

# Jour 4660/5660: International Mass Media

#3497/#3493 Fall 2014 M W F 9:40-10:35 am Scripps 212

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**INSTRUCTOR:** Kevin Grieves, Ph.D.

**E-mail:** grieves@ohio.edu

**Office hours Fall 14:** Mon. 2:00-4:30, Tues. 9:00-11:00, and by appt.

**Office location:** Schoonover 206

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**CATALOG DESCRIPTION:** Development and operations of world mass communication channels and agencies. Comparative analysis of media, media practices, and flow of news throughout the world.

**OVERVIEW:** This course is designed to provide you the tools to examine differences and similarities among mass media environments around the world, and to enhance your critical thinking about significant issues related to global communication. We will consider media production, content, transmission and audiences/reception around the globe. We will analyze various national media systems as well as transnational media flows, with a particular emphasis on journalism (in a broad sense of the term) at the global, national, and regional levels. We will examine different cultures of journalism, trace the historical development of international media structures and flows, and we will look at the impact of new media on international journalism.

*(Note: this is not an international reporting "skills" course).*

## MAIN LEARNING GOALS OF THE COURSE

By the end of this course, you should have made significant progress towards

- thinking critically about issues such as globalization and media flows
- understanding the differences and similarities among various national media systems, including their political, historical, social, technological, economic, and cultural contexts.
- awareness of some of the media theories that can help explain these differences and similarities
- an awareness of the challenges and trends in current international mass media research and practice
- an appreciation of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society

## HOW WE WILL WORK TOWARDS THOSE GOALS

This course will address research and analysis of various issues in international mass media environments: production, content, distribution/channels and audiences. This course is comprised of lectures, class discussions, research projects and presentations.

### Materials you will need:

- Required Textbook: William A. Hachten and James F. Scotton, *The World News Prism: Challenges of Digital Communication*. 8th ed. Malden, MA: Wiley-Blackwell, 2012.

Additional readings will be made available electronically via Blackboard posting.

## COURSE POLICIES

### Attendance:

I understand that occasional health problems and similar emergencies prevent students from attending class. To accommodate such situations, I allow two absences during the quarter. However, ***if you have more than three unexcused absences, your final course grade will be lowered one full letter grade.***

If you find yourself in a situation where a serious health issue or similar emergency will interfere with regular attendance, please speak with me as soon as possible, ideally *before* the absence occurs. Be prepared to provide documentation of the emergency (note from doctor, etc.).

### Global News Awareness:

In order to appreciate the context in which media around the world operate, you need to understand what's going on in the world: developments in the political, economic, technological, and cultural realms impact media organizations as well as media audiences. By taking this course, I assume you have at least a passing interest in international matters. Make that an active interest: keep up to date on global events and issues on a regular basis. I will direct you to some sources for this type of information; others you might uncover on your own.

### Deadlines:

Missed deadlines are a ticket to downfall in the profession of journalism. Get yourself in good work habits now. Therefore,

***all assignments are due at the beginning of class time.***

If you do not turn in an assignment at the beginning of class, it will automatically be marked down 25% of possible score for each calendar day late; after 4 calendar days you will receive a '0'. Missed quizzes or in-class exercises cannot be made up. You will receive a zero for the quiz or exercise unless you have a doctor's note. If you anticipate trouble completing an assignment on time because of a legitimate problem (illness, death in the family, etc.), contact me as soon as possible BEFORE the assignment is due so that I can work with you on a reasonable accommodation.

### Classroom Behavior:

***Turn off cell phones and other electronic devices*** during class time. You will need to pay close attention, as material will not be repeated.

### Academic Dishonesty:

You are responsible for doing your own work. Even though you might work with classmates on certain projects, you are expected to complete your own work on those projects. Plagiarism includes taking any material from another source without citing it, or placing text from another source in your work and not indicating it as a quote.

Plagiarism, deception, and fabrication are unacceptable in the professional practice of journalism, as in other areas of public life. Therefore, prepare yourself and don't be tempted by them now. Please familiarize yourself with Ohio University policies regarding academic honesty, which are available online at:

<http://www.ohio.edu/judiciaries/academic-misconduct.cfm#info>

Be aware that ***academic dishonesty can result in an automatic grade of F*** for this entire course as well as possible referral to the OU Judiciary offices.

**E-Mail:**

I will communicate via e-mail (to your Ohio U e-mail account) and our course Blackboard site: check both regularly!

While I will do my best to check e-mail regularly during the week, I cannot guarantee responses to e-mail on Friday evenings and over the weekends. As far as possible, try to clarify your questions in person before or after class.

Please DO NOT use e-mail to:

- (1) get routine information that is already on the syllabus.
- (2) ask what you missed in class when you were absent. Please contact a classmate for notes. I will be glad to provide any handouts you missed.
- (3) discuss in-depth a major or significant problem.

## **ASSIGNMENT OVERVIEW (more detail to come)**

- Participation  
I expect you to actively take part in class discussions of topics, and to have read assigned readings **before** each class. Read the material thoroughly, and be prepared with questions and opinions to discuss. Participation also means fully engage in any group activities.
- Quizzes  
There will be 4 to 5 unannounced quizzes over material from the assigned readings as well as on major international current events.
- Midterm Exam  
Composed of short answer questions and short essays. Details to come.
- National Media System Analysis + Presentation  
You will research the media system of a particular nation, and share your findings with the class by way of brief in-class presentation. You will also turn in a brief (3-4 page) written summary of your findings. You should address the political, economic, cultural, and linguistic (and any other relevant) aspects. More detail to come.
- Media Outlet Analysis  
You will investigate the organizational structure, content, target audience(s) and mission of a media organization (print, broadcast or online) based outside of the United States, or a media outlet based in the U.S. whose coverage includes significant emphasis on international events or affairs. You will share your findings with the class by way of brief in-class presentation. You will also turn in a written summary of your findings. Additional details to come.
- Graduate Students, in addition to above:  
You will select (in consultation with the instructor) an issue or topic related to international mass communication. I will provide you with a list of suggested topics, but you are welcome to propose your own. You will research the topic and write a roughly 12-15 page paper containing a review of scholarly literature on the topic, and concluding with suggestions for further research into the topic (e.g. any gaps in knowledge, new developments not reflected in current scholarship, etc.).

## GRADING

Your course grade for J4660 will be computed as follows, with a possible 1000 points:

|                               |     |
|-------------------------------|-----|
| Participation:                | 100 |
| Quizzes:                      | 100 |
| Midterm Exam:                 | 250 |
| Nat'l. Media System Analysis: | 200 |
| Media Outlet Analysis:        | 350 |

J5660 graduate students, your course grade computed as follows, with a total of 1400 possible points:

|                               |     |
|-------------------------------|-----|
| Participation:                | 100 |
| Quizzes:                      | 100 |
| Midterm Exam:                 | 250 |
| Nat'l. Media System Analysis: | 200 |
| Media Outlet Analysis:        | 350 |
| Literature Review Paper       | 400 |

*Please note that, per OU policy, "grades cannot be changed by arranging to complete additional work."*

## A FEW ADDITIONAL MATTERS

- You are expected to conduct original work in this course. Please do not recycle assignments from previous or current courses.
- The most fruitful class discussions result from students speaking up and sharing their views. Controversial and politically charged issues may potentially arise, but it is important that we interact courteously with one another. The classroom should be a safe space for the open exchange of ideas.
- Any student who believes s/he may need an accommodation based on the impact of a disability should contact the class instructor privately to discuss the student's specific needs and provide written documentation from the Office of Student Accessibility Services. Students not yet registered as a student with a disability should contact the Office of Student Accessibility Services

## ABOUT THE INSTRUCTOR:

A bit about my background: I began my career in television news in 1989, joining CNN in Germany. After moving to Atlanta, I wrote and produced newscasts for CNN International, and produced and wrote for the CNN World Report program.

That experience spurred a research interest that remains a strong strand in my research agenda: the rhetorical, narrative and visual journalistic depiction of "us" and "them." I have long been interested in the intersection of journalism and national identity... and that interest developed into a focus on the role of journalism and media on national peripheries, in border regions, across national borders. My book, *Journalism Across Boundaries: The Promises and Challenges of Transnational and Transborder Journalism* (Palgrave Macmillan, 2012), examines this terrain. My current research continues this line of inquiry, and includes case studies of transnational journalism education programs and of transborder collaborations in several European regions.

I received my Ph.D. from Indiana University in 2009. I joined the Scripps faculty in the fall of that year. My research has appeared in *Journalism Studies*, *American Journalism*, and in German in a publication of the German association for Journalism and Communication Studies.

## COURSE SCHEDULE

(tentative; if more or less time is required for any topic, we will adjust accordingly. You should complete assignments and readings before the start of the designated class period.)

| DATE | TOPIC | READ | DUE |
|------|-------|------|-----|
|------|-------|------|-----|

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**Week 1**

8/25-27-29

Course Overview, Introduction to Int'l Mass Media  
Theories & Models of International Communication *Hachten Intro, Ch.1*

**Week 2**

9/1 – Labor Day/no class

9/3-5

Media control paradigms, 4 Theories  
The 4 Theories Revisited, Criticisms

*Hachten, Ch.2*  
*Nerone [Bb]*

**Week 3**

9/8-10-12

Imagined Communities/Mass media & Identity  
Int'l. Media and Language  
Regions: the Americas

*Anderson, excerpts [Bb]*  
*Hachten, Ch.6*  
*Canadian magazines [Bb]*

**Week 4**

9/15-17-19

Regions: Europe  
Regions: Russia & former Soviet bloc  
Regions: East Asia

TBA  
*TBA [Bb]*  
*Hachten, Ch.7*

**Week 5**

9/22-24-26

Regions: South Asia  
Regions: Middle East & N. Africa  
Regions: Sub-Saharan Africa

*TBA [Bb]*  
*Hachten, Ch.8*  
*Hachten, Ch.9*

**Week 6**

9/29, 10/1

National media system presentations

**Nat'l. media system analysis**

10/3 - no classes in session

**Week 7**

10/6-8-10

Traditions of international journalism  
Transnational News Organizations today  
Transborder Journalism, journalistic cultures

*Hachten, Ch.3*  
*Grieves [Bb]*

**Week 8**

10/13-15-17

Global Village, Global Journalism?  
Satellite Technology and Int'l. Media  
Shifting Media Consumption Habits, "Foreign" News *Hachten, Ch.10*

*Hachten, Ch.4, 5*

| DATE | TOPIC | READ | DUE |
|------|-------|------|-----|
|------|-------|------|-----|

**Week 9**

10/20-22-24

Conflict and international journalism  
New Technology, Social Media & Int'l Journalism

*Hachten Ch. 11*  
*Syria War Social Media [Bb]*

**Week 10**

10/27-29-31

**MIDTERM EXAM Mon./Wed., Oct. 27 & 29**

**Week 11**

11/3-5-7

Int'l Advocacy Journalism  
Int'l Mass Media & Propaganda  
Public Diplomacy & Media

*Jay Black/Propaganda [Bb]*  
*Hachten, Ch.12*

**Week 12**

11/10-12-14

Int'l. Strategic Media  
Transnational Entertainment Media  
Format Cloning, Hybrid Formats

TBA  
*Sean Jacobs [Bb]*

**Week 13**

11/17-19-21

Looking forward  
Discussion, media outlets

*Hachten, Ch. 13*

**Week 14**

11/24

Presentations

**media outlet presentations**

11/26-28 *Thanksgiving holiday – no classes*

**Week 15**

12/1-3-5

Presentations  
Course Wrap-up

**media outlet presentations**

**Week 16**

(Scheduled FINAL EXAM time: **Friday, December 12, at 8:00 a.m.**)

**written media outlet  
analysis due**