

Communication 3597.01

International Perspectives on Communication

Wednesday & Friday 12:45pm–2:05pm, Journalism Building 360

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Office Hours: Tuesday 3-5pm; Wednesday 2:30-4:30pm and by appointment

Course Description

This course provides perspectives on communication media in different parts of the world. We will survey foreign media markets and outlets; international media systems, news, and related topics; the roles and characteristics of international journalists; and critical issues facing media around the world. The course will introduce you to the key theories, concepts and practices in international communication. You will interact with leading international journalists and media experts through in-class and Skype sessions.

In an increasingly internationalized and intricately connected world, a solid understanding of global communication will contribute to your professional success and help you to meet your obligations as stakeholders in a democratic society. Through this course you will:

- Learn the history and theories of international mass communication
- Gain a deeper understanding of international news and be able to make critical judgements about the way in which media – including U.S. media outlets -- cover international topics.
- Discover the similarities and differences among media environments around the world. You will be able to explicate current developments in the regions relative to freedom of expression, the free flow of information and press freedom
- Develop an in-depth, comprehensive understanding of the media environment and a media outlet in a chosen country or region
- Understand how practitioners in international communication do their work, and the challenges they face
- Become a more-discerning news consumer, able to marshal critical thinking to evaluate content. By obtaining global perspectives on issues of the day you will be better able to analyze and contextualize content of U.S. media outlets.

Every effort has been made to create a syllabus that is as comprehensive and accurate as possible. But each class is a living entity and changes likely will arise. In particular, as U.S. and international guest speakers may become available on short notice, **please**

anticipate necessary changes in the class schedule. In all instances as much advance written notice as possible will be given about changes.

COMM 3597.01 is a General Education (GE) course. Through robust and rigorous examination of communication media in our increasingly internationalized and intricately connected world, students will achieve a number of Expected Learning Outcomes as set forth in OSU's "General Education Goals and Expected Learning Outcomes" < <https://ascas.osu.edu/curriculum/ge-goals-and-learning-outcomes> >). These will include, but are not limited to:

- 1) In the GE Category "Diversity," with the Goal, "Students understand the pluralistic nature of institutions, society and culture in the United States and across the world in order to become educated, productive and principled citizens," the Expected Learning Outcomes are:
 - Students understand some of the political, economic, cultural, physical, social, and philosophical aspects of one or more of the world's nations, peoples and cultures outside the U.S.
 - Students recognize the role of national and international diversity in shaping their own attitudes and values as global citizens.

- 2) In the GE Category "Cross-Disciplinary Seminar," with the Goal, "Students demonstrate an understanding of a topic of interest through scholarly activities that draw upon multiple disciplines and through their interactions with students from different majors," the Expected Learning Outcomes are:
 - Students understand the benefits and limitations of different disciplinary perspectives.
 - Students understand the benefits of synthesizing multiple disciplinary perspectives.
 - Students synthesize and apply knowledge from diverse disciplines to a topic of interest.

- 3) For students able to utilize foreign-language skills in this course, the GE Category "Foreign Language" might also apply. Under the Goal, "Students demonstrate skills in communication across ethnic, cultural, ideological, and national boundaries, and appreciate other cultures and patterns of thought," the Expected Learning Outcomes are:
 - Students employ communicative skills (e.g. speaking, listening, reading, and/or writing) in a language other than their native language.
 - Students describe and analyze the cultural contexts and manifestations of the people who speak the language that they are studying.

- Students compare and contrast the cultures and communities of the language that they are studying with their own.

Required Readings

There is NO text for this course. PDFs of selected chapters and articles, links, and other materials will be posted on Carmen for each class. Students are expected to complete all readings **prior** to class so that they will be prepared to discuss the material in class and turn in all assignments on time. If any student is interested in diving deeper into assigned or related topics, please contact me and I can suggest additional resources.

Decorum

A primary goal of this class is exposure to the diverse ways people view and live in the world around us. Your peers come from very different backgrounds and may have very different perspectives. Moreover, exploring international communication and media includes the examination of many controversial, and conflictual, topics and sometimes includes the communication of violent or offensive material from a variety of perspectives and background. This class is not for the easily offended. Participation in this course demands ongoing civility and respect. You are encouraged to offer your opinions and to critique one another's perspectives. Careful listening, consideration, and inquiry are intrinsic to this course.

Class Policies

- Between the digital nature of most readings, the up-to-date nature of the course topic, and the value of being able to "CTRL-F" your notes, I understand the value of having computer access in the classroom and would very much prefer not to institute a ban. That said, I reserve the right to institute a technology policy if usage becomes problematic or distracting. You should especially be cautious about using any technology during the discussion part of the class, as this may negatively affect your participation grade. Please demonstrate dignity, and respect your classmates.
- This class is a collaborative learning effort and key assignments will entail working in teams. If you do not desire to contribute to your own learning by learning from your peers, I encourage you to reconsider the decision to take this course. Conversely, I encourage all of you to make the most of this class, as your devotion to and enthusiasm for this class will radically shape what you and your peers get from our time together.
- Challenging a Grade: To challenge a grade, you must meet me during office hours or make an appointment within one week of the assignment being returned to you. When we meet, you must present your concerns in writing and attach the graded paper or exam.

Grading/Assignments

Final course grades will be calculated in the following way:

- You can expect three unannounced, multiple-choice in-class **quizzes** that will be based on material posted on Carmen and presented during class discussion. Each quiz will be worth 50 points and I will drop your lowest quiz. **100 Points.**
- There will be three short (300-400 word) **written assignments**, each worth 50 points, in which students will reflect on selected readings and in-class discussions. **150 Points.**
- **Attendance** is crucial to success. This is a rapid-paced, discussion-driven course, and as such it is difficult to make up for missed class time. Your absence also precludes contributions you might have made to the class, robbing not only you but your peers as well. You are expected to attend every class meeting. However, I understand that there are on occasion extenuating circumstances that cause a missed class. For that reason, you are allotted two unexcused absences. These only absolve you of any attendance points missed – all other contributing elements to your final grade remain in place. Each class missed beyond the two allotted absences will reduce your attendance grade by 10 points. In the event of a true emergency, you should provide me with proof (e.g., a doctor's note or obituary) and we will work together to figure out how to make up for lost time. The only other acceptable excuse for absence is University or Military service, in which case again you are expected to provide me with proof of your excuse as soon as possible. You are expected to be on time and remain until the class is over. **100 Points.**
- **In-class participation** is essential to the overall success of this class. With a complex topic such as international communication, the appropriate way to study it is through dialogue. At the beginning of each class the instructor will designate about one-third of the class as the graded discussion group for the day. Because of the relatively large size of this class you will not be expected to be part of the graded discussion group for each class session, and you are welcome to contribute to the discussion even if you are not part of the designated graded group. As the discussion groups will be selected only at the start of each class, you should ALWAYS prepare to participate in the discussion. **100 Points.**
- **"In the News..."** During the second week of class you will select a non-U.S. media outlet to follow closely for the duration of the course. You may choose from a list provided by the instructor or select one on your own. The instructor must approve your choice of media outlet.
By 9:30 a.m. each class day, students must post via Carmen a bullet-point summary of the top three stories in their selected media outlet. Each class will begin with a brief, fast-paced review of current top stories from media outlets around the world; the instructor will welcome volunteers and will select other students at random to report. The class will then discuss, compare and contrast

the content from the foreign media outlets with the leading stories of the day in major U.S. media outlets (as presented by the instructor). Through this exercise students will come to better understand and appreciate the cultural, political, commercial and other reasons behind the stories emphasized by non-U.S. media outlets. Your grade for this assignment will include completing the summaries on Carmen each class day, and on your active participation in class discussion about the editorial choices made by the global media outlets. **150 Points.**

- **Team Country and Media analyses.** This is a two-step assignment. Working in small teams, students first will **profile a country and its culture.** Each team will do a presentation, introducing its country to the class. Creativity is encouraged! **100 Points.**

Then the teams will **analyze a media outlet or company** – domestic or internationally-focused -- in their country of interest. This analysis should include a description of the country’s media system, its press freedom ranking as well as the outlet/company’s:

- History, ownership and editorial philosophy
- Products and their circulation/viewership
- Relationship with the government
- Major successes and failures
- Challenges and future prospects

Each team will present its findings to the class and also submit a paper summarizing the findings. **150 Points.**

The selection of countries and media organizations to be profiled must be approved in advance by the instructor. You will be given class time throughout the semester to work with your team.

- There will be a written **final exam. 150 Points.**

More details about each of these assignments, including grading criteria and penalties for late/incomplete work, will be presented at the time the assignments are made and posted on Carmen.

Summary:

Grading/Assignments	Points
In-class Quizzes	100
Written assignments	150
Attendance	100
Class Discussion Participation	100
“In the News...”	150
Team country analysis	100
Team media analysis	150
<u>Final</u>	<u>150</u>
TOTAL:	1,000

These points will be tallied to compute your final grade by these percentages: 100-93=A; 92-90=A-; 89-88=B+; 87-82=B; 81-80=B-; 79-78=C+; 77-72=C; 71-70=C-; 69-60=D; 59-below=E.

Extra Credit

For extra credit, students may watch one or more popular films about journalism and write a brief summary of the plot and a short analysis (about 300 words total) that connects the film to topics covered in this course. The instructor will provide a list of suggested films; if you wish to review a film not on the list (and there are plenty of options!) please confirm your choice via an email exchange with the instructor. The analysis matters much more than the plot summary. The reports will be graded on a satisfactory/unsatisfactory basis; satisfactory reports will successfully connect themes and plot lines in the films to topics presented during the course. Each extra-credit report will add **10 Points** to the student's overall class grade.

Lecturer Use of Electronic Mail and Messaging

There may be occasions where I will need to get in touch with you outside of regular class hours. Email will usually be the first means of contact. It is important that you check your OSU email account regularly, and make sure you purge your account of unneeded email so that new email can get through. If you do not use your OSU email address as your primary email account, please arrange through OIT to have your OSU email forwarded to your preferred account. For instructions on how to have your email forwarded, see http://8help.osu.edu/forms/mail_forwarding.html.

Academic Honesty

It is your responsibility to complete your own work as best you can in the time provided. The Ohio State University's Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, possession of unauthorized materials during an examination, and falsification of laboratory or other data. Ignorance of the University's Code of Student Conduct is never considered an excuse for academic misconduct, so I recommend that you review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct at http://studentaffairs.osu.edu/resource_csc.asp

Academic misconduct is a serious offense. It is my responsibility to make sure it does not occur. If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct (COAM). If COAM determines that you have violated the

University’s Code of Student Conduct, the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University. If you have any questions about this policy or what constitutes academic misconduct, please contact your TA or visit the COAM web page at <http://oaa.osu.edu/coam/home.html>.

Special Accommodations

If you need an accommodation based on the impact of a disability, you should contact me to arrange an appointment by the end of the second week of classes. At the appointment we can discuss the course format, anticipate your needs and explore potential accommodations. I will rely on the Office for Disability Services for assistance in verifying the need for accommodations and developing accommodation strategies. If you have not previously contacted the Office for Disability Services, I encourage you to do so.

Class Topic and Assignment Schedule

Because of the need to be flexible to respond to fast-moving news events, and to accommodate guest speakers on short notice and include reading materials relevant to the presentations of those speakers, this schedule is necessarily incomplete and subject to revision. Regular updates will be discussed in class and posted on Carmen.

All readings for this class will be posted on Carmen; watch for updates as warranted by the flow of class discussion, news/current events developments around the world, and other reasons.

DATE : MOD	TOPIC	Readings/Assignments/In-class Discussion
8/22 : 1.1	Course Introduction/Today’s Global Media Landscape	
8/24 : 1.2	Today’s Global Media Landscape (cont.)	Readings: Freedom House, Freedom of the Press 2017 ; Ipsos Study: “Americans’ Views on the Media” In Class: Discussion of “In the News” assignment
8/29 : 2.1	History of Mass Communications	Reading: Thussu Chapter 1 (PDF on Carmen) Assignment: Participation Grading BEGINS In Class: Discuss/Choose “In the News...” outlet
8/31 : 2.2	Theories of Mass Communication	Reading: Thussu Chapter 2 (PDF on Carmen)

	Discussion of Country-Media Analysis Project	Assignment: Begin “In the News...” pre-class postings (by 9:30 a.m.); this assignment continues for each subsequent class throughout the semester!
9/5 : 3.1	Theories of Mass Communication	Reading: Hallin and Mancini “Comparing Media Systems” (PDF on Carmen) Assignment DUE: Written Assignment 1 (300 words) on three possible choices for Country/Media Analysis Project In Class: Organize Country-Media Project Teams
9/7 : 3.2	Theories of Mass Communication	Readings: Norris “Comparing Cross-Border Flows and Their Effects” (PDF on Carmen) ; Committee to Protect Journalists “10 Most Censored Countries” In Class: Country Team Work
9/12 : 4.1	Western European Media Media in the Former Soviet space	In Class: GUEST SPEAKER TBA: DMITRY KHAYKIN, DEUTSCHE WELLE (DW) Reading and assignment: Familiarize with DW and prepare questions for speaker Reading: Open Society Institute report on European media literacy
9/14 : 4.2	Media in the Former Soviet Space	In Class: GUEST SPEAKER TBA Readings: Freedom House, Freedom of the Press 2017 Eurasia and Europe sections ; Reporters Without Borders Europe-Central Asia section ;
9/19 : 5.1	Media in China and Asia Country-Media Project Team Work	In Class: GUEST SPEAKER TBA Readings: Freedom House, Freedom House, Freedom of the Press 2017 Asia-Pacific section ; Reporters Without Borders Asia-Pacific section In Class: Country Media Team Work
9/21 : 5.2	Media in the Middle East (Arabic-speaking countries, Iran, Turkey, Israel)	In Class: GUEST SPEAKER TBA; Country Presentations Readings: Freedom House, Freedom of the Press 2017 MENA section ; Reporters Without Borders Europe-Central Asia and Middle East-North Africa sections ; Northwestern University in Qatar, Media Use in the Middle East 2017
9/26 : 6.1	Media in Latin America	In Class: GUEST SPEAKER TBA; Country Presentations

		<p>Readings: Freedom House, Freedom of the Press 2017 Americas Section; Reporters Without Borders Americas Section</p> <p>Assignment DUE: Written Assignment 2 (300 words), subject TBD</p>
9/28 : 6.2	Media in Africa	<p>In Class: GUEST SPEAKER TBA; Country Presentations</p> <p>Readings: Freedom House, Freedom of the Press 2017 Sub-Saharan, MENA sections ; Reporters Without Borders Africa, Middle East-North Africa sections ; The Media’s Portrayal of Africa Reconsidered</p>
10/3 : 7.1	International Media – U.S. International Broadcasting	<p>Readings: Familiarize with U.S. International Broadcasting ; The United States Advisory Commission on Public Diplomacy, 2017 Comprehensive Annual Report, pages 153-158 ; The Rise of Cross-Border News</p> <p>In Class: Country-Media Project Team Work</p>
10/5 : 7.2	International Media – Russia, China, Middle East	<p>Reading: Familiarize with media outlets: RT ; CCTV ; Press TV (Iran) ; Aljazeera</p>
10/10 : 8.1	International Media – Russia, China, Middle East (cont.)	
10/12	NO CLASS/AUTUMN BREAK	
10/17 : 9.1	International Media – Other Countries and Non-State Outlets	<p>Readings: Germany Investigating Yazidi Woman’s Claim She Ran Into ISIS Her Isis Captor (AP/Haaretz) ; Although We Now Live in a World of Faked Murders, the Truth is Still Out There (Peter Pomerantsev, the Guardian) ; The Digital War Against ISIS is Being Lost; What Should be Done (Haroon Ullah, the Guardian)</p>
10/19 : 9.2	Threats to Journalists	<p>In Class: GUEST SPEAKER TBA</p> <p>Readings: Committee to Protect Journalists, Attacks on the Press 2017 ; Reporters Without Borders, Online Harassment of Journalists – Attack of the Trolls</p>
10/24 : 10.1	Threats to Journalists	<p>Reading: Safety of Journalists, UNESCO report ; Kremlin Trolls Destroyed Finnish Journalist’s Life</p>
10/26 : 10.2	Reporting on War and Terrorism	<p>In Class: GUEST SPEAKER TBA</p> <p>In-Class Video: Dying to Be Heard: Reporting Syria’s War (New York Times)</p>

10/31 : 11.1	Reporting on War and Terrorism	In-Class Video: Embedded Journalism: Reporting Conflict (BBC Academy) Reading: Bias in Reporting of International Conflict and War
11/2 : 11.2	Undercover/Investigative Reporting	In Class: GUEST SPEAKER TBA Readings: Organized Crime and Corruption Reporting Project ; In Ukraine, RFE/RL Reporters Roughed Up by Presidential Guard Assignment DUE: Written Assignment 3 (300 words), subject TBD
11/7 : 12.1	Undercover/Investigative Reporting	
11/9 : 12.2	Country Media Team Presentations	
11/14 : 13.1	Country Media Team Presentations	
11/16 : 13.2	Country Media Team Presentations	
11/21	NO CLASS	
11/23	NO CLASS	
11/28 : 14.1	TBD Catch-up Class	
11/30 : 14.2	TBD Catch-up Class	
12/5 : 15.1	FINAL CLASS/Course Summary	

The course FINAL EXAM will be on 12/10, 4:00-5:45 p.m.