



EMAC 2600

International Communication

Format: Online

Design: Weekly Modules

FALL 2019

Course Description

The study of significant cultural differences that inform successful, ethical interaction in a global communication. This course will examine communication contexts ranging from interpersonal contexts to the use of emerging media.

Course Objectives:

Upon successful completion of this course, students will be able to: **1)** Demonstrate knowledge of how cultural differences impact communication in various contexts, **2)** Analyze their own cultural attitudes, values, and practices particularly as they influence interaction in cross-cultural contexts, and **3)** Demonstrate an understanding of the ethical implications of communication in cross-cultural contexts.

General Education Outcomes:

The following general education outcomes for this course are listed below: Students will analyze, evaluate, and interpret diverse forms of human communication.

Program Outcomes:

The following program outcomes for this course are listed below: **1)** Students will analyze and evaluate different cultural, historical, and ethical perspectives in communication, **2)** Demonstrate knowledge of and apply communication and media theories that inform practices in traditional and emerging media.

Dr. Phillip Arceneaux

Dr. Arceneaux earned a Ph.D. from the University of Florida with interests in international communication, specifically public and digital diplomacy. His scholarly interests include international relations, international law, and cybersecurity. He received his bachelor's at LSU and his master's at the University of Louisiana at Lafayette. Dr. Arceneaux's work experience spans communications in academics, professional athletics, and government, including the U.S. Naval Academy, U.S. Department of State, and Central Intelligence Agency.



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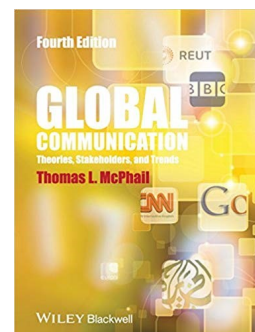
OFFICE HOURS: By Appointment

Recommended Course Textbooks:

Title: Global Communication: Theories, Stakeholders, & Trends (4th Edition)

Author: Thomas L. McPhail

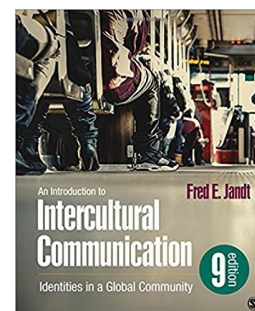
ISBN-13: 978-1118622025



Title: An Introduction to Intercultural Communication: Identities in a Global Community (9th Edition)

Author: Fred E. Jandt

ISBN 13: 978-1506361659



Absences & Late Policy

There is no such thing as a “freebie” when it comes to absences or being late. If you have missed an in class assignment, you will receive a zero. Please note that all assignments are uploaded online, but some are due by the posted date and time. All times are in the current time zone of Valdosta State University. **LATE WORK IS NOT ACCEPTED.** If you have an excused absence, you may make arrangements to turn in your work early. In the case of an emergency, late work may be accepted with documentation of the extenuating circumstance. **RELIGIOUS HOLIDAY CONFLICTS WITH CLASS SHOULD BE SUBMITTED BY THE THIRD WEEK OF CLASS.** Excused absences are as follows: University Sponsored Events with at least 1 week prior notice and documentation; Medical/Emotional/ Family Emergencies with **APPROPRIATE DOCUMENTATION AND COMMUNICATION.** All emergency absence documentation is due within two weeks of your return to class. Make up assignments will not be given until documentation is received.



RESPECT IS AN ABSOLUTE REQUIREMENT FOR THIS COURSE. Participation is essential to the learning process and reflects a percentage of the course grade. In order to give everyone the opportunity for maximum participation, a safe respectful environment must exist in the class for all opinions and perspectives. At no time should there be any use of profanity, disrespectful slurs, or aggressive volume used in the discussions. This applies to course guests and students. Surfing the Internet, playing games, and blogging are all disrespectful when done during a presentation or lecture. We are all here to learn, and should therefore vow to listen, process, and then respectfully respond to the statements made.

Course Grading Breakdown

- Weekly News Quizzes: 14 quizzes X 10 points = **140 points**
- Discussion Posts: 13 posts X 20 points each = **260 points**
- Journal Project: 1 exam X 100 points = **100 points**
- Midterm Exam: 1 exam X 150 points = **150 points**
- Semester Paper: 1 exam X 100 points = **100 points**
- Final Exam: 1 exam X 150 points = **150 points**

900 TOTAL POINTS POSSIBLE IN THE CLASS

*All assignments are for credit towards a college level course. Submissions should be of college level quality. All homework and class assignments should be coherent and presentable. Please check grammar, punctuation, and tone prior to submission. **First and last names should be listed on all submissions (no nicknames)**. If having extreme difficulties submitting materials in BlazeVIEW, please reach out to the instructor for assistance.

900 - 810 = A

809 - 720 = B

719 - 630 = C

629 - 540 = D

539 - 0 = F

Assignment Descriptions

- **Quizzes & Discussions:** Communication is essentially the sharing of information. In mass communication, it is critical to stay up to date on the flow of information, especially in international contexts. To help force ourselves to stay up to date, the class will have a weekly discussion of which students *must partake*, and a mandatory trending news quiz due every Sunday. Students will be asked to identify one major international news item that trended during the week. Students will then offer a synopsis of the situation and identify how that trending event impacted society or implications for emerging technologies. This will account for just over 44% of your grade in the course.



- **Midterm Exam:** The Midterm Exam will test all material covered since the very first day of class.



This means that all information from Weeks 1 - 8 will be covered. The exam will be worth 150 points, or 16% of your grade in the course. The test format will involve multiple choice, matching, and short answer questions.

Assignment Descriptions, Cont'd

- **Semester Paper:** International Communication is a broad field of study that lends easily to multiple applications. For your term paper, each student will write about an analysis of a particular context involving the use of technology to communicate to communicate abroad. This can include print, telegraphy, radio, cinematography, television broadcasting, the Internet, or social media.



Honing in on a specific use of your selected medium, you will explore the technological, sociological, and psychological implications of using such a medium to communication internationally. In all, the 10-paper should be no less than 1,250 words (double-spaced). This paper will be worth 150 points, or 16% of your grade in the course.

- **Personal Journal Project:** As communicators, it is our job to objectively see the world before us and share information about that world with those around us. Unfortunately, when it comes to ourselves, it is very hard to for people to maintain objectivity when analyzing their own communication behavior. Therefore, for one week every student will keep a journal cataloging every time they interact with international communication. Students will note not only their usage, (in bed, on the bus, in class, etc), but also make attempts to notice international communication around them (in class, in the library, in the student union, etc). On the Sunday each student's weekly journal is due, the student will submit the journal along with a 2-3 page reflection paper discussing his/her perspective of attempting to objectively analyze their experience. The journal project will be worth 100 points, or over 15% of your grade in the course.



- **Final Exam:** The Final Exam will test all material covered since the very first day of class, with emphasis on the second half of the semester. This means that all information from the first 8 weeks of class is fair game, but most of the exam will test information on the second 8 weeks of class. The exam will be worth 150 points, or 16% of your grade in the course. The test format will involved multiple choice, matching, short answer questions, and one long essay question.

- **Extra Credit:** While there will be an opportunity for extra credit in this course, it should first and foremost be noted that extra credit involves extra work for both the student and the course instructor. In order to warrant extra work on the part of the instructor for a student's benefit, extra credit must entail a significant contribution from the student. In essence, to receive extra credit a student must significantly impress the instructor as a courtesy for the additional grading to his or her workload. This means that while extra credit is available to all students in the class, specific assignments will be determined on a student-by-student basis and will require the student to go well above and beyond in regards to performance. As such, extra credit will not be an easy or quick task. Any student interested in extra credit should approach the instructor about an assignment by the beginning of Week 12 (Deadline of November 4th).



Tentative Class Agenda for the Semester

<u>Date</u>	<u>Topic</u>	<u>Outside Materials</u>	<u>Assignments</u>
Week 1 August 19 - 25	Introduction & Syllabus	A History of International Communication Studies (E. C. Hanson, BlazeVIEW)	Discussion Post #1 Due
	Why Is International Communication Important?		Trending Quiz #1 Due
Week 2 August 26 - September 1	Models & Approaches to Evaluating Global Media Systems	McPhail, Chapters 1 & 2	Discussion Post #2 Due
			Trending Quiz #2 Due
Week 3 September 2 - 8	Global Media Systems: The Printing Press	Readings posted to BlazeView	Discussion Post #3 Due
			Trending Quiz #3 Due
Week 4 September 9 - 15	Global Media Systems: Telegraphy	Readings posted to BlazeView	Journals Due
			Trending Quiz #4 Due
Week 5 September 16 - 22	Global Media Systems: Radio	Readings posted to BlazeView	Discussion Post #4 Due
			Trending Quiz #5 Due
Week 6 September 23 - 29	Global Media Systems: Television & Satellite Broadcasting	McPhail, Chapters 5 & 7	Discussion Post #5 Due
			Trending Quiz #6 Due
Week 7 September 30 - October 6	Global Media Systems: The Internet	McPhail, Chapters 6 & 10	Discussion Post #6 Due
			Trending Quiz #7 Due
Week 8 October 7 - 13	Global Media Systems: Social Media	Readings posted to BlazeView	Midterm Exam

Tentative Class Agenda for the Semester, Cont'd

Week 9 October 14 - 20	Introduction to Intercultural Communication	Jandt, Chapter 1	Discussion Post #7 Due
			Trending Quiz #8 Due
Week 10 October 21 - 27	Barriers to Intercultural Communication	Jandt, Chapter 2	Discussion Post #8 Due
			Trending Quiz #9 Due
Week 11 October 28 - November 3	Contexts of Intercultural Communication	Jandt, Chapter 3	Discussion Post #9 Due
			Trending Quiz #10 Due
Week 12 November 4 - 10	Nonverbal Communication	Jandt, Chapter 4	Discussion Post #10 Due
			Trending Quiz #11 Due
Week 13 November 11 - 17	Language in Intercultural Communication	Jandt, Chapter 5	Discussion Post #11 Due
			Trending Quiz #12 Due
Week 14 November 18 - 24	Dimensions of Intercultural Communication	Jandt, Chapter 6	Discussion Post #12 Due
			Trending Quiz #13 Due
Week 15 November 25 - December 1	Cultures Within Cultures	Jandt, Chapter 11	Discussion Post #13 Due
			Trending Quiz #14 Due
Week 16 December 2 - 7	Future Challenges in International Communication	Jandt, Chapter 14	Term Paper Due
Final Exam Week December 9 - 13			Exams <i>MUST</i> be completed by 11:59 Eastern on Friday, December 13th.

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Academic Honor Code & Academic Honesty

Academic integrity is the responsibility of all VSU faculty and students. Faculty members should promote academic integrity by including clear instruction on the components of academic integrity and clearly defining the penalties for cheating and plagiarism in their course syllabi.

Students are responsible for knowing and abiding by the Academic Integrity Policy as set forth in the Student Code of Conduct and the faculty members' syllabi. All students are expected to do their own work and to uphold a high standard of academic ethics.

Academic Integrity Violations:

Cheating and plagiarism are academic integrity violations. Additional violations may be added as deemed appropriate. The following academic integrity violations are not to be considered all-inclusive:

- 1) No student shall use or attempt to use unauthorized materials or devices to aid in achieving a better grade on a component of a class.
- 2) No student shall receive or give or attempt to receive or give assistance not authorized by the instructor in the preparation of an essay, laboratory report, examination or other assignment included in any academic course.



3) No student shall take or attempt to take, steal, or otherwise procure in an unauthorized manner any material pertaining to the conduct of a class, including but not limited to tests, examinations, laboratory equipment, and roll books.

4) No student shall sell, give, lend, or otherwise furnish to any unauthorized person material which can be shown to contain the questions or answers to any examinations scheduled to be given at any subsequent date in any course of study offered by the University, without authorization from the University.

5) No student shall engage in plagiarism, which is presenting the words or ideas of another person as if they were the student's own. Essays, term papers, laboratory reports, tests, online writing assignments, and other similar requirements must be the work of the student submitting them. Some typical examples of plagiarism are:

- Submitting an assignment as if it were one's own work when, in fact, it is at least partly or entirely the work of another.
- Submitting a work that has been purchased or otherwise obtained from an Internet source or another source. Incorporating the words or ideas of an author into one's paper without giving the author due credit, e.g., when direct quotations are used, they must be indicated, and when the ideas of another are incorporated in the paper they must be appropriately acknowledged.

For More Information:

VISIT: <https://www.valdosta.edu/administration/student-affairs/student-conduct-office/student-code-of-conduct.pdf>

Teacher - Student Agreement



1. Class will be fun. Students will look forward to the class and the assignments.
2. Everything will be useful and have a purpose. I promise not to assign any busy work.
3. Participation is required. You do not have to talk the most, but I expect active listeners and participation.
4. Mature and respectful behavior is expected. This includes **ARRIVING ON TIME**.
5. Electronics are allowed for **CLASS SPECIFIC PURPOSES ONLY**.
6. I am here to help, but I expect you to check the syllabus and BlazeVIEW **BEFORE** asking assignments/grade questions.

ADA Statement

Students with disabilities who are experiencing barriers in this course may contact the Access Office for assistance in determining and implementing reasonable accommodations. The access Office is located in Farbar Hall. The phone numbers are 229-245-2498 (V), 229-375-5871. For more information, please visit [VSU's Access Office](#) or email: access@valdosta.edu.

Academic Resources

- **The Academic Support Center**: The Academic Support Center (ASC) provides free peer tutoring in core curriculum courses, including, math, writing, sciences, social sciences, humanities, and foreign languages. The ASC also provides supplemental instruction (tutor-led study group sessions) for historically difficult courses like biology, chemistry, geosciences, psychology and sociology, as well as academic success workshops. New for fall 2018: 24/7 access to online tutoring through ThinkingStorm, which includes Writing Center where you can submit drafts for feedback and get help with core courses when the ASC is closed. Call 229-333-7570 to make an appointment, email us at asc@valdosta.edu, or visit our website www.valdosta.edu/asc. Located in Langdale Hall.
- **Odum Library** provides a variety of services to assist classroom instruction, including library instruction, course reserves, and interlibrary loan. Please see [Library Faculty Services](#) for further information.
- **Student Success Portal**: The Student Success Portal provides an interactive dashboard, student profiles and messaging tools for faculty, advisors and student support staff to easily assess student performance and risk indicators that may contribute to or hinder students from being successful in their programs. It combines early alert flagging with predictive analytics to track and improve student performance.



Health & Wellness Resources

The VSU community is committed to and cares about all students. If you or someone you know at VSU feels overwhelmed, hopeless, depressed, and/or is thinking about dying by suicide, supportive services are available and effective. For immediate help contact the University Police at 229-259-5555 who will contact appropriate resources for support. More information and local resources are located [here](#).

As a student, you may experience a range of challenges that can interfere with learning, such as. These mental health concerns or stressful events may diminish your academic performance and/or reduce your ability to participate in daily activities. VSU services are available and treatment does work. You can learn more about confidential mental health services available on campus [here](#). 24 hour emergency help is also available through the University Police at 229-259-5555 who will contact on-call counselors or appropriate resources for support

Recognizing the signs and symptoms of mental health problems can help you or others to consider seeking care that can help. Treatment for mental health problems is effective. More information and resources are located at [The Counseling Center website](#).

In the event I suspect you need additional support, **I will express my concerns and the reasons for them, and remind you of campus resources that might be helpful to you. It is not my intention to know the details of what might be bothering you, but simply to let you know I am concerned and that help, if needed, is available.** Getting help is a smart and courageous thing to do -- for yourself and for those who care about you.



If you, or someone you know, needs support, is distressed, or exhibits concerning behavior, help by making a referral to the BIT Team. The VSU BIT Team's purpose is to promote a safe and productive learning, living, and working environment by addressing the needs of students. As your professor, I may contact the BIT Team to seek support for you. I encourage you to fill out a referral if you or a classmate are in need of help. There are several ways to contact the BIT Team:

- 1) For more information about the BIT Team, [click here](#).
- 2) Email your concern to vsubmit@valdosta.edu; or
- 3) Fill out the anonymous Concerning Behavior Reporting Form [here](#).

Title IX Statement

Valdosta State University (VSU) is committed to creating a diverse and inclusive work and learning environment free from discrimination and harassment. VSU is dedicated to creating an environment where all campus community members feel valued, respected, and included.

Valdosta State University prohibits discrimination on the basis of race, color, ethnicity, national origin, sex (including sexual harassment and sexual violence), sexual orientation, gender identity, religion, age, disability, genetic information, or veteran status, in the University's

programs and activities as required by applicable laws and regulations such as Title IX. The individual designated with responsibility for coordination of compliance efforts and receipt of inquiries concerning nondiscrimination policies is the University's Title IX Coordinator: The Director of the Office of Social Equity, titleix@valdosta.edu, 1208 N. Patterson St., Valdosta State University, Valdosta, Georgia 31698, 229-333-5463.



Student Opinion of Instruction

At the end of the term, all students will be expected to complete an online Student Opinion of Instruction survey (SOI) that will be available on BANNER. Students will receive an email notification through their VSU email address when the SOI is available (generally at least one week before the end of the term). SOI responses are anonymous to instructors/administrators. Instructors will be able to view only a summary of all responses two weeks after they have submitted final grades. While instructors will not be able to view individual responses or to access any of the data until after final grade submission, they will be able to see which students have or have not completed their SOIs, and student compliance



may be considered in the determination of the final course grade. These compliance and non-compliance reports will not be available once instructors are able to access the results. Complete information about the SOIs, including how to access the survey and a timetable for this term is available at <http://www.valdosta.edu/academics/academic-affairs/vp-office/guidelines-for-administering-sois.php>

Mememes of Wisdom for this Semester

YOU DON'T WANT TO READ THE SYLLABUS BECAUSE IT'S BORING?



TELL ME MORE ABOUT HOW YOU WILL MAGICALLY MEET EXPECTATIONS WITHOUT KNOWING THEM?

Hard Work is Always



Appreciated and Rewarded

