

University of Missouri – St. Louis

Department of Media Studies

Dr. Thomas McPhail

Media Studies 3356, Global Media Systems

Fall Semester, 2009

Syllabus for Internet-Cont-Ed section

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Purpose:

In recent years scholars have developed various theories concerning international communication. They attempt to systematically explain the circumstances under which the exportation of cultural materials (radio, television, movies, magazines, music, Internet, iPods, etc.) transforms international communities. Some nations are encouraged by these changes, while other nations or groups are threatened by the same underlying economic, cultural, and technological forces. The homogenization of cultures by hegemonic forces will be discussed.

The purpose of this course is to examine the transformation of global communication and explain its underlying causes, major players, and possible future consequences. World System and Electronic Colonialism theories will assist in organizing global stakeholders, current and future trends. Finally, the course will acquaint students with the literature and issues in international communication from a social science perspective. Certain public policy issues/choices (e.g.: free press vs. censorship, or cultural free trade vs. protectionism, convergence) will be discussed. In addition, major multi-lateral agencies (e.g.: UNESCO, ITU, OECD, INCD, WSIS, and WTO), which have a direct impact on global communication, will be outlined and discussed.

Reading:

Course Materials:

1. Thomas McPhail, *Global Communication: Theories, Stakeholders, and Trends* (Boston: Blackwell Publishers, 2005) SECOND EDITION ONLY (Recommend buying used from Amazon.com etc.)
2. Various assigned articles/ reports/ chapters
3. European Journalism Centre web site: <http://www.ejc.net>

Grading:

*TEST – Week of December 7 th (Book & Lectures)	15%
Major Research paper (due December 14 th)	15%
<u>Web activities</u>	<u>70%</u>
TOTAL	100%

Note #1: Scholarship, not hardship, is what is evaluated.

*Note #2: If you live outside the St. Louis Area, you will need to find a testing center at which to take the online test. Please contact me right away if this applies to you and start making inquiries at local colleges early! For those close to UMSL, you will be taking the test in one of the two online testing centers located on campus.

Calendar:**Assignments Due****August 24, 2009 (Week One)****9/2/9**

- UNIT 1 – Syllabus & Introductions
NWICO/Historical overview/early era/British role
Read Chapter 1 in Text (Global Communications/ pg 1-38)
Discussion Board: Semi-peripheral vs. Peripheral & BBC Assignments

August 31, 2009 (Week Two)**9/9/9**

- UNIT 2 – World system and eColonialism theories
Cultural Imperialism/ Cold War news prism/ 9-11 impact
Read Chapter 2 in the Text (Develop. Research Traditions & Global Com./ pg 39-58)
Discussion Board: National Indigenous TV & Nordicom Assignments

September 7, 2009 (Week Three)**9/16/9**

- UNIT 3 – Development Communication/ UN activities
Read Chapter 3 in the Text (American Multimedia Giants/ pg 59-94)
Discussion Board: Foreign TV Assignment (*get approval on topic country*)

September 14, 2009 (Week Four)**9/23/9**

- UNIT 4 – American hegemony/US stakeholders
Read Chapter 4 in the Text (Non-US Stakeholders of Global Comm. Systems/pg 95-119)
Discussion Board: Globalisation and Hybridity Assignment

September 21, 2009 (Week Five)**9/30/9**

- UNIT 5 – Non US media stakeholders/SONY, Bertelsmann, Bollywood
Read Chapter 5 in the Text (Global Issues, Music & MTV/pg 120-141)
Discussion Board: Multidisciplinary Understanding of News Assignment

September 28, 2009 (Week Six)**10/7/9**

- UNIT 6 – MTV/ music industry/cultural imperialism/ Napster
Read Chapter 6 in the Text (CNN International/ pg 142-174)
Discussion Board: International Aid and Global News Media Assignment

October 5, 2009 (Week Seven)**10/14/9**

- UNIT 7 – CNN, BBC, Euronews
Read Chapter 7 in the Text (The Roles of Global News Agencies/ pg 175-191)
Discussion Board: Digital Divide Assignment

October 12, 2009 (Week Eight)**10/21/9**

- UNIT 8 – Global news agencies, AP, Reuters-Thomson, AFP, Xinhua
Read Chapter 8 in the Text (Media in the Middle East & North Africa/ pg192-225)
Discussion Board: MTV's Staying Alive Global Campaign Assignment

October 19, 2009 (Week Nine)**10/28/9**

- UNIT 9 – Middle East media scene, Al-Jazeera
Read Chapter 9 in the Text (The Role of Global Advertising/ pg 226-240)
Discussion Board: Gender Equality and Economic Development Assignment & Research Paper Topic Proposals (2) **Must** Be Submitted

October 26, 2009 (Week Ten) 11/4/9

UNIT 10 – Global Advertising, Omnicom, WPP, Interpublic etc
Read Chapter 10 in the Text (The Role of International Organizations/ pg 241-267)
Discussion Board: After Developmentalism & Globalization Assignment

November 2, 2009 (Week Eleven) 11/11/9

UNIT 11 – UNESCO/INCD/culture-convention
Read Chapter 11 in the Text (Global Technologies and Organizations/ pg 268-289)
Discussion Board: UNESCO Assignment

November 9, 2009 (Week Twelve) 11/18/9

UNIT 12 – ITU, WSIS, WTO, OECD, ICANN
Read Chapter 12 in the Text (The Internet: The New Frontier/ pg290-315)
Discussion Board: INCD Assignment

November 16, 2009 (Week Thirteen)

UNIT 13 – The Internet
Read Chapter 13 in the Text (Summary & Conclusions/ pg 316-332)

November 21 – 29, 2009 – Thanksgiving Break/ No Assignments or Postings

November 30, 2009 – End of Class

Test – Comprehensive (Multiple Choice, T/F & Essay). Will Be Posted December 7-11, 2009
Research– See below for details.
Paper

***Weekly EJC Articles will be discussed in the Course Blog as per the instructions under “Course Materials.”**

RESEARCH PAPER DUE by 12 midnight on December 14; sent via email to stlmcph@umsl.edu.

Research Paper:

The research paper requirements are:

- 12 pages plus bibliography
- New Times Roman 12 font, double spaced and 1 inch Margins; APA style preferred
- Includes as a minimum 4 books and 10 referred journal articles. You may substitute up to three web based sources for a single journal article.

Keep an extra copy. Late papers will be docked a grade per day, i.e. An A minus paper becomes a B plus paper after 1 day late, then B after the 2nd day late, B minus after 3 days, etc. Topics need to be approved in advance by Dr. McPhail.

Academic Dishonesty:

If a student commits an act of dishonesty, a failing grade will be awarded for the specific test, paper, etc. I also reserve the right to seek additional sanctions, such as awarding an F grade for the entire course, expulsion from the department, or some other penalty from the Office of Academic Affairs, if the dishonesty warrants it.

Also be aware that I reserve the right to use internet tools to scan papers for possible violations.