

International Communication – Summer II – 2018
July 16 – August 16

International Communication COM 3076

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Meetings by appointment with at least 1 day notice.

Course Description

This course examines issues related to the internationalization of media and communication. Topics include a comparison of information rich and information poor countries, an analysis of global media, trends in communication technology, the role of English as a world language, U.S. influences on world cultures, and international perceptions of the United States.

Evaluation will be determined by a country report, final exam, discussion board postings, and class participation.

Course Objectives

Upon successful completion of this course, students will be able to:

1. Define and discuss key concepts in international communication including those pertaining to Global South, information rich/poor countries, political economy, media institutions, and state ideologies.
2. Analyze and discuss the role of race, ethnicity, class, gender, language, sexual orientation, religious belief, political affiliation or other forms of social differentiation play in world cultures and international communication.
3. Evaluate the advantages and disadvantages of English as a global language.
4. Evaluate the impact of communications technologies on public deliberation in global contexts.
5. Gather, interpret, and assess information from a variety of national and international sources.
6. Craft and present briefs, reports, and recommendations for international audiences.

Required Text

You are not required to purchase a textbook for this course. All reading materials will be posted to Blackboard.

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Electronic Communication

All electronic communication will originate from Blackboard and the Baruch email server. I expect that you will use the same forums to communicate with me and your classmates. Even if you use a private email server, you must access your Baruch account to receive and respond to course-related email. To practice professional communication, all email communication must include a greeting, appropriate subject line, salutation, and your name. During the week I will respond to all emails within 24 hours and on the weekend within 72 hours. Any exceptions will be announced on Blackboard.

I will ensure that Blackboard is kept up to date by checking in at least once per day during the week and once per weekend. I expect that you will also frequently consult Blackboard for updates before attending class or participating in online sessions.

Blackboard

Please familiarize yourself with Blackboard before the course begins. Specifically, pay attention to the following tools:

Announcements that will be used to update the course schedule and provide reminders for assignments. You will receive all announcements via your Baruch email account. Additionally, Announcements are archived on the Blackboard homepage.

The **Syllabus** area contains the most recent syllabus and schedule for our course.

The **Date Listings** contains all of the readings, class videos, and assignments due each course day.

The **Blackboard Help for Students** area contains links to Blackboard help and how-to-guides.

My Grades will be used to record all grades and provide feedback on assignments. You are able to view grading criteria (by clicking “view rubric”) before and after submission of an assignment. An example and more detailed explanation of the My Grades feature are available under the Blackboard Help for Students area.

Disability Services

Students with disabilities may be eligible for reasonable accommodations to ensure them to participate fully in courses at Baruch. If you feel you may be in need of an accommodation, please contact the Office of Services for Students with Disabilities at (646) 312-4590.

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Course Norms and Expectations

Opinions

All ideas are welcome, but offensive remarks and/or personal attacks regarding race, gender, class, sexual orientation, religion, mental, or physical ability and the like are not appropriate.

Language and Reading

This is a multi-level interdisciplinary course. Please feel free to ask clarifying questions if you find the readings too difficult, or to expand the discussion if you find the readings too simplistic. However, please refrain from assuming that your classmates have taken the same classes as you. Take care to clarify your terms and assumptions so that each student can participate and learn from your contributions to the classroom.

Assignments

All assignments will be uploaded onto Blackboard by 11:59pm EST on the assigned date. All grades and assignments will be returned to you via Blackboard. Grades will be returned within one week of on time submission.

Late Assignments

Assignments will be docked a full letter grade per day late. Presentations must occur on the assigned date and may not be made up unless excused by a documented emergency.

Academic Honesty

Baruch's College's policy on Academic Honesty states, "Academic dishonesty is unacceptable and will not be tolerated. Cheating, forgery, plagiarism and collusion in dishonest acts undermine the college's educational mission and the students' personal and intellectual growth. Baruch students are expected to bear individual responsibility for their work, to learn the rules and definitions that underlie the practice of academic integrity, and to uphold its ideals. Ignorance of the rules is not an acceptable excuse for disobeying them. Any student who attempts to compromise or devalue the academic process will be sanctioned."

Academic sanctions in this class will range from an F on the assignment to an F for the course. Additionally, a report of suspected academic dishonesty will be sent to the Dean of Students.

You may read more about Baruch's policy at

http://www.baruch.cuny.edu/academic/academic_honesty.html

Attendance

Students are expected to engage in all on-line forums. A WU grade will be given to any student with more than 4 unexcused absences. Absences will be excused if they are a result of a documented emergency or University approved event (requiring prior notification). It is the duty of the student to meet with me to arrange the completion of any missed assignments, assessments, or announcements resulting from an excused or unexcused absence.

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Grading

This class will have a total of **650 points**. Each assignment and corresponding points are listed at the end of this syllabus. Final grades will be calculated based on the following table:

Letter Grade	Percentage	Points
A	93-100	604 to 750
A-	90-92.9	585 to 603
B+	87.1-89.9	565 to 584
B	83.0-87.0	539 to 564
B-	80.0-82.9	520 to 538
C+	77.1-79.0	500 to 519
C	73.0-77.0	474 to 499
C-	70.0-72.9	455 to 473
D+	67.1-69.9	435 to 454
D	60-67.0	390 to 434
F	Below 60%	Below 389

Grade Complaints

I work hard to be fair and responsible when it comes to your grades. When you receive a graded assignment you should review both my comments and the original grading rubric. If an issue arises with your grade, you should do the following:

1. Wait 24 hours before submitting an objection to your grade.
2. Send me an e-mail containing an exhaustive explanation of your issue, AND a list of times that you can meet to discuss the issue in person.
3. Schedule a meeting with me to discuss your grade. This meeting will occur in my office.

The result of our meeting will be one of three options:

- a. maintaining the same grade.
- b. an increase in the grade,
- c. a decrease in the grade.

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Graded Activities – Total of 650 Points
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Self Introduction 10 points – Due 7/18

During the first week of class, each student will post a self-introduction to Blackboard. This is worth 10 points.

Country Selection 20 points – Due 7/22

Each student will select one country for this project. You may not be from or currently residing in the country selected. (For example a student from France, currently residing in the United States cannot report on France or the United States, but she is free to choose any other country in the world). You will submit your selection by clicking on the link titled **Country Selection** at the bottom of the page titled **7/22**. Then follow the onscreen directions to upload your selection.

Country Report 200 points – Due 8/5

Students will choose a nation and review the norms of communication within that country. This 2 page, 12pt. font, double spaced report must include information regarding the political structure of the chosen country, norms of verbal communication, the availability and freedom of media, Internet and cellular access, and pressing issues in communication. The report must follow the format of the example paper and grading rubric posted to Blackboard. You can access the example paper and rubric by clicking on **8/5**. Papers must be submitted via Blackboard. To do so, click on **8/5** and then the link titled **Country Report**. Then follow the onscreen directions to upload your report.

Final Exam 200 points – Online between August 9 and August 16.

The final exam will be cumulative consisting of true/false, multiple choice, short answer, and short essay questions. The final will be on line, via Blackboard. You can access the final by clicking on **8/9-8/16 - Final Exam**. Once you begin the Final Exam you will have two and a half to complete the test. You may begin the exam at a time of your choosing, but ensure that you will be able to take the entire exam in one sitting.

Discussion Board Participation 120 points

Students are expected to make an original contribution to each of the **6 reflections**. Reflections will be posted to Blackboard and must answer the prompt that correlates with each reflection prompt. Each discussion board prompt must be completed by 11:59PM of the day listed on the course syllabus. **Due dates are 7/18, 7/22, 7/25, 7/29, 8/1, 8/8.**

Additionally, students must make **ONE response** to each reflection prompt. To receive full points, response postings must engage in the classmate's post, reflect a knowledge of the reading under discussion, and advance the discussion, viewpoint, and/or argument. All response postings must be completed by **8/12**. This will result in 12 discussion board posts (6 reflections and 6 replies). Each post is worth 10 points.

Participation 100 points – 7/18, 7/22, 7/25, 7/29, 8/1, 8/5, 8/8, and 8/12

Students will earn full participation points by posting to Blackboard by the assigned due date and turning all assignments in on time. Late work will only be accepted due to a documented emergency. Each date listed above is worth 12.5 participation points.

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Schedule

Date	Topic	Assigned Reading	Assignment Due by 11:59PM unless otherwise noted.
7/18	History of International Communication	Lavinia Nadrag and Monica Bala, “A Study of the Term Globalization,” <i>Linguistic and Philosophical Investigations</i> 13, (2014): 641-649. Gender and Orientalism: "National Geographic's" Arab Woman by Linda Street	Reflection 1
7/22	Power and Counter Power	“Counting People – Census Sensitivity,” <i>Economist</i> , December 19, 2007. Bosnia and Herzegovina's Census Shows the Demography of Division and the Reality of Illiteracy https://globalvoices.org/2016/11/05/bosnia-and-herzegovinas-census-shows-the-demography-of-division-and-the-reality-of-illiteracy/	Reflection 2 Country Selection
7/25	Public Spheres	Terje Rasmussen, “Internet-based Media, Europe and the Political Public Sphere,” <i>Media Culture Society</i> 31, no. 1 (2013): 97-104.	Reflection 3
7/29	Asia	Shakuntala Rao, “I Need an Indian Touch”: Glocalization and Bollywood Films,” <i>Journal of International and Intercultural Communication</i> 3, no. 1 (2010): 1-19. India Bans the Internet Archive and More Than 2,600 File-Sharing Websites to Protect Bollywood https://globalvoices.org/2017/08/10/india-bans-the-internet-archive-and-more-than-2600-file-sharing-websites-to-protect-bollywood/	Reflection 4
8/1	Europe	Natalia Moen-Larsen, “‘Dear Mr. President.’ The Blogosphere as Arena for Communication Between People and Power,” <i>Communist and Post-Communist Studies</i> 46, (2014): 27-37.	Reflection 5

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		<p>The Revolution Will Be Live-Tweeted (Not In Russian, Though)</p> <p>https://globalvoices.org/2017/10/18/the-revolution-will-be-live-tweeted-not-in-russian-though/</p>	
8/5	Middle East	<p>Camelia Suleiman and Russel E. Lucas, “Debating Arabic on Al-Jazeera: Endangerment and Identity in Divergent Discourses,” <i>Middle East Journal of Culture and Communications</i> 5, (2012): 190-210.</p> <p>Messaging Apps, But WhatsApp and Viber Are Still Blocked:</p> <p>https://advox.globalvoices.org/2017/09/22/saudi-arabia-eases-restrictions-on-messaging-apps-but-whatsapp-and-viber-are-still-blocked/</p>	Country Report Due
8/8	Africa	<p>John Habwe, “The Role of Kiswahili in the Integration of East Africa,” <i>The Journal of Pan African Studies</i> 2, no.8 (2009): 1-10.</p> <p>Leading independent websites go dark as Tanzania’s ‘blogger tax’ deadline approaches</p> <p>https://globalvoices.org/2018/06/13/leading-independent-websites-go-dark-as-tanzanias-blogger-tax-deadline-approaches/</p>	Reflection 6
8/12	South America	<p>Judith Sutz, “Globalization: Some Reflections from Latin America,” <i>Media, Culture & Society</i> 24, (2002): 613-619.</p> <p>No paper, no electricity, no news: Information controls keep coming in Venezuela</p> <p>https://globalvoices.org/2018/06/26/no-paper-no-electricity-no-news-information-controls-keep-coming-in-venezuela/</p>	Review for Final Exam
8/16	Final Exam	Complete the Final Exam by 11:59PM.	The final exam will

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			be open from Aug 9 to August 16 at 11:59 PM.
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OLD QUESTION

After reading the assigned Economist article and listening to the class lecture, please respond to ONE of the following questions by replying to this posting. Indicate which question you are replying to by indicating the question number. (For example, you can change the subject line to read RE: Question 2).

For full points, your posting must be one paragraph long and incorporate 2 vocabulary terms.

1. Think about the country that you have chosen for your country report. Why might citizens of that country support or resist a national census? What, specifically for your chosen country might be learned from a national census, and how might that information be used?
2. How does census information inform our understanding of political public spheres? Further, now does the Internet affect the ways that citizens participate in political deliberation?

NEW QUESTION

After reading the assigned Economist article, Global Voices article, and listening to the class lecture, please respond to ONE of the following questions by replying to this posting. Indicate which question you are replying to by indicating the question number. (For example, you can change the subject line to read RE: Question 2).

For full points, your posting must be one paragraph long and incorporate 2 vocabulary terms.

1. Think about the country that you have chosen for your country report. Why might citizens of that country support or resist a national census? What new information was revealed by the census in Bosnia and Herzegovina, and might similar information be learned by a census in your chosen country?
2. How does census information inform our understanding of political public spheres in Bosnia and Herzegovina? Further, now does Internet and computer literacy affect the ways that citizens participate in political deliberation?