

## COMM 4485 GLOBAL MEDIA

Spring 2020/ Session I, Jan. 4- Feb. 28

### **INSTRUCTOR INFORMATION**

Instructor	Soo Jung Moon
Office / Telephone	Humanities 149 / 678 839 4936
E-mail	MW 2:30- 5:00 p.m.
Office Hours	smoon@westga.edu

You can also schedule an appointment outside of my office hours via email

### **TEXT**

The lectures are based on multiple book chapters and articles. All reading materials are placed in the “Reading Materials” module.

NOTE. THE MATERIALS ARE MADE AVAILABLE THROUGH FAIR USE AND FURTHER COPYING AND REDISTRIBUTING THE MATERIAL IS A VIOLATION OF THE COPYRIGHT LAW.

### **COURSE OVERVIEW**

This course is designed to enhance understanding diverse national media systems and information flows around the world. Our journey starts with examining the concept of globalization and conventional theories of media systems. Changing media dynamics led by technological development is one of key items of discussion. The imbalanced interaction among media systems will highlight the political and economic influence of the U.S. and, at the same time, the responsibility that accompanies being a superpower.

This course is comprised of two parts. The general introductory lectures are followed by in-depth analyses on specific cases such as conflicts between politics and journalism, global sports markets, the swaying impact of pop culture and films and social media as alternative mass media.

### **COURSE LEARNING OUTCOMES**

By the end of this course, students are expected to

- identify key theories and concepts of global media systems
- become aware of the features of international news in the U.S. media
- understand the challenges and trends surrounding various international media topics
- analyze the influence of advanced technologies on global communication
- think critically about globalization and information flows in this new world order

### **MASS COMMUNICATIONS PROGRAM LEARNING OUTCOMES**

**ACEJMC Professional Values and Competencies:** As a unit seeking accreditation from the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), the

Department of Mass Communications is committed to preparing students with the requisite knowledge and skills to be successful in the media and communications industries after graduation. The Department has adopted as its degree program learning outcomes ACEJMC's 12 professional values and competencies that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline. These include the six (6) values and six (6) competencies listed below. For the detailed list of the ACEJMC professional values and competencies, see the [UWG Undergraduate Catalog](#) or [ACEJMC - Standard 2. Curriculum and Instruction](#).

## 6 x 6 MASS COMM SUCCESS

### Six Values...

1. Freedom of Speech & Press
2. History
3. Diversity
4. Global Impact
5. Theory
6. Ethics

### Six Competencies...

1. Think Critically & Creatively
2. Research & Evaluate
3. Write Effectively
4. Self-Evaluate
5. Apply Numbers & Stats
6. Apply Technology

### **GRADING POLICY**

Mass Communications majors must earn a "C" or better in COMM 2254 to enroll in COMM 4454 - Media Law in a subsequent semester.

Grading Exams	44 points
Weekly Quizzes	14 points
Writing Assignments	18 points
Case Presentations	20 points
Others	4 points
	<b>Total 100 points</b>

<b>Grading Scale</b>	A = 90-100
	B = 80-89.99
	C = 70-79.99
	D = 60-69.99
	F = below 60 points

If you do not understand something about your grade or have concerns, please contact me within one week of receiving your grade. No grade changes will be considered after this deadline.

### **ASSIGNMENTS & EXAMS**

NOTE: ALL HANDOUTS ABOUT ASSIGNMENTS ARE PLACED IN THE "ASSIGNMENTS" MODULE.

- **Orientation Module Introduction Posting /Syllabus Quiz/Case selection (4 %)**

See the course website and class schedule for more information on these assignments that should be completed during the first week of class. Unlike other Exams, multiple attempts are available for this Syllabus quiz.

During the first week, you also need to choose two cases for the presentations. See the handout "Case Presentation" for further information. [Doodle Case Selection](#)

- **Exams (3 exams, 44% total)**

You are expected to complete three online exams in the Quizzes section. Each exam will include 30-40 multiple-choice/true-false/matching questions based on the reading materials, lecture notes, students' case presentations, video clips, and other reading materials. You will have 2 minutes per question to complete each exam. Only one attempt is available.

NOTE: Exam questions will be mainly based on Weekly quizzes and Case Presentation Quiz provided by presenters.

- **Weekly Quizzes (7 quizzes, 14% total)**

These short answer/matching questions are designed to encourage you to review lecture materials thoroughly. Detailed instruction will be given with the study guide each week. Weekly quizzes open Saturday and Sunday. Multiple attempts are available. I advise you to highlight the parts cited in the Weekly quizzes for future exams.

- **Three Writing Assignments (6p each, 18% total)**

Your assignments must be typewritten and double-spaced. Use 1-inch margins and 12-pt. type. Put your name and the date at the top of each page. The file name of your story is your capitalized last name and assignment: SMITH Film1 (the first film essay by Smith).

Don't just include phrases. Write in complete sentences; you will be judged on clarity and content, as well as grammar. Use a Spellcheck, but also review your work carefully for errors. The more neatly you layout the information, the more likely we will be able to see you have responded to all the questions and give you full credit. See the handout in the "Assignments" module.

- **Case Presentations (20%)**

You need to a presentations about global media cases. Please read the handout "Case Presentation" carefully. The due date of each case is noted in the Weekly Schedule.

### **LATE WORK POLICY**

There will be NO acceptance of unexcused late work, including discussions and online exams. If you miss an exam, discussion, or other assignments, you will receive zero points.

There will be no make-up quizzes offered unless (1) arrangements are made before the quiz period begins to take it early, (2) instructor-approved documentation of extenuating

circumstances can be provided, or (3) documentation of irresolvable technical problems with CourseDen (not your computer or internet connection) is provided/confirmed by Distance and Distributed Education on the day you attempted the quiz.

Requests for early exams must be made at least 48 hours prior to the start of the online exam. Requests for make-up exams must be made no later than 2 hours before the start of the exam. To request an early or make-up exam, e-mail me.

### **ACADEMIC DISHONESTY**

The penalties for academic dishonesty range from receiving 0 points on the exam/assignment to receiving an “F” grade in the course.

All the work you do must be your own. Do not present the work of another as if it were your own. Use quotation marks to indicate the exact words of someone else, and cite the source. Cite sources of ideas that are not your own, even if you did not use their exact words. Summarizing OK – it is considered paraphrasing, but do not just rearrange a sentence or change some of the words. Still, each time a source is paraphrased, a credit for the source needs to be included in the text.

<b>Cheating</b>	Using or attempting to use unauthorized materials, information or study aids.
<b>Fabrication</b>	Falsification or unauthorized invention of any information or citation.
<b>Plagiarism</b>	Representing the words or ideas of another as one's own. Direct quotations must be indicated and ideas of another must be appropriately acknowledged.

### **COURSEDEN RESOURCE and TECHNICAL SUPPORT**

For CourseDen assistance, including tutorials, troubleshooting, and online support resources, I encourage you to reference the CourseDen Desire2Learn (D2L) Resources link on the course homepage, or contact the UWG Online Helpdesk Services via email at [online@westga.edu](mailto:online@westga.edu), or via the Internet at <http://uwgonline.westga.edu/students.php>.

If you experience technical difficulties, it is very important that you contact CourseDen support staff - Distance Education & Distributed Center (first choice) or GeorgiaVIEW Help Center. The staff will document your case, and verify whether it is a personal or campus technology issue. Personal technology issues do not justify due date extensions; and due dates will be extended only in cases of campus technology issues or cases of unavoidable situations substantiated with documentation. To request an extension for qualified cases, you should e-mail me within two hours of due date. However, if you do not contact CourseDen support staff, late online assignments or exams may not qualify for credits.

### **Important CourseDen Tools**

- Announcements: While it would be hard to miss Announcements, make sure to read each post whenever it's updated. This is a key tool that keeps you on track.
- Grades: Use the Grades tool to view your grades. Exam scores will be automatically posted as soon as online exams are completed.

-CourseDen Email: The Email tool allows you to send email to, and receive email from, your classmates and me. It is important to check your email on a regular basis. With the exception of Friday afternoons, weekends, and holidays, I will respond to emails through CourseDen within 24 hours. DO NOT send email to my westga.edu email address (unless CourseDen is unavailable).

-Discussions: Your Media Ethics Discussions will be conducted through Discussions tool. Each Discussion forum will be closed after designed cut-off time.

-Assignments: This tool is your drop box for the writing assignment, Analysis of Media Usage. You cannot access this tool after cut-off time.

-Quizzes: All exams and quizzes including Syllabus Quiz will be conducted through Quizzes tool. You need to read the time enforcement and cut-off time carefully.

### **UNIVERSITY POLICIES**

The following link contains standards about important issues such as the Americans with Disabilities Act, the UWG email policy, the university credit hour policy, and the Honor Code. Please review the information carefully at: [UWG Common Language](#).

It contains important material pertaining to your rights and responsibilities in this class.

Because these statements are updated as federal, state, and accreditation standards change, you should review the information each semester.

[END OF SYLLABUS -- WEEKLY SCHEDULE IN SEPARATE DOCUMENT]