

School of Communication + Journalism

**Global Media and Society**

MMC3303 – Spring 2017

Tuesday/Thursday, 8 – 9:15 a.m., VH131

**Professor Neil Reisner**

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**Note:** The best way to reach me is by email.

**COURSE DESCRIPTION**

It sounds almost silly to observe that mass media around the world is changing. The fact is that over the last several decades the perspective of media audience's point of view has evolved from primarily to a local or national audience to global. From the smallest local publication's website to the digital New York Times to a seemingly infinite number of media outlets throughout the world, to social media like Twitter, Facebook and Instagram, audiences can access a seemingly amount of information, all of which claims authority. It's like trying to take a bucket of water from a firehose.

This course offers students a way to tame the beast by presenting a multi-cultural global perspective of a multi-media world. It aims to help students build a foundation of media literacy by teaching the history of mass media and how it's evolved over the millennia. Through readings, videos and online resources, this course will show students how to pick apart the components of mass media around the world.

Central to the course lays the concept of media as it manifests in a world that depends on multi-media to feed a populace that wants instantaneous information. It engages a global community that more uses media in all its formats to create a perception of reality while at the same time using it to escape reality.

The class will present basic media and communication concepts common to most media formats around the world. It will be based on media in the U.S., but with a global perspective that acknowledges that Western media no longer exclusively drives content. It will examine such topics as free press, branding, agenda setting, propaganda, stereotyping, globalization and real vs fake news. It will examine the way different cultures use and perceive the media.

**This is a Discipline-Specific Global Learning course that counts toward Global Learning graduation requirements.**

**GLOBAL LEARNING OUTCOMES**

- Students will be able to demonstrate knowledge of the interrelatedness of international media characteristics as they manifest in various globalized content and localized content.
- Students will be able to conduct a multi-perspective analysis of basic media and communication elements found in all or most international media formats and products.
- Students will demonstrate willingness to cultivate information from diverse international media sources in order to engage critically in the problems presented by the production, distribution and consumption of global media products with an understanding of the social, political and economic influences that shape these globalized cultural products.

**REQUIRED TEXT AND OTHER MATERIAL**

- Media & Culture: Mass Communication in a Digital Age, Richard Campbell, Christopher R. Martin, Bettina Fabos, Bedford/St. Martin's, Tenth Edition, 2015, ISBN: 1457668734
- At least one dozen Scantrons
- No. 2 pencils

**ADDITIONAL READINGS AND REQUIRED WORK**

Check the course schedule and Blackboard for Additional Readings and Required Work Each Week! (Login via [fiu.blackboard.com](http://fiu.blackboard.com) and check that you can access the course website. If you encounter any technical problems, then call UTS at 305.348.2284 or go to Green Library Rm. 150.)

**You are required to do assigned readings and complete other required work prior to class. Your success in class will depend on your completion of these assignments.**

**CLASS STRUCTURE**

This is not a lecture course though I likely will present some content each week. Instead, it utilizes Team-Based Learning or TBL. Most likely you have never been in a course using TBL so please read carefully:

TBL has you prepare for classes by doing preparation work outside of class and applying it in class. You must read all course material for the week read and/or watched by the beginning of class Tuesday. Do not expect me to lecture much. Instead most class time will involve applying and enhancing knowledge through in-class team projects. I will divide you into teams the second day of class and you'll do much of your class work with your teammates. You will also do your end-of-the-semester project with your team.

Learning is not the same as reading, watching etc. Research shows that it takes most people several exposures to learn new content. This is the main reason why in this course you start learning material through the required preparation work, then apply the content in class and then you are assessed in different ways. This approach helps knowledge and critical thinking "stick" but it may seem strange to you at first.

One feature of class will be "Individual Readiness Assurance Tests" or iRATs. Each iRAT will consist of 10 questions and be administered Tuesdays at the beginning of class. Following the iRAT, you will confer with your teammates and complete a team RAT, known as a tRAT. For the tRAT you will discuss the quiz, coming to agreement on the answer to each question and marking your answer on a scratch-off card.

There will also be a midterm, a final and an end of a semester.

*To repeat: You are expected to read or watch all class material before class on Tuesday and, will be quizzed on your understanding of this material at the beginning of class, at first individually and then with your team. You'll spend a good deal of class time applying this information via short in-class projects with your team. You will be assessed for both your individual and teamwork.*

**END OF SEMESTER PROJECT**

Members of each team will individually research an aspect of media in an assigned country and compile their work into a PowerPoint. For example, one member of the Mexico team might research freedom of the press in that country and another might look at advertising. The team will then compile their work into a single short PowerPoint to be presented in class. Detailed information on the project will be provided in a few weeks.

**GRADES**

Grades will be calculated according to this rubric:

Grade	Points	Grade	Points
A	95-100	A+	77-79
A-	90-94	C	70-76
B+	87	D	60-69
B	82-86	F	< = 59
B-	80-81		

You will be graded on:

**iRATs and tRATs:** The iRAT and tRAT will be jointly graded, with the iRAT counting three quarters and the tRAT counting one quarter of the grade. **50 Percent**

**Midterm Exam:** Most questions will come from the iRATs you've taken up to the exam date. **10 percent**

**Final:** Most questions will come from all the iRATs you've taken during the semester. **10 percent**

**Project: 30 percent**

A few words about proportional or “weighted” grades.

Weighting a grade is a way of distributing scores according to their proportion of the final grade. For example, if you receive 8 points on all your RATs, you’ll have 80 percent average or 80 points. But those points will count for half your grade, so they would equal for 40 points in your final grade calculation. Likewise, 100 points on your project would equal 30 points in your final grade calculation.

**POLICIES**

- **Attendance:** You must attend every class and arrive to class on time. There are no excused absences except those recognized by university policy: documented illness, the death of immediate family, religious holidays and other specific cases. In the case of illness, **you need a doctor’s note that says you COULD NOT ATTEND class, not a note saying you went to a doctor.** In the case of a death, **you need to provide a funeral program or obituary documenting the death and your relationship to the deceased.**

**The university does not recognize as excused absences** such things as routine doctor appointments, working on assignments for other classes, taking Abuela to the airport, a business trip, a student organization meeting or traffic. Miami traffic and shuttle delays are no secret so plan ahead.

**Arrive after an iRAT has begun and you will forfeit the right to take it.**

- **Cell Phones, Recording Devices, & Laptops:** While technology is now a key venue for global interactions of artistic expression (and the tool you will use for most of your preparations for class), human interaction also remains crucial for understanding. This will be the mode of interaction in class, you therefore must turn off and put away your cell phones. Class notes and activities will require paper and pen, so please bring these to each class.
- **Recording:** Per Florida law, it is my legal right to prohibit any kind of recording of this class, and we exercise that right. Therefore, recording devices of any kind, audio or video, are prohibited in this class. Violating this policy is illegal, and violators will be sanctioned.
- **Courtesy Counts:** Class is a place to learn. It is not a place for casual conversation, a lounge for taking naps or a place where rudeness or “trolling” is acceptable. Disrespect for fellow students or the professor will not be tolerated. Civility is essential.

Everyone in the class has the responsibility of making the classroom a “safe” environment where everyone feels comfortable expressing their thoughts and in which everyone can feel that their opinions are respected, even when they are not shared by all members of the class. Class discussions and activities will help you to understand the connection between what is being taught in class and how it relates to the everyday life.

FIU prides itself as a community of diverse backgrounds: ethnic, racial, religious, cultural, social, political, economic, gender, sexual orientation, age and ability.

The University encourages, supports and appreciates these differences, and discourages all forms of prejudice, bias, bigotry, discrimination, and intimidation in the process of learning.

FIU believes in fostering a supportive, safe, and caring environment conducive to learning. When both faculty and students model civility in the classroom, it contributes to the growth of individuals and their role as concerned and enlightened citizens. All opinions and experiences, despite how different or controversial they may be perceived, must be respected in the tolerant spirit of academic discourse. Students are encouraged to comment, question, or critique an idea but never to attack an individual.

Please consider that sarcasm and humor can be misconstrued in online interactions as well as in person ones, and generate unintended disruptions. Working as a community of learners, we can build a polite and respectful course ambience. For more information visit the Student Conduct & Conflict Resolution website [here](#).

- **Special needs:** If you need accommodation based upon a disability under the terms of the Americans with Disabilities Act or Section 504 of the Rehabilitation Act of 1973, please discuss your needs with me.

### CENTER FOR ACADEMIC SUCCESS

The Center for Academic Success is available on both campuses to support you. They provide personalized attention tailored to your needs in a user-friendly environment that includes online support. You can get help writing a paper, reading more efficiently and increasing textbook comprehension, or even creating an individualized learning plan. The center is located in Green Library 120, next to Starbucks (305-348-2441) at MMC and in ACI 160 (305-919-5927) at BBC. Find them online at <http://undergrad.fiu.edu/cas/learning-center>

### HONESTY AND ETHICS

**There is only one rule regarding honesty and ethics: Be scrupulously honest and unendingly ethical.**

The School of Communication + Journalism prepares students for fields in which ethics are paramount. Since a profession demands the highest standards of honesty and integrity, I will simply not tolerate plagiarism, cheating, deceptive conflict of interest and theft and will seek to impose the harshest punishments available for violations. To make certain you understand how to avoid plagiarism, we will devote one class session to a discussion on that topic.

#### **Here's what FIU says about Academic Misconduct:**

Florida International University is a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas, and community service. All students should respect the right of others to have an equitable opportunity to learn and honestly demonstrate the quality of their learning. Therefore, all students are expected to adhere to a standard of academic conduct, which demonstrates respect for themselves, their fellow students, and the educational mission of the University. All students are deemed by the University to understand that if they are found responsible for academic misconduct, they will be subject to the Academic Misconduct procedures and sanctions, as outlined in the Student Handbook. This Code of Academic Integrity was adopted by the Student Government Association on November 28, 2001 and reflects the values articulated in the Student Code of Standards.

All students are deemed by the university to understand that if they are found responsible for academic misconduct, they will be subject to the Code of Academic Integrity's procedures and sanctions, as outlined in the FIU Student Handbook. Students have the right to due process in all disciplinary situations. For additional information concerning student rights and responsibilities, please contact FIU's Office of Student Conduct and Conflict Resolution.

Academic misconduct will not be tolerated in this class. Ignorance of the law is no excuse. Violations of academic integrity will be punished. These violations involve the use of any method or technique enabling you to misrepresent the quality or integrity of any of your university-related work.

Students committing academic dishonesty (cheating on tests, plagiarism, etc.) will receive an automatic "F" in the course and will be reported to university officials for additional actions.

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