MDST 3405.01/.02

International Communications

Spring, 2017

Neu Hall 141

MW 2:00-3:15 (01)

MW 4:00-5:15 (02)

Lecturer: Katie Allen

Email: [kra9t@virginia.edu](mailto:kra9t@virginia.edu) (email me here rather than collab)

Alternate email: [kra135@psu.edu](mailto:kra135@psu.edu)

Twitter: @kralaw (you are invited to follow me on Twitter)

Office: 242 Wilson Hall

[*http://www.virginia.edu/webmap/ACentralGrounds.html*](http://www.virginia.edu/webmap/ACentralGrounds.html)

*Office Hours:*

Mondays and Wednesdays: 1:00-2:30\* or by appointment

Virtual Office Hours available upon request

\***subject to change/reschedule: notice by twitter/collab**

Reading Materials

* Required Text: Thussu, D.K. (2006, 2nd Ed). *International Communications*
* Excerpted material will be on *Collab>Resources>Readings or Relevant Media*

<http://www.law.cornell.edu/citation/>

* Following Current Events and News: An awareness of current events and a consideration of how they specifically impact our own lives and legal system are essential for understanding much of this course material, as many of the classroom examples will be placed in the context of current events. As such you will be expected to regularly follow:
* The print news-online, alternative, and traditional, taking advantage of the *New York Times, USA Today, Huffington Post Daily Times*
* In very rare instances, special news programs or commentary (i.e. *Frontline*, BBC reports, Internet content, etc.) specifically related to the issues we are discussing in class.
* Major broadcast news, e.g., MSNBC, CNN, FOX, CBS, ABC, NBC, PBS, HLN,
* Alternative news sources, e.g., *AltNet*, *Reddit*, *Daily Kos* (insert your favorite source here)
* Political Satire news programs, e.g., *Last Week Tonight with John Oliver*
* A great way to keep up to date is to follow a news source (e.g., Huffington Politico, Slate) on Twitter, Facebook or similar sites
* ***Often class discussions will reference current events in the context of International Communications. Current events discussed in class discussions are fair game for exams and quizzes.***

COURSE OVERVIEW & LEARNING OBJECTIVES

This course is intended to introduce students to the many important legal questions that news media professionals face routinely in reporting news and information to the public as well as your rights under the constitution and statutory law regarding freedom of expression. No prior knowledge of the law is necessary. This class requires only preparation and critical thinking. Through reading assignments, lectures and class discussions, students will gain an understanding of the legal problems in several key areas of media law: freedom of speech and the press, libel, privacy, news gathering practices, free press/fair trial, the regulation of obscene materials, copyright, and the regulation of advertising and telecommunications. You will:

* Develop an understanding of and appreciation for the protections embedded in the First Amendment.
* Understand and apply principles of libel and privacy and the responsibilities of a free press
* Understand the First Amendment and the protections afforded to all citizens, journalists or other.
* Understand the history and evolution of Mass Communications law and the challenges faced in trying to keep the law evenly paced with technological innovations.
* Understand the concept of governmental transparence and how freedoms of information laws empower citizens to hold their government accountable on both the state and federal levels.
* Understand how U.S. telecommunications policy is formulated and applied within the confines of the First Amendment and our legal and legislative interpretations
* Recognize that ethics and law are not synonymous and that what is lawful is not always ethical.

COURSE REQUIREMENTS

*Quizzes (20%)*

There will be 3 quizzes during the semester. Quizzes will be multiple-choice format and will address assigned readings and lectures.

*Exams (35%)*

You will have two midterm examinations and a final examination. They will include multiple-choice and short answer questions. All questions will be challenging, and will require an accurate synthesis and application of the material.

*Response Paper (20%)*

You will be required to write one response paper on an issue in international communications (details forthcoming).

*Final Paper (25%)*

There will be a final essay, 8-pages-max, in which you have the opportunity to examine some aspect of international or intercultural communication.  This final paper accounts for 25 percent of your grade. This paper must be prepared in scholarly form, with an appropriate system of scholarly documentation (APA, MLA or Chicago)

The final draft of your essay is due in the assignment tab on Friday May 12 at 11:55pm

Details and guidelines for substance and grading will be provided in both class and the “Resources” tab of Collab.

All assignments will be posted on the Calendar tab of Collab.

In summary, course requirements are weighted as follows:

Quizzes: 20% of final grade

Exams: 35% of final grade

Response Paper: 20% of final grade

Final Paper: 25% of final grade

Total: 100%

EXTRA CREDIT OPPORTUNITIES

In addition to the graded course requirements there will be 2 extra credit opportunities yet to be determined. They may take the form of lecture attendance, out of class movie or documentary viewing or other form. Both will require a writing component. Those who complete the extra credit assignments receive either 1 or 2 extra credit points based on the quality of their work. **OUTSIDE OF THESE TWO OPPORTUNITIES, THERE WILL BE NO EXTRA CREDIT ASSIGNED. IT IS UP TO YOU TO PURSUE THE OPPORTUNITY AT THE TIME GIVEN.**

***ANY REQUEST FOR FURTHER EXTRA CREDIT (e.g., “is there any way I can improve my grade”) WILL BE DENIED ON THE GROUNDS THAT IT UNFAIRLY ADVANTAGES ONE STUDENT OVER THE OTHERS.***

GRADING

\*Grades are earned based on the following scale:

|  |  |  |
| --- | --- | --- |
|  | A+ | 100 |
| A | 95 |
| A- | 90 |
| B+ | 87 |
| B | 83 |
| B- | 80 |
| C+ | 77 |
| C | 73 |
| C- | 70 |
| D+ | 67 |
| D | 63 |
| D- | 60 |
| F | 0-59 |
| IN - Incomplete |  |

Please note that with the exception of ***participation consideration*** as described in the Attendance Policy below, there is no ‘rounding’ in the grading scale. For example, an 89.0 is an B+ and is not rounded up to an A-, etc. Your numerical score is firm.

POLICIES

Thank you in advance for cooperating with the following policies:

* Attendance Policy: Attendance is not mandatory although ***highly encouraged***. This class is about critically evaluating the state of international communications and dialogue and debate with fellow students fosters your ability to do so. Further, for those students who ***attend class regularly and actively participate*** in class discussions ***participation consideration*** will be given when deciding whether or not to round up final grades, e.g., a 94.9 would be rounded to a 95, giving the student an A, rather than an A-.
* Personal communication devices: Use of cell phones, tablets, or any other personal communication devices or programs in the classroom during class time is strictly prohibited. **Made sure these devices are turned off prior to entering the classroom, you will be asked to leave if they disturb the class.**
* Food and Beverages: Food and drinks are officially prohibited in the classroom by university policy. Although I will not be policing the room you will be asked to dispose of any food items I see being eaten flagrantly and may be asked to leave if you are found consuming them during class time more than once.
* Classroom Etiquette: **It is more than likely that during discussion and other times you may encounter ideas and positions with which you do not agree. Some may even offend you**. This is part of the strategy behind the course, designed to challenge you to engage with alternative and opposing perspectives. This process is vital to grooming your critical thinking skills. Should you disagree with the concepts under review, please remember to stop and think about what is being said before drawing conclusions and making impulsive statements. When you do respond, please do so in a *thoughtful* and *respectful* manner. Passion is essential for debate, however disrespect, condescension, and/or outright dismissal of your fellow students or course content is unacceptable. No topic or perspective is off limits, but they must be presented with maturity and critical thinking.
* Online behavior: Emails or correspondence to both me and other students should be done so with the *Rules of Netiquette.*

[*http://www.albion.com/netiquette/corerules.html*](http://www.albion.com/netiquette/corerules.html)

* Missed deadlines: No excuses for late work will be accepted unless coming from an official source (e.g., a note from your doctor, an email from your advisers or coaches, etc.) I will not make exceptions, for to do so is to reward unprofessional behavior as well as to give one student an advantage over the others. I suggest that you get your work done and done on time.
* Emailing the instructor: Please only email me through ***UvaCollab***; *I am not responsible for answering email sent through ‘webmail,’* as it can easily get lost amidst other emails I receive. While I may not always be able to answer emails immediately, I will make every effort to answer your email as quickly as possible. If you have not received a response from me within 24 hours, you can assume I did not receive your correspondence.
* Twitter: If you do not already have a Twitter account, please go to <https://twitter.com/> to sign up for one and request to follow me @kralaw; I will disseminate information through Twitter as well as UvaCollab. Don’t worry! I will not follow you.
* **ACADEMIC INTEGRITY**: Academic integrity is the pursuit of scholarly and creative activity in an open, honest and responsible manner, free from fraud and deception, and is an educational objective of University. Cheating, including plagiarism, falsification of research data, using the same assignment for more than one class, turning in someone else's work, or passively allowing others to copy your work, will result in academic penalties at the discretion of the instructor, and may result in the grade of "XF' (failed for academic dishonesty) being put on your permanent transcript. In serious cases it could also result in suspension or dismissal from the University. As students studying communications, you should understand and avoid plagiarism (presenting the work of others as your own, AKA [Milli Vanilli](https://en.wikipedia.org/wikki/Milli_Vanilli)). The rules and policies regarding academic integrity should be reviewed by every student, and can be found online at:

<http://www.virginia.edu/onmyhonor/honorNetscape.html>

Any student with a question about academic integrity or plagiarism is strongly encouraged to discuss it with me. Please remember, once a matter has been referred to Academic Integrity, it is out of my hands and there is no dropping the issue.

* Disability access: UVA welcomes students with disabilities into the University's educational programs. If you have a disability-related need for reasonable academic adjustments in this course, contact the Student Disability Access Office, located in the Elson Student Health Center, and at 434.243.5180 or sdac@virginia.edu For further information regarding SCAC, please visit their web site at

<http://www.virginia.edu/studenthealth/sdac/sdac.html>

Should you have the need for reasonable academic adjustments, you should notify me as early in the semester as possible.

COURSE OUTLINE WITH READINGS

**Week 1 /January 18- January 20**

**Introduction**

Lectures and Subject Matter:

*-Overview of Course*

*-Review of Syllabus*

*-International Communications as a Field*

*- Crises Communications*

*International Communications Issue of the Week*

Readings:

*-Thussu, D.K. International Communication; "Introduction to the First Addition", pp. xiv-xxii.*

*-Stevenson, R.L. (n.d.) Defining International Communications as a Field. Journalism Quarterly:  543-553*

*-Cottle, S. (2008). Global crisis in the News. International Journal of Communication: 3 (2009), 494-516;*

*- Media TBA*

**Week 2: January 23-January 27: Historical Context of International Communications**

Lectures and Subject Matter:

*-Historical Context of Int’l Communications: Origins of Communications*

*-*Thussu, D.K. *The Historical Context of International Communications*; pp.

              1-31.

            -Liebovich, L.  *The Role of the Media in the Cold War,*

*International Communications Issue of the Week*

Readings:

*-Thussu, D.K. The Historical Context of International Communications; pp.*

*1-31.*

*-Liebovich, L.  The Role of the Media in the Cold War,*

*- Media TBA*

**Week 3/ January 30-February 3: *Theorizing International Communications, Part I:***

Lectures and Subject Matter:

*-Seminal Theories of International Communications*

*-Political Economy and Critical Approaches to International Communications*

*International Communications Issue of the Week*

Readings

*-Thussu, D.K. Approaches to Theorizing International Communications, pp. 40-65*

*- Habermas: The Public Sphere*

*-Scheufele and Tewksbury: Framing, Agenda Setting and Priming*

*-Robinson, P. The CNN Effect*

*-Media TBA*

**Week 4 / February 6-February 10: Economics of International Communications**

Lectures:

*--Global Infrastructure, The Global and the Local*

*- The Transnational Media Corporation*

*-Globalization and Neo-liberalism*

*International Communications issue of the Week*

Readings:

-*Thussu, D.K. The Global and the Local (Chapter 5), pp. 145-170*

*- Warf, B. Oligopilization of Global Media*

*--Gershon, R. The Transnational Media Corporation*

*-Media TBA*

**Week 5/ February 13-February 17: Branding, Cultural Imperialism and Contra-Flow**

Lectures and Subject Matter:

-*Quiz 1: Monday February 13*

-*Cultural Imperialism*

*-Branding*

*-Contra Flow*

*International Communications Issue of the Week*

# Readings

--*Thussu, D. Contraflow in Global Media, pp. 180-206.*

*- -Lu, Yue (2012). The Relationship, Tension and Interaction between Cultural*

*Imperialism and Contra-Flow in Contemporary Media Culture*

# *-Media TBA*

# Week 5/February 20-24: Exam Week

# Lectures and Subject Matter:

*-Exam 1 Review*

*-Exam1: Wednesday February 22*

**Week 6/February 27-March 3: Foreign Affairs Part I**

Lectures and Subject Matter:

-*Introduction to International Relations*

*-International Relations Theories in Context*

*International Communications Issue of the Week*

Readings:

**-** S*nyder, Jack (2004). “One World, Rival Theories” in Foreign Policy pp. 53-62*

*-Terhanian, M. (1997). Global Communication and International Relations.*

*Retrieve at….*

[***http://www.gmu.edu/programs/icar/ijps/vol2\_1/Techrenian.htm***](http://www.gmu.edu/programs/icar/ijps/vol2_1/Techrenian.htm)

*-Media TBA*

**Week 7/ March 6-March 10**

****

**Week 8/ March 13-March 17: Foreign Affairs Part 2**

Lectures and Subject Matter:

-*Media and Foreign Affairs*

*-War and the Media*

*International Communications Issue of the Week (spotlight on ISIS)*

Readings

-*Malek, Abbas (2004). Foreign policy and the media. Encyclopedia of*

*International Communications.*

*-War, Propaganda and the Media in Global Issues, retrieve at*

[*http://www.globalissues.org/article/157/war-propaganda-and-the-media*](http://www.globalissues.org/article/157/war-propaganda-and-the-media)

*- Why ISIS is winning the Social Media War in WIRED, retrieve at*

[***https://www.wired.com/2016/03/isis-winning-social-media-war-heres-beat/***](https://www.wired.com/2016/03/isis-winning-social-media-war-heres-beat/)

***-****Media TBA*

**Week 9/ March 20-March 24:**

Lectures and Subject Matter:

*-Quiz 2: Monday March 20th*

-*Hard Power*

*-Soft Power*

*-Smart Power and International Diplomacy*

*International Communications of the Week*

Readings:

--*Nye, Joseph S. (2004). “Soft Power: The means to success in world politics”.*

*pp: 1-18, 44-55*

*-Hard power, Soft power, or Energy Power in Foreign Affairs, retrieve at*

[*https://www.foreignaffairs.com/articles/united-states/2015-03-03/hard-power-soft-power-and-energy-power*](https://www.foreignaffairs.com/articles/united-states/2015-03-03/hard-power-soft-power-and-energy-power)

-*Media TBA*

**Week 10/ March 27-March 31: Digital Activism and International Communications**

Lectures and Subject Matter:

*-Digital Activism*

*-Anonymous and other “subversive” hackers*

*-Spotlight on Citizen Journalists across the globe*

*International Communications Issue of the Week*

Readings:

-

* *Kahn, R., & Kellner, D. (2004) New Media and Internet Activism: the "Battle of Seattle"to Blogging, 87-95;*

*- Sirky, C. (2011). The Political Power of Social Media: Technology, The Public Sphere and Political Change. Foreign Affairs.*

*-* *Boas, T. (2000). The Dictator’s Dilemma*

*-Select material from Global Voices. Retrieve at:* [*http://globalvoicesonline.org*](http://globalvoicesonline.org)

-*Media TBA*

**REACTION PAPER DUE IN ASSIGNMENT DROP BOX 11:55PM MARCH 31**

**Week 11/April 3-April 7: Legal Issues in International Communication**

Lectures and Subject Matter:

*-Introduction to International Law*

*-Humanitarian Law*

*-International Criminal Law-current cases*

*International Communications Issue of the Week*

Readings:

*- Huffman, J., Trauth, D. and J. Samoriski (2009) Global Communications Law:*

*201 -224.*

* *Calhoun, C. (2009). The Idea of Emergency: Humanitarian Action and Global*

*(Dis)Order. IILJ*

*-More TBD*

*-Media TBA*

-

**Week 12/April 10-April April 14: Exam Week**

Lectures and Subject Matter:

-*Exam Review*

***Exam 2, Wednesday April 12***

**Week 13: April: 17-April 21/**

Lectures and Subject Matter:

*-United States Politics in International Communications*

*International Communications Issue of the Week*

Readings:

* *TBA*
* *Media TBA*

**Week 14: April 24-April 28/Spillover Week**

Lectures and Subject Matter:

-*Quiz 3: Monday April 24*

-*Unfinished Business*

*-Final Paper tips and Rubric*

*-Students’ Choice*

*International Communications Issue of the Week*

Readings:

-*Current Events TBA*

*-Media TBA*

**Week 15: May 1-May 2/Final Exam Review**

IMPORTANT DATES

There are 16 weeks in this semester. There are 3 quizzes, 3 Exams, 1 response Paper, and 1 Final Paper. There are 3 Exam Review Sessions.

Quizzes:

1. **Monday February 13**
2. **Monday March 20**
3. **Monday April 24**

Exams:

1. **Wednesday Feb 22**
2. **Wednesday April 12**
3. **Final Exam:**

**Monday May 8 2:00-5:00 (01)**

**Section 2: TBA**

Response Paper:

1. **Friday March 31 @ 11:55pm in Assignment Dropbox**

Final Paper

1. **Friday May 12 @11:55pm in Assignment Dropbox**