.

This chapter introduces you to the international news agencies, presents a brief history of the major organizations and an analysis of current news flow, and presents the author's predictions on news censorship.

June 6 - Complete discussion of Chs. 3 & 6. Project discussed and groups are formed.

Group assignments will be made today and a handout explaining the project will be provided. Your readings will help you understand the requirements of the project.

**WEEK #2: This week's readings will focus on applied global communication.**

June 9 - Ch. 7. *International Broadcasting*. Quiz 3.

This chapter presents a brief history of international broadcasting and identifies and discusses both the major players in the field and the controversy over direct broadcast satellite (DBS).

June 10 - Ch. 8. *The Global Implications of the Internet: Challenges and Prospects*. Quiz 4.

This chapter describes the use of the internet in the international community, systems and structure of networks that develop, and the internet and national identity.

June 11 - Ch. 5. *Global Communication Law*. Quiz 5.

This chapter introduces the organizations responsible for international law decisions and presents the major issues - such as privacy, obscenity, prior restraint, and intellectual ownership - as perceived and/or practiced by members of the international community.

June 12 - Paper proposal due. Finish Chapters 7, 8, & 5. Library visit if needed.

June 13 - Midterm - you will need a scantron

**WEEK #3: This week's readings focus on uses of - and some restrictions on - global communication.**

June 16 - Ch. 10. *The Politics of Global Communication*. Quiz 6.

This chapter discusses the "players," the "rules" and the "practices" that underlie the political issues and uses of global communication. A brief history is provided.

June 17 - Ch. 12. *Global Advertising and Public Relations* **PLUS** pp. 181-183 and 195-198 from Ch. 9: *Milestones in Communication and National Development*. Quiz 7.

This chapter discusses the application of public relations/advertising concepts to the global environment and how techniques can be used to better international relations.

June 18 - Ch. 11. *Global Communication and Propaganda*. Quiz 8.

This chapter presents a brief history of media use as a propaganda tool (to manipulate public opinion), propaganda techniques, current attempts at propaganda, the use of terrorism as propaganda, and the response of nonterrorist organizations.

June 19 - Complete discussion of Chapters 10, 11 & 12. Discussion of papers if needed.

June 20 - Work day for papers. Attendance will be taken.

**WEEK #4. This week's readings are more general and discuss factors besides content that affect global communication, specifically in the 21<sup>st</sup> century -- your future work environment.**

June 23 - Ch. 4. *The Transnational Media Corporation and the Economics of Global Communication.* Quiz 9.

This chapter presents the international ownership of the large Media Corporations and both the problems and the benefits of conducting "transnational" business in the media field.

June 24 - Ch. 13. *Communication and Culture.* Quiz 10.

This chapter discusses the role of the media in transmitting culture and the tactics taken by non-U.S. cultures to preserve their own cultural environment.

June 25 - Ch. 14. *Patterns in Global Communication: Prospects and Concerns.* Quiz 11.

This chapter presents the current status of global communication, emphasizing satellite-based media, and addresses the current status of privacy and control of information.

June 26 - Complete discussion of Chapters 4, 13 & 14. Discussion of papers if needed.

June 27 - **Written paper due at class time.** Continue June 26. Discussion of Final Exam.

**WEEK #5**

June 30 - Paper presentations

July 1 - Final Examination - You will need a scantron.

**ATTENDANCE POLICY: Dr. Bridges**

You are expected to attend class, to have completed the readings, and to participate in class discussions. 100 points are built into the course for class attendance or

“participation.” Each student is permitted two (2) unexcused absences -- the equivalent of one week of class in the regular term. Each additional, unexcused absence will result in ten (10) points deducted from the 100-point participation grade. Students who come to class after the roll has been taken will be counted absent. If you choose to leave class after the roll has been taken or after a quiz, a second roll will be taken before the class ends. You must be on both rolls to be counted present.

Unless you added the class late, your attendance is counted from the first day of class. Therefore, if you were on the original class roll and you were not in class on June 3, you have used one of your “free” absences.

### **UNIVERSITY POLICIES REGARDING ACADEMIC CLASSES**

The university has policies that apply to all students within the classroom. A brief summary of each of these policies is below. Detailed information may be found at <http://www.shsu.edu/syllabus/>

1. Academic Dishonesty: Students are expected to maintain honesty and integrity in the academic experiences, both in and out of the classroom. [Also see my statement on academic dishonesty in this syllabus.] The University subscribes to – and I use -- **Turnitin**, the worldwide standard in online plagiarism prevention.
2. Students with Disabilities: It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further they shall not be denied the benefits of these programs, nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should visit with the Office of Services for Students with Disabilities located in the Counseling Center.
3. Observance of Religious Holy Days: Students are allowed to miss class and other required activities including examinations, for the observance of a religious holy day, including travel for that purpose. Students remain responsible for all work.
4. Visitors in the Classroom: Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class must apply to do so through the Registrar’s Office.
5. Classroom Decorum [Classroom Rules of Conduct]: Students are expected to assist in maintaining a classroom environment that is conducive to learning. Students are to treat faculty and students with respect. Students are to turn off all cell phones while in the classroom. Under no circumstances are cell phones or any electronic devices to be used or seen during times of examination. Students may tape record lectures provided they do not disturb other students in the process.