

COMMUNICATION IN A GLOBAL ERA (CMST 4330)
M/W/F 10:30am-11:20am, Old Main 301
Autumn Semester 2014

Instructor: Dr. Jason Gilmore

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Office Hours: Mondays 2:00 – 4:00pm or by appointment (Main 002F)

Course CANVAS Site: <https://usu.instructure.com/courses/320226>

Course Overview

In recent years the world has become more interconnected than in any era in human history. This increase in international and intercultural connectedness has been made possible by the advent of technologies that allow people to travel across international borders and technologies that allow us to be connected without ever leaving out home countries. As we will see throughout the semester, the field of global communication is multifaceted, offering students a plethora of perspectives and theories to help them grasp the roles and impacts of communication in this increasingly globalized world. This semester we will examine global communication from three separate perspectives. First, we will look at communication from *cross-national* perspectives where we will examine national communication systems in comparison to others. Second, we will examine communication through an *international* lens to see communications that cross international borders. Finally, we will examine the impacts that *transnational* organizations—such as UNESCO—have on global communication systems and trends. All in all, students should come away from this course with a comprehensive understanding of the complexities of communication in this increasingly global era.

Required Texts:

McPhail, T. L. (2014). *Global communication: Theories, stakeholders, and trends* (4th ed.). Chichester, West Sussex, U.K: Wiley-Blackwell. ****Make sure it's the 4th edition.**

**Other required weekly readings will be available on the CANVAS site on the syllabus page.

Course Objectives

1. Learn the fundamental perspectives, theories and principles of global communication as a field and how they function in this increasingly globalized world.
2. Obtain a robust understanding and appreciation of different cultural and national approaches to communication in global contexts.
3. Strengthen students' ability to organize and present thoughts, perspectives, and arguments in written format.
4. Further improve students' ability to think critically about and evaluate different points of view and arguments.
5. Further develop students' ability to maturely engage in intellectual conversations through extensive in-class discussions.
6. Strengthen students' ability to analyze complex subject matter and make sound arguments in order to present them in both oral and written formats.

Course Requirements

- 1) Written assignments. There will be two major written assignments due this semester. Descriptions of the assignments are available on the course CANVAS site (on the Syllabus page) and will be discussed in class at a later date.
- 2) Reflection Papers. You are required to complete five one-page, single-spaced, and typed reflection papers. In these papers you will synthesize the readings for the day by discussing

how they relate one another and to concepts and theories discussed in class. You are required to use concepts and theories from class to help explain your evaluations and analyses. You may relate the readings and class concepts back to events and happenings you are exposed to in the real world, to personal experiences, or to information you have learned in other classes. Reflection papers must be turned in only on Fridays when we have discussants. Look for the *s on the schedule for when these are due. Please note that reflection papers need to be printed and turned in in person at the end of class on the scheduled days.

- 3) Reading Discussant. You will be required to serve as a reading discussant for the weekly readings for two classes this semester. The reading discussants include reflection papers, but with the added responsibility of serving as one of three or four student discussion leaders for that day's discussion. This means that you will hand in a reflection paper with a second page of discussion ideas and questions that will help you lead the discussion for the day. Please note that the papers you write for these days are in addition to your regular reflection papers. Note that a discussant does not dominate the conversation, but guides students to new perspectives and distinct ways of thinking about the subject matter.
- 4) Class participation. Because this is a 3000-level class a high level of individual participation is expected of each student. As you cannot participate if you are not in class, regular attendance is therefore vital to your overall success in this course. Please arrive *on time* having already completed the assigned reading, ready to engage in the discussion material.
 - a. The participation grade will be broken into two parts:
 - i. 50% - Your overall participation in class discussions and in-class activities.
 - ii. 50% - Two "Draft" days where you will be required to bring in a working draft of each of your two major written assignments for the course prior to the due date. You will both get feedback on your draft from a fellow student and give feedback to them.

Evaluation

Written assignments:

Assignment 1: Cross-national news comparison	60 points (15%)
Assignment 2: Research Paper	100 points (25%)
Proposal for Research Paper	20 points (5%)
Presentation of Assignment #2	20 points (5%)

Reflection papers:

5 reflection papers @ 20 points each	100 points (25%)
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Other Evaluations:

Reading Discussant	2@ 30 points each	60 points (15%)
Participation		40 points (10%)

Total:

400 points (100%)

Course policies

Written Assignment Format. All written assignments will be in typed in 12 point Times New Roman font with 1-inch margins on all sides of the document. Papers will either be in single (reflection and discussant) or double-spaced (two major written assignments) format. No extra spacing should be added between paragraphs or before or after lines. Although this many seem stringent, it ensures that all students are playing on equal grounds. You can find templates and grading rubrics on the class CANVAS site.

Assignment due dates. The two major written assignments must be completed on the date assigned. **Late papers** will receive a 5-point deduction per 24 hours for up to 5 days after the due date

(including weekends). No papers will be accepted beyond 5 days and will result in a zero on that assignment. Late reflection papers will not be accepted under any circumstance.

Missed Assignments. If you miss **any assignment** due date because of a documented illness or emergency situation, you **MUST** provide me with an official note (doctor, police, etc.) justifying why you were not able to make the due date. All notes must be accompanied by a contact number, as this number will be called to verify your illness or emergency.

Policy on Academic Honesty. I am counting on your integrity. It is expected that all work turned in will be your own. Any ideas or content that come from another source must be properly cited. This includes any content taken from the Internet. Any acts of plagiarism will be penalized according to the Student Code of Conduct (Article VI) in place by Utah State University. Please check the university's information online regarding their policies on academic honesty:
http://catalog.usu.edu/content.php?catoid=2&navoid=96#Academic_Honesty
<http://www.usu.edu/student-services/student-code/article6.cfm>

Disabilities

Disability Resource Center at Utah State University will work with students needing additional accommodations to academically succeed in this class. Students with ADA-documented physical, sensory, emotional or medical impairments may be eligible for reasonable accommodations. Veterans may also be eligible for services. All accommodations are coordinated through the Disability Resource Center (DRC) in Room 101 of the University Inn, (435)797-2444 voice, (435)797-0740 TTY, (435)797-2444 VP, or toll free at 1-800-259-2966. Please contact the DRC as early in the semester as possible.

Expectations of students

Students are asked to come to class with attitudes of respect and openness to learning about themselves and others in relationship to culture. This is a broad field that addresses essential learning about human communication. We cannot come to understand the world in one semester, or even a lifetime. We will cover the core theoretical models in class that will help students form a basic understanding of the patterns of culture that will go a long way in helping each participant function more effectively in intercultural interactions.

Class conduct

No student is permitted to create a threatening, intimidating, or harassing environment in this course. Classroom civility is a part of the Student Code, and infractions will be pursued through the Student Conduct Coordinator. This course will be conducted in a safe and tolerant environment, and any person who detracts from that environment will be first given a verbal warning about the behavior. If said behavior persists, the student will be asked to leave the class and will not be able to return until the case is settled to the satisfaction of the professor by the Student Conduct Coordinator.

Tentative Course Schedule

Week #	Date	Tentative Class Topics	Readings	Assignments (* indicates day with discussants)
1	8/25	Intro to course & communication in an era of globalization	See CANVAS for online readings	
	8/27			
	8/29			
2	9/1	NO CLASS–Labor Day		
	9/3	Global Communication and the American System	See CANVAS for online readings	
	9/5			
3	9/8	The Role of News in Global Communication	Chapter 11 & 12	
	9/10			
	9/12			*reflection papers
4	9/15	Comparative Perspectives on National Media Systems	Chapter 9, 13, & 14	
	9/17			
	9/19			*reflection papers
5	9/22	Conglomerates and the influences on Global Communication	Chapter 7 & 8	
	9/24			
	9/26			*reflection papers
6	9/29	Impacts of the Internet on Global Communication	See CANVAS for online readings	
	10/1			
	10/3			*reflection papers
7	10/6	Draft Day	Chapters 1 & 2	Please bring in a full draft of your
	10/8	Global Communication Research		
	10/10			National Comparison Paper Due (5pm CANVAS)
8	10/13	The Global Village, Cultural Imperialism	See CANVAS for online readings	*reflection papers
	10/15	Proposal Day		Proposals Due IN CLASS
	10/17	NO CLASS		
9	10/20	Hybridization of Cultures / National, Transnational, and Global Identities	See CANVAS for online readings	
	10/22			
	10/24			*reflection papers
10	10/27	The Impacts of Popular Culture	Chapter 10 + CANVAS readings	
	10/29			
	10/31			*reflection papers

11	11/3	Global Communication and International Relations	Chapter 4 + CANVAS readings	
	11/5			
	11/7			*reflection papers
12	11/10	Strategic Communication Across Borders	Chapter 15 + CANVAS readings	
	11/12			
	11/14			*reflection papers
13	11/17	Transnational Actors	Chapter 3	
	11/19			
	11/21	DRAFT DAY		Bring in full draft of your final paper
14	11/24	Transnational Discourse	See CANVAS for online readings	*reflection papers
	11/26	NO CLASS Thanksgiving Break		Final Papers Due (5pm CANVAS)
	11/28			
15	12/1	Student Presentations		
	12/3			
	12/5			