

FLORIDA ATLANTIC UNIVERSITY
SCHOOL OF COMMUNICATION AND MULTIMEDIA STUDIES
MMC 4301 – CRN: 92323 - INTERNATIONAL COMMUNICATION
(04 CREDIT HOURS)
FALL 2014
TUESDAY 2:00 - 3:50 P.M.
AC (Oxley Athletic Center) RM 118
PREREQUISITE: NONE
COREQUISITE: NONE

DR. PATRICIA DARLINGTON

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OFFICE HOURS: M 11:00-1:00 & BY APPOINTMENT

REQUIREMENTS MET THROUGH COURSE COMPLETION: NONE

TEXT:

- Kamalipur, Yahya, R. (2007). *Global Communication*. Thompson Publishers.
- Selected readings (posted on Blackboard as required).

Course Description and Objectives

This course examines a number of major trends, stakeholders, and global activities in an effort to look at international communication from differing perspectives. The course evolves from theoretical paradigms to specific topics and issues. Major historical events are examined from their relationships and interconnections to international communication environments and the global economy. Diverse issues and perspectives of some of the world's most notable communication scholars are represented and evaluated. At the end of the course, students will have a better understanding of:

1. The systems/people involved in international communication
2. The research traditions used to study international communication
3. Issues such as music and MTV and their involvement in international communication
4. The major news services
5. The role of advertising in international communication
6. And, the impact played by the Internet on international communication

Course activities and approach to learning

Class activities will include lectures, group discussions, video screenings, individual presentations and activities.

Student participation in class discussion is essential to learning the course material.

While the course material is theoretical, course assignments and discussions are designed for application to your everyday encounters with international news media.

You are expected to be a participant in the class. If you do not understand an idea, theory, or assignment, please ask me for clarification. If you do not want to raise the question in class, please come to my office.

FAU Policies, Procedures

Students with Disabilities

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS)—in Boca Raton, SU 133 (561-297-3880); in Davie, LA 203 (954-236-1222); or in Jupiter, SR 110 (561-799-8585) —and follow all SAS procedures.

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see http://wise.fau.edu/regulations/chapter4/Reg_4.001_5-26-10_FINAL.pdf

Students are expected to attend all of their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance.

Students are responsible for arranging to make up work missed because of

legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absence and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.

Attendance on First Day of Class

Students are required to attend the first day of class for any course in which they are registered. If a student misses the first day of class for any reason, the student may be administratively withdrawn from the course.

Communication Devices

In order to enhance and maintain a productive atmosphere for education, personal communication devices, such as cell phones, are to be disabled in class sessions.

Classroom Policies, Procedures, and Courtesies

1. Examinations must be taken on the day assigned. ABSOLUTELY NO MAKE-UP EXAMS WILL BE GIVEN, except in the case that the exam is missed due to one of the excused absences listed above. In the case of such an absence, students must provide documentation prior to the date of the exam. !!
2. Students are responsible for adapting to any announcements in class or by Blackboard concerning changes in due dates, examinations, and schedules.
3. Original work is expected of every student, and any plagiarism will result in an automatic F in this course. If you have any doubts about what constitutes plagiarism, ASK!
4. Class participation is essential and is an important factor in the evaluations that determine your course grade. More than other university courses, this one requires your presence and active participation in all classroom activities and discussions.

Grades will be based on:

- FOUR EXAMINATIONS
- Chapter presentations – Group Activities
- Attendance and participation

GRADING:

ATTENDANCE

SEE FAU “POLICIES AND PROCEDURES” ABOVE.

Students are expected to attend all class periods, on time, and are responsible for **all chapters assigned, regardless of whether chapters are covered in the in-class presentation.** In addition to the FAU Attendance Policy, students in this class are allowed two (2) unexcused absences for the semester. Each absence beyond two will be subject to a five point deduction from the final point total. Students are responsible for keeping up with their absences.

EXAMINATIONS

There will be four (4) examinations for this class. The final examination is not comprehensive. Exams will be based on readings, videos, and in-class discussions. **Each student upon providing acceptable excuse will be allowed to make up one examination. All approved make-up exams will be administered during the last class period before the final exam date.**

CHAPTER PRESENTATIONS

Students will be assigned chapters for outlining and presentations throughout the semester. You will be required to design and present possible exam questions and responses for in class review.

GRADING SCALE

Examinations - 4 at 100 points each	400 points
Chapter Presentation	200 points
Attendance/participation	100 points
TOTAL	700 points

Final grades will be assigned according to the following scale:

93 - 100%	A	80 - 82%	B-	66-69%	D+
90 - 92%	A-	76 - 79%	C+	63 - 65%	D
86 - 89%	B+	73 - 75%	C	60 - 62%	D-
83 - 85%	B	70 - 72%	C-	BELOW 60%	F

READING SCHEDULE

ALL ASSIGNMENTS MUST BE COMPLETED PRIOR TO THE SCHEDULED CLASS PERIOD.

Week 1

Tuesday, August 19-21

Introduction to course and review of syllabus

Week 2

Tuesday August 26-28

Chapter 1 - History of Global Communication

Week 3

Tuesday, September 2-4

Chapter 2 - Theories of Global Communication

Necessary Illusions – Noam Chomsky

Week 4

Tuesday, September 9

Chapter 3 - Global Economy

Week 5

Tuesday, September 16

Exam # 1 (Exam will be held on Thursday Sept. 18 and will cover chapters 1 – 3, additional readings and videos)

Chapter 4 - Transnational Media

Week 6

Tuesday, September 23

Chapter 4 continue

Chapter 5 - Global Communication Law

Week 7

Tuesday, September 30

Chapter 6 - Global News and Information Flow in the Internet Age

Week 8

Tuesday, October 7

Exam # 2 (Exam will be held on Thursday October 9 and will cover chapters 4 – 6, additional readings and videos)

Week 9

Tuesday, October 14

Chapter 7 - International Broadcasting

Week 10

Tuesday, October 21

Chapter 8 - Global Implications

Week 11

Tuesday, October 28

Chapter 9 - Milestones in Communication

Week 12

Tuesday, November 4

Exam # 3 (Exam will be held on Thursday November 6 and will cover chapters 7-9, additional readings and videos)

Week 13

Tuesday, November 11 (NO CLASS – VETERAN’S DAY)

Chapter 10 - Politics of Global Communication

Week 14

Tuesday, November 18

Chapter 11- Global Communication and Propaganda

Week 15

Tuesday, November 25 (NO CLASS – THURSDAY NOV. 27 – Thanksgiving Day Holiday)

Chapter 13 - Communication and Culture

Week 16

Tuesday, December 2

ALL MAKE-UP EXAMS WILL BE ADMINISTERED on Thursday December 4 from 2:00 PM TO 3:00 PM

Week 17

Tuesday, December 9 Final Exam Week

Tuesday December 9 – FINAL EXAMINATION DAY: 1:15 – 3:45 p.m.

Final - (Exam will cover chapters 10, 11, 13, additional readings and videos)