

City University of New York (CUNY)

## CUNY Academic Works

---

Open Educational Resources

Baruch College

---

2018

### Zero Textbook Cost Syllabus for COM 3076 (International Communication)

Allison Hahn

*CUNY Bernard M Baruch College*

[How does access to this work benefit you? Let us know!](#)

More information about this work at: [https://academicworks.cuny.edu/bb\\_oers/56](https://academicworks.cuny.edu/bb_oers/56)

Discover additional works at: <https://academicworks.cuny.edu>

---

This work is made publicly available by the City University of New York (CUNY).

Contact: [AcademicWorks@cuny.edu](mailto:AcademicWorks@cuny.edu)

## International Communication – Summer 2018

### International Communication COM 3076

Dr. Allison Hahn

Office:

Office Phone:

Email:

Skype Name:

#### Course Description

This course examines issues related to the internationalization of media and communication. Topics include a comparison of information rich and information poor countries, an analysis of global media, trends in communication technology, the role of English as a world language, U.S. influences on world cultures, and international perceptions of the United States.

Evaluation will be determined by a progressive project, final exam, and class participation.

#### Course Objectives

Upon successful completion of this course, students will be able to:

1. Define and discuss key concepts in international communication including those pertaining to Global South, information rich/poor countries, political economy, media institutions, and state ideologies.
2. Analyze and discuss the role of race, ethnicity, class, gender, language, sexual orientation, religious belief, political affiliation or other forms of social differentiation play in world cultures and international communication.
3. Evaluate the advantages and disadvantages of English as a global language.
4. Evaluate the impact of communications technologies on public deliberation in global contexts.
5. Gather, interpret, and assess information from a variety of national and international sources.
6. Create a Presi or PowerPoint presentation and present it effectively via VOCAT.
7. Craft and present briefs, reports, and recommendations for international audiences.

#### Required Text

**You are not required to purchase a textbook for this course.** All reading materials will be posted to Blackboard or made available through a link to Baruch's library.

#### Electronic Communication

All electronic communication will originate from Blackboard and the Baruch email server. I expect that you will use the same forums to communicate with me and your classmates. Even if you use a private email server, you must access your Baruch account to receive and respond to course-related email. To practice professional communication, all email communication must include a greeting, appropriate subject line, salutation, and your name. During the week I will respond to all emails within 24 hours and on the weekend within 72 hours. Any exceptions will be announced on Blackboard.



This syllabus is licensed under a Creative Commons Attribution-Noncommercial International 4.0 license.

## International Communication – Summer 2018

I will ensure that Blackboard is kept up to date by checking in at least once per day during the week and once per weekend. I expect that you will also frequently consult Blackboard for updates before participating in online sessions, lectures and assignments.

### **Blackboard**

Please familiarize yourself with Blackboard before the course begins. Specifically, pay attention to the following tools:

**Announcements** that will be used to update the course schedule and provide reminders for assignments. You will receive all announcements via your Baruch email account. Additionally, Announcements are archived on the Blackboard homepage.

The **Syllabus** area contains the most recent syllabus and schedule for our course.

The **Assignment Example** area contains an example of each assignment and the rubric which will be used to grade your assignments.

The **ACCESS EXAM AND TURN ASSIGNMENTS IN HERE** area contains the link to each exam and space to submit each assignment. Note that the link for each exam or assignment will only be available until the assignment is due. You will not be able to access the link after the due date has passed.

The **Discussion Board** will be used to post your reflections, and respond to your classmate's comments.

The **Blackboard Help for Students** area contains links to Blackboard help and how-to-guides.

**My Grades** will be used to record all grades and provide feedback on assignments. You are able to view grading criteria (by clicking "view rubric") before and after submission of an assignment. An example and more detailed explanation of the My Grades feature are available under the Blackboard Help for Students area.

### **Disability Services**

Students with disabilities may be eligible for reasonable accommodations to ensure them to participate fully in courses at Baruch. If you feel you may be in need of an accommodation, please contact the Office of Services for Students with Disabilities at (646) 312-4590.

### **Course Norms and Expectations**

#### **Opinions**

All ideas are welcome, but offensive remarks and/or personal attacks regarding race, gender, class, sexual orientation, religion, mental, or physical ability and the like are not appropriate.

#### **Language and Reading**

This is a multi-level interdisciplinary course. Please feel free to ask clarifying questions if you find the readings too difficult, or to expand the discussion if you find the readings too simplistic. However, please refrain from assuming that your classmates have taken the same classes as you.

## International Communication – Summer 2018

Take care to clarify your terms and assumptions so that each student can participate and learn from your contributions to the classroom.

### Assignments

All assignments will be uploaded onto Blackboard by 11:59pm EST on the assigned date. All grades and assignments will be returned to you via Blackboard. Grades will be returned within one week of on time submission.

### Late Assignments

Assignments will be docked a full letter grade per day late. Presentations must occur on the assigned date and may not be made up unless excused by a documented emergency.

### Academic Honesty

Baruch's College's policy on Academic Honesty states, "Academic dishonesty is unacceptable and will not be tolerated. Cheating, forgery, plagiarism and collusion in dishonest acts undermine the college's educational mission and the students' personal and intellectual growth. Baruch students are expected to bear individual responsibility for their work, to learn the rules and definitions that underlie the practice of academic integrity, and to uphold its ideals. Ignorance of the rules is not an acceptable excuse for disobeying them. Any student who attempts to compromise or devalue the academic process will be sanctioned."

Academic sanctions in this class will range from an F on the assignment to an F for the course. Additionally, a report of suspected academic dishonesty will be sent to the Dean of Students. You may read more about Baruch's policy at [http://www.baruch.cuny.edu/academic/academic\\_honesty.html](http://www.baruch.cuny.edu/academic/academic_honesty.html)

### Attendance

Students are expected to engage in all on-line forums. A WU grade will be given to any student with more than 4 unexcused absences. Absences will be excused if they are a result of a documented emergency or University approved event (requiring prior notification). It is the duty of the student to meet with me to arrange the completion of any missed assignments, assessments, or announcements resulting from an excused or unexcused absence.

### Grading

All assignments will be graded on a 100 pt. scale with each assignment carrying the weight listed on the next page. Final grades will be calculated based on the following scale:

A+	=	93-100	C	=	73.0-77.0
A-	=	90-92.9	C-	=	70.0-72.9
B+	=	87.1-89.9	D+	=	67.1-69.9
B	=	83.0-87.0	D	=	60-67.0
B-	=	80.0-82.9	F	=	below 60
C+	=	77.1-79.0			

## International Communication – Summer 2018

I work hard to be fair and responsible when it comes to your grades. When you receive a graded assignment you should review both my comments and the original grading rubric. If an issue arises with your grade, you should do the following:

1. Wait 24 hours before submitting an objection to your grade.
2. Send me an e-mail containing an exhaustive explanation of your issue, AND a list of times that you can meet to discuss the issue in person.
3. Schedule a meeting with me to discuss your grade. This meeting will occur in my office.

The result of our meeting will be one of three options:

- a. maintaining the same grade.
- b. an increase in the grade,
- c. a decrease in the grade.

## Graded Activities

This course has been divided into four units, each with a set of readings, lectures, and graded activities.

### Unit 1: Theories of International Communication

#### Graded Activities

#### 1. Blackboard (30 points)

1 Blackboard Posting (10 points)

2 Responses to classmates' blackboard postings (10 points each)

#### 2. End of Unit Assessment (100 points)

5 multiple choice questions, 3 fill in the blank, and 2 short essays.

### Unit 2: International Public Spheres

#### Graded Activities

#### 1. Country Selection (10 points)

Select one country from their assigned region. You will submit your selection by clicking on the **Assignment** area and then **Country Selection**.

#### 2. Media Selection (10 points)

Select 30 second to 1 minute commercial from your chosen country which pertains to new media and technology. An example commercial can be found by clicking on the **Assignment** area and then **Example Media**. Media will be submitted by clicking on the **Assignment** area and then **Media Submission**. For full points, students must provide a two-sentence description of the media as well as a hyperlink to or image of the selected media.

#### 3. Country Report (200 points)

This **2 page, 12pt. font, double spaced report** will include information regarding the political structure of the chosen country, norms of verbal communication, the availability and freedom of media, Internet and cellular access, and pressing issues in communication. An example paper and grading rubric has been posted to Blackboard and is filed in the **Assignment** area under **Example Country Report and Rubric**. Papers must be submitted via Blackboard. To do so, click on the **Assignment** area and then **Country Report**. Then follow the onscreen directions to upload your report.

#### 4. End of Unit Assessment (100 points)

5 multiple choice questions, 3 fill in the blank, and 2 short essays.

### Unit 3: Language and Deliberation

#### 1. Country and Media Presentation (200 points)

Students will present their selected media to the class in groups. These groups will draw upon similarities and differences found in their regions and will accurately apply course concepts to their analysis. During this presentation, students must utilize Prezi or Powerpoint tools to introduce both the chosen country and selected media to the class.

#### 2. Reflection on Classmate's Presentations

## **International Communication – Summer 2018**

### **3. End of Unit Assessment (100 points)**

5 multiple choice questions, 3 fill in the blank, and 2 short essays.

### **Unit 4: Globalization and Glocalization**

Graded Activities

#### **1. Blackboard (30 points)**

1 Blackboard Posting (10 points)

2 Responses to classmates' blackboard postings (10 points each)

#### **2. End of Unit Assessment (100 points)**

5 multiple choice questions, 3 fill in the blank, and 2 short essays.

## International Communication – Summer 2018

<b>Schedule</b>
-----------------

Week	Topic	Assigned Reading	Assignment Due
	<b>UNIT 1</b>		
1	Course Introduction		<b>Self Evaluation</b>
1	History of International Communication	Lavinia Nadrag and Monica Bala, “A Study of the Term Globalization,” <i>Linguistic and Philosophical Investigations</i> 13, (2014): 641-649.	<b>Discussion Board Post</b>
1	Culture and Media	Linda Street. "National Geographic's" Arab Woman	<b>2 Responses to Classmate's Discussion Board Posts</b>
1	Culture and Media	“Counting People – Census Sensitivity,” <i>Economist</i> , December 19, 2007.	<b>End of Unit Assessment</b>
	<b>UNIT 2</b>		
2	Asia	Shakuntala Rao, “I Need an Indian Touch”: Glocalization and Bollywood Films,” <i>Journal of International and Intercultural Communication</i> 3, no. 1 (2010): 1-19.	<b>Country Selection</b>
2	Europe	Natalia Moen-Larsen, “‘Dear Mr. President.’ The Blogosphere as Arena for Communication Between People and Power,” <i>Communist and Post-Communist Studies</i> 46, (2014): 27-37.	<b>Media Selection</b>
3	Middle East	Camelia Suleiman and Russel E. Lucas, “Debating Arabic on Al-Jazeera: Endangerment and Identity in Divergent Discourses,” <i>Middle East Journal of Culture and Communications</i> 5, (2012): 190-210.	<b>Country Paper</b>
3	Africa	John Habwe, “The Role of Kiswahili in the Integration of East Africa,” <i>The Journal of Pan African Studies</i> 2, no.8 (2009): 1-10.	<b>End of Unit Assessment</b>



**International Communication – Summer 2018**

	<b>UNIT 3</b>		
4	South America	Judith Sutz, “Globalization: Some Reflections from Latin America,” <i>Media, Culture &amp; Society</i> 24, (2002): 613-619.	
4	Visual Argument	Katherine Hatfield et. al. “Seeing the Visual in Argumentation: A Rhetorical Analysis of Belgium’s Smurf Public Service Announcement.” <i>Argumentation and Advocacy</i> 43, no. 3-4 (2007).	<b>View class presentations</b>
4	Digital Public Spheres	Terje Rasmussen, “Internet-based Media, Europe and the Political Public Sphere,” <i>Media Culture Society</i> 31, no. 1 (2013): 97-104.	<b>End of Unit Assessment</b>
	<b>UNIT 4</b>		
5	Global English	Daniel R. Davis, “The Inclusivity of World Englishes,” <i>World Englishes</i> 29, no.1 (2010): 21-26.	<b>Discussion Board Post</b>
5	New Media and Technology		<b>2 Responses to Classmate’s Discussion Board Posts</b>
5	New Technology and Media	DeLuca, M., & Peeples, J. (2002). From public sphere to public screen: Democracy, activism, and the "violence" of Seattle. <i>Critical Studies in Media Communication</i> , 19(2), 125-151.	<b>End of Unit Assessment</b>