

COURSE SYLLABUS

Comm 367 "Topics in Global Media: International Media"
Fall Semester 2017

Professor Mark Tolstedt	CAC 228	346-3920
Office Hours	M, T, TH	10:00-11:00AM

Course Description:

"International communication is part and parcel of our everyday lives, often functioning in the background of our experience, unacknowledged and largely unknown. Yet it touches us profoundly, affecting the supply of goods in our stores, the nature of our political and cultural life, and the dimensions of our religion." Robert Fortner, International Communication.

This course serves to introduce students to the world of international media communication. To do so, we must simultaneously study technology, politics, economics, and culture in the international context. Often, the lines between such categories are blurred; at other times they are finite and distinct.

If we compare the study of international media communication to the study of a game (whether it is football or chess), we find some common elements across the categories mentioned above. The players of the game, the rules (and formation of the rules), the process involved in playing the game, and issues or problems that arise as a result of the game having been played. Therefore, in order to understand international communication, we must explore some of the players, some of the rules and processes involved, and some of the issues and problems in the arena international communications.

Course Objectives:

By the end of this semester, students should:

- understand, identify, and contextualize social, political, cultural, technological, historical, and economic factors that shape the differing national media systems around the world.
- demonstrate an understanding of the structure of ownership, programming and control of international media and their relationship to other national and international industries.
- identify and analyze issues/problems with the international information flow, ranging from economic and political to cultural consequences and engagements.

Textbooks:

There are no required textbooks for this class. Readings will be/have been posted to D2L and are assigned in class.

Grading:

The final grade for this course is based on student performance in three areas: examinations, participation presentations, and written papers. There are two exams in this course. Each exam covers one-half of the course and is worth 50 points, roughly 25% of the final course grade. The exams will be comprised of essay and objective-type questions.

A comparative broadcast system “**county profile**” paper of between five and 10 pages, and its presentation to the class constitutes 25% of the course grade. During the second week of class, students will choose a country to profile and report to the class. The report must examine the programming, ownership, and control of the national system (broadcasting and/or multi-channel service providers, or the print industry) in that country. A discussion of the country’s approach to “freedom of the press” is also expected. Students will make a 20-minute presentation of their findings to the class. Papers must be typewritten and adhere to the APA Style Manual. Internet citations/sources are allowed, but they must comprise no more than 50% of all sources cited and must be properly cited. Students have an opportunity to revise the written essay.

An “**issues/problems**” paper of between 6 and 11 pages and its presentation to the class constitutes the remaining 25% of the course grade. During the fourth week of the semester, students will choose from a list of topics distributed in class. Papers must be typewritten and adhere to the APA style manual. Internet citations/sources are allowed, but they must comprise no more than 25% of all sources cited and must be properly cited.

Grading Scale and Point Totals:

Exam 1:	50
Exam 2:	50
Country Profile Paper:	40
Issues Paper:	40
Participation:	20
 Total Points:	 200

95%+	=	A	190-200
94%	=	A-	188-189
93%	=	B+	186-187
87%-92%	=	B	174-185
86%	=	B-	172-173
85%	=	C+	170-171
77%-84%	=	C	154-169

76%	=	C-	152-153
75%	=	D+	150-151
71%-74%	=	D	142-149
70%	=	D-	140-141
0%-69%	=	F	0-139

Other Relevant Information:

-*I will be using email* to contact you as needed. I will be posting updates and other information to the news item area of the D2L site for this class on a regular basis. I expect that you monitor this class on a regular, if not daily, basis.

-*Dates due are deadlines.* Period.

-*Attendance is required.* If you have an excused absence for reasons consistent with the UWSP policy on attendance, you will be given the opportunity to make up missed points (if applicable for that day) though an additional work to be determined. Failure to attend regularly will result in a loss of participation points.

-*Academic dishonesty:* Using material from another source (book, journal, internet site, a faculty member, another student, etc.) without proper acknowledgment is not acceptable. Period. The University has policies that govern academic dishonesty. You should be familiar with them. You will find a statement of my views on plagiarism appended to this course syllabus. If you violate these policies on any of your course work, you will receive a grade of **Fail** for that assignment/exam. You may also receive a grade of **Fail** for the class and be subject to University procedures on academic dishonesty.

-*Community Bill of Rights and Responsibilities.* UW-Stevens Point values a safe, honest, respectful, and inviting learning environment. In order to ensure that each student has the opportunity to success, we have developed a set of expectations for all students and instructors. This set of expectations is known as the *Rights and Responsibilities* document, and it is intended to help establish a positive living and learning environment at UWSP. Read more here: <http://www.uwsp.edu/stuaffairs/Pages/rightsandresponsibilities.aspx>

-*Academic integrity* is central to the mission of higher education in general and UWSP in particular. Academic dishonesty (cheating, plagiarism, etc.) is taken very seriously. Don't do it! The minimum penalty for a violation of academic integrity is a failure (zero) for the assignment. For more information, see the UWSP "Student Academic Standards and Disciplinary Procedures" section of the *Rights and Responsibilities* document, Chapter 14, which can be accessed here: <http://www.uwsp.edu/stuaffairs/Documents/RightsRespons/SRR-2010/rightsChap14.pdf>

-*Assistive Accommodations.* The Americans with Disabilities Act (ADA) is a federal law requiring educational institutions to provide reasonable accommodations for students with disabilities. For more information about

UWSP's policies, check here:

<http://www.uwsp.edu/stuaffairs/Documents/RightsRespons/ADA/rightsADAPolicyInfo.pdf>. If you have a disability and require classroom and/or exam accommodations, please register with the Disability and Assistive Technology Center and then contact me at the beginning of the course. I am happy to help in any way that I can. For more information, please visit the Disability and Assistive Technology Center, located on the 6th floor of the Learning Resource Center (the Library). You can also find more information here: <http://www4.uwsp.edu/special/disability/>

-FERPA Disclaimer. If this course requires posting of work online, it is viewable only by your classmates. None of the work submitted online will be shared publicly. Your academic records (grades, student IDs, personal identification information) will not be shared by the instructor of this course. Confidentiality of student work is imperative, so you should not share the work of your peers publicly without their permission. By participating in these assignments you are giving consent to sharing of your work with others in this class and you recognize there is a small risk of your work being shared online beyond the purposes of this course. If you elect to not participate in these online assignments due to confidentiality concerns, then an alternate assignment will be offered to you.

-Netiquette. Netiquette is a set of rules for behaving properly online. Your instructor and fellow students wish to foster a safe online learning environment. All opinions and experiences, no matter how different or controversial they may be perceived, must be respected in the tolerant spirit of academic discourse. You are encouraged to comment, question, or critique an idea but you are not to attack an individual. Working as a community of learners, we can build a polite and respectful course community.

--The following netiquette tips will enhance the learning experience for everyone in the course:

- Do not dominate any discussion.
- Give other students the opportunity to join in the discussion.
- Do not use offensive language. Present ideas appropriately.
- Be cautious in using Internet language. For example, do not capitalize all letters since this suggests shouting.
- Popular emoticons such as ☺ or / can be helpful to convey your tone but do not overdo or overuse them.
- Avoid using vernacular and/or slang language. This could possibly lead to misinterpretation.
- Never make fun of someone's ability to read or write.
- Share tips with other students.
- Keep an "open-mind" and be willing to express even your minority opinion. Minority opinions have to be respected.
- Think and edit before you push the "Send" button.
- Do not hesitate to ask for feedback.
- Using humor is acceptable.

Course Schedule:

Week 1: Tuesday, September 5 th : Thursday, September 7 th :	Course Introduction Content set-up: Units 1, 2, + 3
Week 2: Tuesday, September 12 th : Thursday, September 15 th :	About International Media: Lecture About International Media: Lecture
Week 3: Tuesday, September 19 th : Thursday, September 21 st :	About International Media: Lecture About International Media: Lecture
Week 4: Tuesday, September 26 th : Thursday, September 28 th :	About International Media: Lecture About International Media: Lecture
Week 5: Tuesday, October 3 rd : Thursday, October 5 th :	Country Profile: Student Presentations Country Profile: Student Presentations
Week 6: Tuesday, October 10 ^h : Thursday, October 12 th :	Country Profile: Student Presentations Country Profile: Student Presentations
Week 7: Tuesday, October 17 th : Thursday, October 19 th :	Country Profile: Student Presentations Country Profile: Student Presentations
Week 8: Tuesday, October 24 th : Thursday, October 26 th :	Country Profile: Student Presentations NO CLASS Country Profile Essay due in DropBox
Week 9: Tuesday, October 31 st : Thursday, November 2 nd :	Mid-Term Examination International Media Flow Lecture
Week 10: Tuesday, November 7 th : Thursday, November 9 th :	International Media Flow Lecture International Media Flow Lecture
Week 11: Tuesday, November 14 th : Thursday, November 16 th :	Issues/Problems: Student Presentations Issues/Problems: Student Presentations
Week 12: Tuesday, November 21 st : Thursday, November 23 rd : Friday, November 24 th :	CLASS DOES NOT MEET THANKSGIVING THANKSGIVING

Week 13:
Tuesday, November 28th: Issues/Problems: Student Presentations
Thursday, November 30th: Issues/Problems: Student Presentations

Week 14:
Tuesday, December 5th: Issues/Problems: Student Presentations
Thursday, December 7th: Issues/Problems: Student Presentations

Week 15:
Tuesday, December 12th: Issues/Problems: Student Presentations
Thursday, December 14th: Issues/Problems Essay Due in DropBox
Exam Review

Final Exam: Thursday, December 21st 10:15AM

Plagiarism

A major problem facing both professors and students is the practice of plagiarism, which is defined as “the deliberate or accidental use of ideas, research, or words of another person without fully attributing them to their original sources.” As a student in this course, it is your responsibility to know what constitutes plagiarism. A student who plagiarizes work in my class will receive a failing grade for that assignment, possibly for the course and may be subject to additional academic misconduct sanctions.

The following paragraph offers advice on paraphrasing, a major aspect of plagiarism: Clearly attribute ideas that you have paraphrased to their authors, both directly in your text and by providing reference citations. Do not try to paraphrase by changing just a few of the author’s words (that’s plagiarizing): paraphrasing involves substantial change in the order of words and ideas, usually to condense them. Paraphrasing, in other words, involves putting someone else’s thoughts into your own words, not just rearranging the words and ideas or combining, but shortening, someone else’s sentences. To avoid unintentionally writing a plagiaristic paraphrase, carefully mark the notes that you take on your references where you use exact, or nearly exact, words of the source.

The following guidelines are offered as additional hints on what plagiarism is:

- Every paper or report submitted for credit is accepted as the student’s own work. It may not, therefore, have been composed, wholly or partially, by another person.
- The wording of a student’s paper is taken as his or her own. Thus he or she may not submit work that has been copied, wholly or partially, from a book, article, essay, newspaper or another student’s paper or notebook, or any other written or printed source (including speeches, WWW sites, news reports, etc.). Direct quotes or ideas from outside sources may be used, but they must be properly cited. Thus, do not simply change a few words within a sentence from a source, put it in your paper, and drop a footnote by it without using quotation marks. Doing so represents the sentence as your own, when it is not, and this is plagiarism!
- As a student, you may incorporate in your paper ideas that have arisen from discussion or lectures when you incorporated these ideas into your own thinking. However, be careful to either cite properly the source of the ideas or cite other sources that reinforce the ideas you are using.
- You may, as a part of the good writing process, give your work to someone else for suggestions. However, having someone else totally correct and revise your work constitutes that person’s work, not your own, and thus constitutes plagiarism.
- You may of course submit a paper to be typed by another person, provided that typist has not sought to change the wording, ideas, organization, or any

significant aspect of the paper in any way. If you submit such a paper, be sure to proofread carefully.

--No paper may be submitted for credit that has been or is being used to fulfill the requirements of another course, in whatever department, unless permission to coordinate work has been granted by both professors.

--Students in my courses are expected to utilize the APA stylebook, which provides guidelines for proper citation.