

# Communication 3597.01

## International Perspectives on Communication

Wednesday & Friday 12:45pm–2:05pm, Baker Systems Engineering 198

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Office Hours: Wednesday 2:15-4:15 p.m.; Thursday 9:30-11:30 a.m.; and by appointment

### Course Description

Welcome to Communication 3597.01, “International Perspectives on Communication.”

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.

In order to contextualize and fully appreciate disinformation you must be an engaged, informed consumer of current news. You will be quizzed from time to time about current events (see “Grading/Assignments” below). I strongly suggest that you follow a respected, credible global news outlet such as BBC or Reuters DAILY. Smartphone apps for these and other media outlets are readily available and easy to navigate.

### **Lecturer Use of Electronic Mail and Messaging**

There will 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.

Also: I like to use the “Announcement” feature in Carmen to provide class updates. So watch closely for these!

### **Class Policies/Technology/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. 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.

Laptops and tablets can be used for productive purposes in a classroom. I do, however, reserve the right to institute a technology policy if usage becomes problematic or distracting.

For your consideration: there is a growing body of research demonstrating that using laptops for note taking impedes learning compared to paper and pen note taking. If

you'd like to read a brief summary of just some of the evidence, check out the *Scientific American* article "A Learning Secret: Don't Take Notes with a Laptop":

<http://www.scientificamerican.com/article/a-learning-secret-don-t-take-notes-with-a-laptop/>

This class is a collaborative learning effort and key assignments will entail working in teams. I encourage all of you to make the most of this class, as your enthusiasm will shape what you and your peers get from our time together.

### Grading/Assignments

Final course grades will be calculated in the following way:

There will be a total of **1,000 POINTS** for this course:

- In order to understand the contemporary global media environment it is imperative that you stay current on international news events. To reinforce this, you can expect **three brief, unannounced, multiple-choice in-class quizzes** on current international news. Each will be worth 30 points and I will **drop** your lowest score. **60 POINTS**.
- There will be **two in-class quizzes**, announced in advance, to test your understanding of course materials. These will be multiple-choice format. Each quiz will be worth 75 points. **150 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. on Friday of each week, students must post via Carmen a bullet-point summary (in Word or PDF format) of three top stories from that week in their selected media outlet. Friday's 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). As the semester progresses, the instructor will direct you to make these summaries more sophisticated by getting at the "whys" behind editorial choices of your chosen outlet. 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 Friday, and on your active participation in class discussion about the editorial choices made by the global media outlets. You will do this assignment for 10 classes; each submission is worth 12 points. **120 POINTS.**

- There will be **two** short (450-600 word) **written assignments**, each worth 50 points. **100 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! **75 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 (as a Power Point presentation) 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.

- **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 4 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. We have 28 classes this semester; each counts 4 points. **112 POINTS.**

- In-class **participation** is essential to the overall success of this course. With a complex topic such as international communication, the appropriate way to study it is through dialogue. You should ALWAYS prepare to participate in the discussion. **83 POINTS.**
- 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:

| <b>Grading/Assignments</b>     | <b>Points</b> |
|--------------------------------|---------------|
| Unannounced news quizzes       | 60            |
| In-class Quizzes               | 150           |
| “In the News...”               | 120           |
| Written assignments            | 100           |
| Team country analysis          | 75            |
| Team media analysis            | 150           |
| Attendance                     | 112           |
| Class Discussion Participation | 83            |
| <u>Final</u>                   | <u>150</u>    |
| <b>TOTAL:</b>                  | <b>1,000</b>  |

**These points will be tallied to compute your final grade by these percentages (OSU standard grading scheme):**

**100-93=A; 92.9-90=A-; 89.9-87=B+; 86.9-83=B; 82.9-80=B-; 79.9-77=C+; 76.9-73=C; 72.9-70=C-; 69.9-67=D+; 66.9-60=D; 59.9-below=E.**

### **Late Assignments**

Deadlines are important and help to ensure course continuity and fairness. I will **deduct 10 percent from an assignment grade for each day (24 hours) that the assignment is late.**

Please contact the instructor well in advance if you believe that there is a specific, compelling reason why you might not be able to meet an assignment deadline.

### Extra Credit

During the semester there will be conferences, lectures and other events on campus and around the world (available via the internet) related to international communications. The instructor will let you know as these events arise; or, if you find such events yourself, please get advance approval from the instructor to utilize these events for this extra credit assignment. If you attend or view these events online and write a brief report – 400 words, maximum – about the highlights and chief conclusions, I will evaluate your report on a satisfactory/unsatisfactory basis and award up to 20 POINTS each for a maximum of TWO reports. **TOTAL POSSIBLE POINTS: 40 (20 POINTS EACH FOR TWO REPORTS).**

### Academic Integrity and Academic Misconduct

OSU's *Code of Student Conduct* (<https://trustees.osu.edu/bylaws-and-rules/code>) defines academic misconduct as "any activity that tends to compromise the academic integrity of the University, or subvert the educational process."

While many people associate academic misconduct with "cheating," the term encompasses a wider scope of student behaviors which include, but are not limited to, the following:

- Violation of course rules;
- Violation of program regulations;
- Knowingly providing or receiving information during a course exam or program assignment;
- Possession and/or use of unauthorized materials during a course exam or program assignment;
- Knowingly providing or using assistance in the laboratory, on field work, or on a course assignment, unless such assistance has been authorized specifically by the course instructor or, where appropriate, a project/research supervisor;
- Submission of work not performed in a course: This includes (but is not limited to) instances where a student fabricates and/or falsifies information for an academic assignment. It also includes instances where a student submits data or information (such as a term paper) from one course to satisfy the requirements of another course, unless submission of such work is permitted by the instructor;
- Submitting plagiarized work for a course/program assignment;
- Serving as or asking another student to serve as a substitute while taking an exam.

Students must recognize that failure to follow the rules and guidelines established in the University's *Code of Student Conduct* and this syllabus may constitute "Academic Misconduct." 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.

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. If COAM determines that you have violated the University's *Code of Student Conduct* (i.e., committed academic misconduct), 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 the above policy or what constitutes academic misconduct in this course, please contact the instructor or your academic advisor.

### **Title IX**

Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories (e.g., race). If you or someone you know has been sexually harassed or assaulted, you may find the appropriate resources at <http://titleix.osu.edu> ([Links to an external site.](#)) or by contacting the Ohio State Title IX Coordinator, Kellie Brennan, at [titleix@osu.edu](mailto:titleix@osu.edu)

### **Student Academic Services**

Arts and Sciences Advising and Academic Services' website provides support for student academic success. Information on advising issues such as tutoring, transfer credits, academic standing, and contact information for Arts and Sciences advisors can be obtained through this website. The site is: <http://advising.osu.edu/welcome.shtml> ([Links to an external site.](#))

### **Disability Services**

If you have a documented disability, please register with Student Life Disability Services. After registration, please make arrangements with me as soon as possible to discuss your accommodations, so they may be implemented in a timely fashion. If you have any questions about this process, please contact Disability Services at 614-292-3307 or [slds@osu.edu](mailto:slds@osu.edu).

### **Please Take Care of Yourself! (Mental Health Statement)**

As a student you may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce a student's ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing.



If you are or someone you know is suffering from any of the aforementioned conditions, you can learn more about the broad range of confidential mental health services available on campus via the Office of Student Life’s Counseling and Consultation Service (CCS) by visiting [ccs.osu.edu](http://ccs.osu.edu) or calling 614-292-5766. CCS is located on the 4th Floor of the Younkin Success Center and 10th Floor of Lincoln Tower. You can reach an on-call counselor when CCS is closed at 614-292-5766.

If you are thinking of harming yourself or need a safe, non-judgmental place to talk, or if you are worried about someone else and need advice about what to do, 24 hour emergency help is also available through the Suicide Prevention Hotline (Columbus: 614-221-5445 / National: 800-273-8255); or text (4hope to 741741); or at [suicidepreventionlifeline.org](http://suicidepreventionlifeline.org)

**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   | Notes/In-class activities<br>(See <u>Carmen</u> for readings – to be completed BEFORE class – assignments, quizzes, etc.!)  |
|------------|---|---|
| 8/21 : 1.1 | Course Introduction/Today’s Global Media Landscape        | About the course; about the instructor; about you   |
| 8/23 : 1.2 | Today’s Global Media Landscape                            | Familiarization with key course resources: Freedom House, Reporters Without Borders, Committee to Protect Journalists<br><br>Discussion of “In the News” assignment |
| 8/28 : 2.1 | From Cave Art to Deepfakes: History of Mass Communication |   |
| 8/30 : 2.2 | History of Mass Communication                             | Discussion of Country/Media Analysis Project  |

|              |  |   |
|--------------|--|---|
| 9/4 : 3.1    | Theories of Mass Communication   | Organize Country-Media Project Teams  |
| 9/6 : 3.2    | Theories of Mass Communication<br>Comparing Global Media Systems           | Country Team Work   |
| 9/11 : 4.1   | Western European Media   | GUEST SPEAKER: DMITRY KHAYKIN, DEUTSCHE WELLE (DW)<br>Before class: Familiarize with DW and prepare questions for speaker |
| 9/13 : 4.2   | Western European Media<br>Media in the Former Soviet Space                 |   |
| 9/18 : 5.1   | Media in the Former Soviet Space   | GUEST SPEAKER: FRANAK VIACORKA, DIGITAL COMMUNICATIONS NETWORK<br>Country Team Work                                       |
| 9/20 : 5.2   | Media in China and Asia  |   |
| 9/25 : 6.1   | Media in China and Asia  | Country Team Work   |
| 9/27 : 6.2   | Media in the Middle East (Arabic-speaking countries, Iran, Turkey, Israel) | Country Team Work   |
| 10/2 : 7.1   | Media in the Middle East   | Country Presentations   |
| 10/4 : 7.2   | Media in Africa  | Country Presentations   |
| 10/9 : 8.1   | Media in Latin America/Canada<br>Media in the Balkans                      | GUEST SPEAKER TBA<br>Country Presentations  |
| 10/11        | NO CLASS/AUTUMN BREAK  |   |
| 10/16 : 9.1  | International Media  | Country Presentations   |
| 10/18 : 9.2  | U.S. International Media   | GUEST SPEAKER TBA   |
| 10/23 : 10.1 | Non-state International Media (ISIS)                                       |   |
| 10/25 : 10.2 | Threats to Journalists   |   |

|              |   |  |
|--------------|---|--|
| 10/30 : 11.1 | Reporting on War and Terrorism            |  |
| 11/1 : 11.2  | Undercover/Investigative Reporting        |  |
| 11/6 : 12.1  | Censorship<br>Disinformation<br>Deepfakes |  |
| 11/8 : 12.2  |   | Country Media Team Presentations         |
| 11/13 : 13.1 |   | Country Media Team Presentations         |
| 11/15 : 13.2 |   | Country Media Team Presentations         |
| 11/20 : 14.1 |   | Country Media Team Presentations         |
| 11/22: 14.2  | TBD/Catch-up session                      |  |
| 11/27        | NO CLASS/THANKSGIVING                     |  |
| 11/29        | NO CLASS/THANKSGIVING                     |  |
| 12/4 : 15.1  | FINAL CLASS/Course Summary                | TBD: This final class might be cancelled |

The course FINAL EXAM will be on Monday, 12/9, 4:00-5:45 p.m.