

Sam Houston State University
Department of Mass Communication

Syllabus for **MCM493: Global Media Communication and Multiculturalism** (Credit 3)
Spring 2008

Instructor: Q. Rene Chen, Ph.D.

Class Time: 1230-0150 TUTH

Office: Room 124

Dan Rather Communications Bldg.

Classroom: CB312

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Office hours: 10-11:30 am M,W&F

Required Textbook

Kamalipour, Yahya R. (2002) *Global Communication*. Belmont:Wadsworth/Thomson Learning.

Course 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.

Course Objectives

- To understand the purposes and processes of global media and global communication from different perspective that include history, economics, technology, culture, politics, laws, and social influences
- To learn how to analyze communication problems and find solutions
- To become familiar with different international mass media concepts and principles
- To acquire a better understanding of the larger trend toward globalization

Required Work:

As media and communication become more globalized, it has become necessary for journalists and communicators to be aware of the differences and similarities in communication processes. The differences are in the media systems, the audiences and the market, which may result from the unique history, economy, political system and culture of different regions, countries and ethnic groups. The key to successful communication is to understand these differences and find ways to overcome these differences.

I expect the students to be actively involved in the learning by encouraging participation in class discussions, blackboard discussions, working on your research project and paper. It is therefore very important that you read the required readings before the class and be prepared to contribute to the class discussions.

For this semester, students need to complete the following assignments:

1. **Global media use:** Students will need to pick one country that is not your native country and study about its media system in its social, economic, political and cultural context. Everyone chooses one country and uses the Internet to follow their news media. You could choose to follow one news media outlet's coverage, or choose to explore different news media outlets from that country. A report of what you read from the news media outlet should be submitted to the Blackboard's discussion board. The deadline for the submission is midnight Friday. Submissions posted after the deadline count as the assignments for the following week. Every student should submit 10 reports for this semester. Each of which should be at least 250 words. Here is one of the website that may be helpful for you to find different online media in English from different countries in the world.
<http://www.mondotimes.com/2/topics/5/news/1>
2. **Media system study:** The students will team up in groups of two to research for a country's media system in its cultural context and give a 5-6 minutes presentation of your findings to the class.
3. **International media corporation and organization study:** in the first half of the semester, students will be asked to write a profile of a media organization either from the country of your

choice, a transnational media corporation, or an international advertising/public relation company. It should be about 3-4 pages long.

4. **Critique:** You will not have a final exam, but have to write a term paper that is a critique about one issue you find interesting and worth further research during the semester. The critique should be 7-8 pages long.
5. **Required readings, class discussions, in-class activities or quizzes:** Students are encouraged to participate actively in class discussions and activities. It is necessary that you read the assigned readings before hand. Some quizzes may be given without prior notice.

Attendance and classroom behavior requirements

Your punctual attendance of the lectures and the labs are essential to your success in this class. Attendance sign-up sheets will be passed around every class. Up to 3 absences are allowed without penalty, according to school policy. After three absences, you lose two points for your total attendance/participation scores. Two lates or two early withdrawals are considered one absence. For excused absences, you will need to submit a written explanation of the reasons for your absences.

All cell phones and beepers should be turned off during the class. Talking in private is not allowed. One such disruptive classroom behavior will end in two points deduction from your attendance and participation scores.

Grading Plan

Reports: 10x10 = 100

Presentation: 50

Essay: 60

Term paper: 120

Participation: 20

Total: 350

A: 315-350

B: 280-314

C: 245-279

D: 210-244

F: 243 and lower

Course schedule by week (topics may be subject to change)

Weeks	Topics	Readings
1 st :	Syllabus and Introduction	Introduction
2 nd :	History	Chapter 1
3 rd :	Theory	Chapter 2
4 th :	Essay writing	
5 th :	Global network	Chapter 3
6 th :	Economic of global competition (Essay on media company and organization due)	Chapter 4
7 th :	Global communication law	Chapter 5
8 th :	Global news and information flow	Chapter 6
9 th :	International broadcasting	Chapter 7
11 th :	Communication and development	Chapter 8
12 rd :	Politics of global communication	Chapter 9
13 th :	Global advertising and PR (Bibliography for final paper due)	Chapter 10
14 th :	Communication and culture	Chapter 11
15 th :	Global citizenship	Chapter 12
16 th :	Prospect of global communication (The final paper due on Dec. 6 th)	Chapter 13

Q Drops

A Q drip is a drip made after the last date for tuition refunds, which is the 12th class day for fall/spring semesters (Sept. 9th for this semester), and the 4th class day for summer semesters, but before the date for which a drop would result in the grade of F as published in the Academic Calendar

Students will be 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 towards the limit. Students who have used their limit of five Q-drops will need to petition their respective dean to drop a class. If he dean refuses to grant permission to drop a class, a student will be required to remain in the class.

This limit will take 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, nor will Q-drops from other universities.

Instructor Evaluations

Students will be asked to complete a course/instructor evaluation form toward the end of the semester. A new faculty evaluation system for SHSU, the IDEA that is somewhat different than the previously used FES forms, will be used starting this semester.

Academic Dishonesty

All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The university and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials.

Americans With Disabilities Act

Students with disabilities covered by the Americans with Disabilities Act should go to the counseling Center and Services for Students with Disabilities (SSD) in a timely manner to obtain the documentation required. Students are responsible for initiating the process of documenting the need for an accommodation under the ADA act.

Religious Observance

University policy allows for student to observe religious holy days without penalty. If you intend to miss class as a result of the observance of a religious holy day or as a result of the necessary traveling time required for religious observance, such as absence will not be penalized so long as you have notified the instructor in writing of the dates and times of class sessions that are missed. The deadline for notification is the 12th class day published in the Academic Calendar. Students absent from class as a result of religious observance are required to submit any due assignments immediately on their return to the classroom. Makeup tests and quizzes will also be provided on return to the class.

Visitors in the Classroom

Unannounced visitors to class must present a current, official SHSU identification card to be permitted in the classroom. They must not present a disruption to the class by their attendance. If the visitor is not a registered student, it is at the instructor's discretion whether or not the visitor will be allowed to remain in the classroom.

The above syllabus is subject to changes. However, you will be notified of such changes beforehand.