MMC 4300 - Global Communication
COURSE SYLLABUS
Spring 2013

Meeting times and location: Fully online course  Course Credit Hours: 3

Instructor name, contact information and office hours:
Jessica Guthrie
E-mail: jguthrie@uwf.edu
Virtual office hours upon request. I can live chat through eLearning, Skype or email in “real time” with you.

Prerequisites or Co-Requisites: None, but senior standing is required.

Course Description: Study of comparative mass media systems (telecommunication, film and print media) and related problems and issues of culture, national development, foreign policy, national sovereignty, regulation and policy, information flow, propaganda, human rights and global trends in telecommunication. Meets Multicultural requirement.


Goals: The goals of the Global Communication class are:

➢ To learn how media operate in different political and cultural climates
➢ To gain a greater understanding of how the ever expanding world of electronic communication impacts the planet, and
➢ To understand how this instant communication affects our understanding of the world.

About this Course:
During the last three decades, the world has become a much smaller place. The capability to communicate across regional boundaries with speed and ease has brought information and entertainment to people once isolated from each other. Things like YouTube and Twitter allow anyone in any place with Internet access to broadcast to the world. Cell phones, texts and Facebook cultivate friendships and social networks never before imagined. Satellites carry signals from the remotest of places to our living room televisions in seconds. Modern technology allows your instructor to teach this class from her home in Iwakuni, Japan. But not everyone has access to the same information in the same way. Political, social and cultural forces long rooted in history still have profound impact on global communications.

This course examines what all of this means to us and to other citizens of the world. The textbook remains our main guide in this study, but supplemental materials,
such as online videos, articles and podcasts, will help tell the stories beyond the facts the textbook provides. Students will review all of the information provided and engage in discussion forums on selected topics. They also will write four reaction papers and two research papers, introducing new ideas and opinions to compliment the material presented in this class. One research paper focuses on a media system unlike that in the United States. The second, more in-depth research paper tracks how international media covers a major news event or issue and compares it with how the American media cover it. That will entail reading newspapers or other media articles on a regular basis during the bulk of the term, applying analytical thinking to the differences in treatment the topic, and exploring how political and social forces affect how that treatment differs.

Each week is a separate session that usually contains a lecture, notes, assigned reading and/or viewing and additional information. All assignments must be completed within the corresponding week. Grades and feedback on dropboxed assignments will be given within 7 days of the deadline.

**Student Learning Outcomes:**

Upon their completion of this course, students will have had the opportunity to demonstrate their ability to describe:

a) Differences between various philosophies of the media in myriad political and cultural climates

b) How media operate in different parts of the world
c) Differences among political, cultural and social systems
d) How media in different systems treat a current issue that has worldwide implications
e) How information flows to and from the United States
f) The influence of film, television and music in planetary communications.

**Class Communication Protocol**

**Email:** Students are expected to check UWF email accounts at least every other day for class updates, as this is the primary and official means of communication outside the classroom setting. The class uses the UWF eLearning environment for depositing assignments and receiving graded assignments, grading, team discussion boards, and presentation of readings, audio lectures and other material. Students are to monitor that site regularly.

**Email vs. Discussion Posting:** There are two general ways to communicate: through e-mail and a discussion board (See below). On the discussion board, there is a general-issues topic to which you would address all questions related to class work. Only personal questions should be sent to me via e-mail, which I monitor diligently through the week.

You can normally expect a response to your e-mail and discussion board questions within 24 hours during the Monday-Friday workweek. Because I am not as diligent in checking e-mails on weekends, e-mails received then sometimes won’t receive attention until Monday, so please submit your questions by Friday morning whenever
possible. Also, please keep in mind that I reside in Iwakuni, Japan, which is 14 to 15 hours (depending on Daylight Savings time of year– Japan doesn’t use DST) ahead of the Central time UWF is on. For example, 11 a.m. Monday for UWF is 1 or 2 a.m. Tuesday for Japan. Because of this, you can expect to receive the bulk of my emails and replies in the late afternoons and evenings.

Questions that center on topics directly related to the class and are not of a personal nature should be posted in the discussion forum, which I will monitor. This benefits everyone in the class and allows other students to answer, which might be a quicker response. The types of questions best posted to the discussion forum are those on assignments, clarity of a point under discussion, and other class-related issues.

Only personal questions should be directed to me through e-mail.

Discussion board guidelines and requirements

Working in an online environment means our class discussions must occur within cyberspace, and that requires using the printed word. It is the only way the class can receive the thoughts and opinions of other students, which helps in more fully grasping the topic at hand.

For most class sessions, a topic will be posted, and students are responsible for providing thoughtful, meaningful and pertinent comments to further the discussion. Most of the postings will center on what you discovered in reading newspapers and viewing other media from other countries and comparing those to stories you read in U.S. media.

Students are required to make two postings for each topic in the discussion section. One is an original post by the student on the topic, which must be posted by 11:59 p.m. Wednesday of each session. The second is a response to a posting of another student, which must be posted no later than 11:59 p.m. Sunday.

The 400 points of your grade for discussion board participation will be based solely on how frequently you respond to these discussions and on the quality and substance of your responses. Because this is a communications class, a clear and succinct response is required, and spelling and grammar are essential components. It is advised that students respond early in order to benefit from the discussion.

While individual responses will not be graded per se, they will be monitored and recorded. During the term, we likely will have 12 to 14 discussion forums that will be used as a basis for the class participation grade. Please remember that these are professional discussions, and everyone should show the proper amount of respect. Personal attacks, insults and ridicule have no place in these forums.

In addition to the posted questions, the discussion section is an excellent way to engage in conversation with the rest of the class. Should you seek clarity on a specific point in the class or have a question regarding the subject matter or assignment, this is the
place to pose your question and begin a discussion. The more we can help each other through this forum, the more the entire class benefits.

To assist you, below are some guidelines that will be used to assess your participation. Basically, I will evaluate the sum of our responses. I fully understand that there are times when creativity and insight are not easily found because of illness, work, distractions in your personal life, or other factors. So it would be unfair to unduly penalize someone for a less-than-stellar response to one or two items. However, a response is required for each discussion forum posted. That is the base requirement. With that, here is the basis on which I will evaluate your class participation.

1) A successful post must contain more than your personal opinion. It must include information supporting your opinion. Using information from the textbook or other information is essential to demonstrate your grasp of the topic.
2) Length is not as important as the clarity, insight and relevance of your response to the topic discussed. We’re all busy folks, so let’s guard against unnecessary wordiness and keep postings to 100 words or less. However, simple responses such as “I agree” or merely repeating what another has posted are insufficient.
3) Grammar, punctuation and spelling are incredibly important, so a posting with numerous errors is insufficient.
4) A successful posting will be free of errors, foster further discussion on the topic and contain relevant, pertinent and detailed thoughts. It will contain a clear perspective and exhibit a clear understanding of the topic.

Quizzes:

Quizzes are open book and can be taken any time during the module. The quizzes will close on the due date as stated in the Course Schedule. Quizzes may be attempted once.

Special Technology Utilized by Students:

This course utilizes the eLearning system, to which grades and other important information will be housed. Some instructional content and interaction will take place online. In addition to baseline word processing skills and e-mail, students will be expected to search the Internet and upload/download files. In addition, students likely will need to use the following programs during the course of the term to view items on the Internet and other course material. Here is where you can find those programs:

- Respondus Lockdown Browser
  http://uwf.edu/itsdocsandtraining/elearning/respondus/index.cfm
- Windows Media Player:
  http://www.microsoft.com/windows/windowsmedia/download/
• Real Player: http://forms.real.com/netzip/getrde601.html?h=207.188.7.150&f=windows/RealOnePlayerV2GOLD.exe&p=RealOne+Player&oem=dl&tagtype=ie&type=dl
• Macromedia Flash Player: http://macromedia.com/shockwave/download/download.cgi?P1_Prod_Version=ShockwaveFlash

Grades
The course grade will be determined as follows:

- Quizzes..........................................................100 points
- Discussion Board Participation.........................400 points
- 700-word paper describing a specific type of media system outside the United States……200 points
- Four Reaction Papers........................................300 points
- Research paper of about 2,000 words tracking a major event or issue in international media.........400 points

Total points possible for this class: 1,400

Grading system:

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<tr>
<th>Grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>94 – 100</td>
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<tr>
<td>A-</td>
<td>90 – 93</td>
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<tr>
<td>B+</td>
<td>87 – 89</td>
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<tr>
<td>B</td>
<td>83 – 86</td>
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<td>B-</td>
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<td>D</td>
<td>63 – 66</td>
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<td>F</td>
<td>Below 62</td>
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Grade penalties:

Late papers: Papers received after the deadline will receive a zero unless special accommodations are made with the instructor before the deadline is reached. It is highly recommended that you do not procrastinate on assignments. Issues such as illness, injury or family emergencies cannot be anticipated. Deadlines for assignments due to illness or injury can be extended, but a doctor’s note stipulating your inability to work on your assignments that week is required. See the University’s policy “Attendance and excused absences from class assignments” below for additional details.

Plagiarism: Any student who submits a plagiarized assignment will receive a zero for that paper with no opportunity to regain those points. A second act of plagiarism will result in a grade of F for the course. (See plagiarism section below.)
Expectations for Academic Conduct/Plagiarism Policy:

As members of the University of West Florida, we commit ourselves to honesty. As we strive for excellence in performance, integrity - personal and institutional - is our most precious asset. Honesty in our academic work is vital, and we will not knowingly act in ways that erode that integrity.

Accordingly, we pledge not to cheat, nor to tolerate cheating, nor to plagiarize the work of others. We pledge to share community resources in ways that are responsible and that comply with established policies of fairness. Cooperation and competition are means to high achievement and are encouraged. Indeed, cooperation is expected unless our directive is to individual performance. We will compete constructively and professionally for the purpose of stimulating high performance standards. Finally, we accept adherence to this set of expectations for academic conduct as a condition of membership in the UWF academic community. The UWF policy on academic misconduct is provided at http://uwf.edu/academic/policies/misconduct/Academic_Misconduct_Policy_2009.pdf A full statement of the plagiarism policy is provided at http://uwf.edu/cas/docs/plagiarism.htm

The UWF Library also offers a tutorial, and I highly suggest you spend some time reading it and taking the exercises offered there. You can find the link at http://library.uwf.edu/Research/OnlineTutorials/Plagiarism/

In addition:

Penalties for academic misconduct are severe: Any student who is found in violation of any infraction will receive a zero for that assignment with no opportunity to regain those points. The instructor will contact the Dean of Students Office to determine if this is the first violation. If it is, the instructor will meet with the student and complete the necessary forms to be filed with the Dean of Students, department chair and dean of the College of Arts and Science. If it is a second violation at UWF, then it is referred to a committee for action. A second violation in this class will result in a grade of F for the course. There are no exceptions.

Student Code of Conduct:

The Student Code of Conduct sets forth the rules, regulations and expected behavior of students enrolled at the University of West Florida. Violations of any rules, regulations, or behavioral expectations may result in a charge of violating the Student Code of Conduct. Students are responsible for reading the Student Code of Conduct and conducting themselves accordingly. You may access the current Student Code of Conduct at http://www.uwf.edu/judicialaffairs.

Course Continuity in case of campus emergency:

If a hurricane or other situation necessitates the closing of campus, the University of West Florida will provide information to students and UWF personnel regarding closure. The procedures are outlined at http://uwf.edu/cutla/campus_planning--emergency.cfm
Once specific information is received from the university, the instructor of this course will provide detailed information on how the course will continue.

**Attendance and excused absences from class assignment**

Because this is an online class and each week is a self-contained session, there are no requirements for attendance on any single day. Quizzes will be open for several days. The deadlines for the papers are set in the course schedule. Discussion boards are open every day, and there is a weekly requirement concerning them. Students are expected to complete all assignments on time. However, there might be occasions when major illness or unexpected emergencies prevent students from completing the work.

1. Students who do not complete assignments because of imposed legal responsibilities (e.g., jury duty, court appearance) will be allowed to make up the work.
2. Students who do not complete assignments because of participation in extracurricular activities in which students are official representatives of the University will be allowed to make up the work.
3. Students who do not complete assignments because of serious illness, death or serious illness within the student’s immediate family, military obligations, or other sound reasons offered by the student will be allowed to make up the work.

However, students must notify the instructor via e-mail before the deadline to complete the assignment. If such notification is not received, then the student will have no opportunity to make up the work. Because there are no fixed times for class meetings, only those obstacles that stretch during several days will be accepted as legitimate reasons to make up any missed assignment.

**Assistance:**

The Student Disability Resource Center SDRC at the University of West Florida supports an inclusive learning environment for all students. If there are aspects of the instruction or design of this course that hinder your full participation, such as time limited exams, inaccessible web content, or the use of non-captioned videos and podcasts, please notify the instructor or the SDRC as soon as possible. You may contact the SDRC office by e-mail at sdrc@uwf.edu or by phone at (850) 474-2387. Appropriate academic accommodations will be determined based on the documented needs of the individual.

(Note: Syllabus and schedule are subject to change, but students will be notified in advance if a change is necessary.)