

Course Syllabus
Fayetteville State University
College of Humanities and Social Sciences
Department of Performing and Fine Arts

I. LOCATOR INFORMATION

Semester: Fall 2009 Course No.: COMM 385 -01
Course Name: International Communication Hrs: 3
Day/Time/Room: MWF JKSA-302
Instructor: Dr. R. Babatunde Oyinate
Office Location: BU268 Phone: 672-1402
Office Hours: MW:12-1:00p & 2-4:00p.m; Tue. 10:00a – 2:00p;Others by appointment only
Email: boyinate@uncfsu.edu

FSU Policy on Electronic Mail: Fayetteville State University provides to each student, free of charge, an electronic mail account (username@uncfsu.edu) that is easily accessible via the Internet. The university has established FSU email as the primary mode of correspondence between university officials and enrolled students. Inquiries and requests from students pertaining to academic records, grades, bills, financial aid, and other matters of a confidential nature must be submitted via FSU email. Inquiries or requests from personal email accounts are not assured a response. The university maintains open-use computer laboratories throughout the campus that can be used to access electronic mail.

Rules and regulations governing the use of FSU email may be found at
<http://www.uncfsu.edu/PDFs/EmailPolicyFinal.pdf>

II. COURSE DESCRIPTION

The course is designed to enable students to look at communication through a global approach. This class is an introduction to and survey of the broad area of international communication. Discussion topics include rising influence of culture in the post-cold-war world; the influence of technology in the globalization of communication; communication and national development/social change; and the emergence of global style of journalism. It will allow students to develop interest in communications beyond the boundaries of the United States including the ability to take a critical look at the theory of the oppress as well as international communication theory that will be used to compare and contrast communication systems in different nations.

III. Disabled Student Services: In accordance with Section 504 of the 1973 Rehabilitation Act and the Americans with Disabilities Act (ACA) of 1990, if you have a disability or think you have a disability to please contact the Center for Personal Development in the Spaulding Building, Room 155 (1st Floor); 910-672-1203.

IV. TEXTBOOKS:

Hatchen, William A. and James F. Scotton; the *World News Prism: Global Information in a Satellite Age*. Blackwell Publishing Company.

Postman, N. (1984). *Amusing Ourselves to Death: Public Discourse in the Age of Show Business*. NY: Penguin Books. (Classic text on the implications of mass media in America).

V. STUDENT LEARNING OUTCOMES –

Upon completion of this course, it is anticipated that the student will be able:

1. To develop an understanding and awareness of the total process of communication.
2. To build critical thinking skills that will help students analyze the larger role of global communication
3. To better understand International communication in the information age.

VI. Course Requirements/Evaluation Criteria

Success in this course will be based upon several factors, including:

- A. Possessing textbook
- B. Attending classes regularly and punctually.
- C. Participating in class discussion
- D. Performing satisfactorily on quizzes and exams
- E. All assignments must be typed (double spaced).
- F. Grade Distribution

Grading Scale (in points):

920 -1000	=A
830-910	=B
730-820	=C
640-720	=D
0 -630	=F
I	=Incomplete

Grade Distribution:

Weekly Assignments	500 points
Proposal	150 points
Research Paper	250 points (15 page paper due TWO weeks before the final)
Participation	100 points
Total	1000 points

VII. COURSE OUTLINE

Week One	Introduction to the class and syllabus (Introduction)
Week Two	News Communication for a New Global System (assignment due)
Week Three	Changing Ideologies of Press Control
Week Four	The International News System
Week Five	The Internet, Comsats, and Bloggers
Week Six	The Impact of Great news Events

Week Seven	Globalization of Media (Research Proposal Due)
Week Eight	China: Caged media in a Free Economy (assignment due)
Week Nine	The Evolving Media of Arabs and Africa (assignment due)
Week Ten	Foreign News Mix (assignment due)
Week Eleven	War Reporting under Fire (assignment due)
Week Twelve	Public Diplomacy and propaganda (Research Paper Due Nov. 25, 2009)
Week Thirteen	Western Media to World Media
Week Fourteen	Professional Journalism in Nigeria
Week Fifteen	Media, Gender, and Conflict
Final Exam	(Final Examination)

VIII. COURSE REQUIREMENTS

Student Responsibilities: To earn a passing grade in this course, a student must minimally attend 90% of all class meetings, submit assignments and complete all requirements. A student who wishes to achieve better than a passing grade should strive to actively participate in class discussions and activities, and show effort, thoughtfulness, and creativity in course assignments. Plagiarism, or using someone else's intellectual work as one's own, WILL NOT be tolerated. Plagiarizing will result in the failure for that assignment and may lead to one's failure of the course!

Absences and Make-up Policy:

- Your attendance is mandatory. By not attending class, you are not only hurting yourself, but putting your peers at a disadvantage since class discussion will suffer and activities will not be as interactive.
 - Three absences with explanation will be allowed. For each absence after three, your grade will be reduced by two cumulative percentage points. NOTE: Cutting classes for reasons other than illness or emergency limits your allowed absences for real problems. In other words, don't cut.
 - Failure to submit your assignment on the due date will result in a reduced grade for that assignment by one full letter grade. Failure to missed assignment will result in a grade of zero for that assignment. Make-ups assignments and exams are always at the discretion of the instructor when the absence is unexcused.
 - * If you are absent, it is your responsibility to find out what you missed. Journalists must meet deadlines, so being absent does not change an assignment deadline for you, and neither one-point homework assignments nor quizzes can be made up.
- Furthermore, late articles will not be eligible for peer or instructor critique.**

Tardiness: Tardiness is annoying and frustrating for both your peers and the instructor. It is treated as an absence unless satisfactory explanation is made at the break or at the end of the

period, not at a later date or not at all. Absences are excused for illness, requirement to work for bereavement (death of an immediate family member, i.e., parent, spouse, child, grandparent. A physician's excuse must be presented in the case of illness; an employer excuse must be presented for requirement to work; an obituary must be presented for bereavement. If you must leave for some reason (bathroom, water), please do so in a suitable manner. There is no need to ask permission, but keep exits to a minimum

IX Academic Support Resources –
Chestnut Library
Telecommunication Center (CCTV)
Academic Journals/Periodicals
Internet
Public Library

X. TEACHING STRATEGIES:

International Communication is a course designed to offer students in mass communication a perspective in global communication in an age of satellite. This class embraces multiple approaches to reach that goal, including interpersonal interaction, group activities, discussion, individual research, and lecture. Students will have the chance to explore theories of the press as well as perspectives unique to the concept of international communication

XI. BIBLIOGRAPHY:

Adam, Stuart G. and Roy Peter Clark (2006) *Journalism: The Democratic Craft*. Oxford University Press.

Bhagwati, Jagdish (2004). *In Defense of Globalization*. Oxford University Press, Inc. Madison, New York

Brooks, S. Brian; George Kennedy; Daryl R. Moen and Don Ranly. (2006). *Telling the Story: The Convergence of Print, Broadcast and Online—The Missouri Group*. Bedford/St. Martin Publishers, New York, New York.

Brooks, Brian S.; James L. Pinson and Jean Caddy Wilson. (2006). 6th ed. *Working with Words: A Handbook for Media Writers and Editors*. Bedford/St. Martin Press.

Dearing, James W. & Everett M. Rogers (1996). *Agenda Setting (Communication Concepts 6)* Sage Publications, Thousand Oaks, London

Dine, Gail & Jean M. Gumez (2003). *Gender, Race, and Class in Media: A Text Reader*. Sage publications, Thousand Oaks, London. (2nd edition.)

Everette, Dennis, E., & John C. Merrill (2006). *Media Debates: Great Issues for Digital Age*. (4th ed.) Thomson Wadsworth Publishers, United Kingdom.

Fedler, Fred; John R. Bender; Lucinda D. Davenport and Michael W. Drager (2001). Reporting

for the Media. 7th ed. New York, NY: Oxford University Press.

Held, David; Anthony McGrew, David Goldblatt and Jonathan Perratton. (1999) *Global Transformation: Politics, Economics, and Culture*. Stanford University Press, Stanford, California.

Held, David and Anthony McGrew (2003). *Globalization and Anti-Globalization*. Polity Press/Blackwell Publishing Co. Cambridge, UK.

Irby, John; Kenton Bird; Susan English; and David Cuillier (2007). *Reporting that Matters: Public Affairs Coverage*. Allyn & Bacon Publishers, New York, New York.

Itule, Bruce D. & Douglas A. Anderson (1997) *News Writing and Reporting for Today's Media*. McGraw-Hill Publishers, Dubuque, Iowa.

Johnson, Carla (2005). *21st Century Feature Writing*. Allyn and Bacon Publishers, Boston, MA.

LaRose, Straubhaar (2004). *Media Now: Understanding Media, Culture, and Technology*. (4th Ed.) Thomson and Wadsworth publishing, Co. United Kingdom.

Lighty, Tom (1994). *Design Principles for desktop Publishers*. 2nd ed. Wadsworth Publishing Company, Belmont, CA

Marsh, C.; David W. Guth, and Bonnie Poovey Short. (2005). *Strategic writing: Multimedia writing for PR, Advertising, Sales & Marketing, and Business Communication*. Allyn & Bacon Publishers, Boston, MA.

MaCombs, Maxwell (2005). *Setting the Agenda: the Mass Media and Public Opinion*. Polity Press, Cambridge, United Kingdom

Rystrom, Kenneth (2004). *The Why, Who and How of the Editorial Page*. 4th ed Strata Publishing, Inc., State College, Pennsylvania

Vivian, John (2005). *The Media of mass Communication* (7th.Ed.) Pearson A&B Publishing, co. Boston, MA

Wolf, Martin (2004). *Why Globalization Works*. Yale University Press, New Haven and London.