Comparative and International Media Studies

MMC 4XXX
School of Communication, Florida State University
Class Sessions:
Room:
Course website: campus.fsu.edu

Instructor:
Office:
Office Hours:
Voice:
Fax:
E-mail:

COURSE DESCRIPTION:

The course is an examination of various international and national media systems and the elements which determine the type of media currently operating throughout the world.

We look at comparative media systems, in the context of international communication patterns, media flows and uses, industries, and institutions. The range of issues that we will consider varies from a broad overview of industry and institutional trends and themes to a closer examination of media industries, institutions and policies, firm strategies, and implications for communications and cultural practices. In each area, however, we will be using country, regional, and global examples to identify the key developments and large issues at stake, and to build a framework for analysis and approaches to research, rather than merely acquire information.

In addition to the required readings, selected examples of other readings are offered for use in preparation for each session and in writing discussion papers. You should identify your research topic as soon as possible, and then analyze the readings as you proceed in light of their contribution to your research interests. Your own research project is the major part of independent work in the course.

OBJECTIVES:

At the end of the course, the student will be able to:

- Apply key concepts, theories and arguments in the study of international and comparative media systems
- Discuss industry and institutional characteristics and roles;
- Analyze media industries, institutions and policies, firm strategies
- Assess the implications of media uses for culture and politics
- Apply research and analysis skills to complete an independent study on comparative media
- Use appropriate evidence from multiple sources to illustrate how a chosen topic is relevant to a particular field.
- Employ different resources such as words, graphs, charts, and images to compose in the field.
- Compose as a process, including drafts, revision, and editing.
- Convey ideas clearly, coherently, and effectively for a particular purpose, occasion, or audience as appropriate
- Apply relevant areas of scholarship to produce an original project.

The Liberal Studies for the 21st Century Program at Florida State University builds an educational foundation that will enable FSU graduates to thrive both intellectually and materially and to support themselves, their families, and their communities through a broad and critical engagement with the world in which they live and work. Liberal Studies thus offers a transformative experience. This course has been approved as meeting the Liberal Studies requirements for Upper-Division Writing and Scholarship in Practice.

This course is intended for majors in the School of Communication, and others are admitted only by permission of the instructor. There are no pre-requisite courses. A grade of C- or above is required to meet the requirements for the major in Communication, as well as to meet the Liberal Studies requirements.

COURSE REQUIREMENTS

Written Assignments:

Written products will be assessed for quality of writing, organization, use of course materials or research materials, analysis and insight, as well as conformance to the directions of the assignment or activity. Please write in a professional and clear style. Proof and make corrections to your written products before you submit them. Follow the guidelines for the specific assignment. Use logical reasoning and evidence in your position statements and other written products. Generally, the following guidelines apply to earning points for completed work according the directions given in the course.

- Assignments receive points for the quality of work, including research, analysis, and organization and writing style.
- Assignments and activities with brevity, clear organization, accuracy of information, clarity of reasoning and evidence, and logical arguments will receive higher points than those with lengthiness and wordiness, disorganization, inaccuracies, foggy reasoning and poor evidence, and illogical arguments.

Course requirements are participation in class discussions and presentations on selected readings, postings to the discussion board, a research proposal, an "issues and concepts" discussion paper, and a research paper.

Participants are expected to attend class sessions (5% of your overall grade), to take part in class discussions in an active and informed fashion (5% of your overall grade), and to complete online discussion board postings (5% of your overall grade). Attendance and completion of discussion board postings count directly toward your participation grade, and points are also added for more
active and informed class participation based on instructor observation. All readings should be completed before each class session for which they are assigned. Your contributions should be constructive, and we will try to encourage all students to be involved in discussions.

The **research proposal** should outline the problem or question with which you will deal, the theoretic issues at stake, the research you will undertake to deal with the issue and the methods you will use, and the type of argument the paper may make, and a bibliography of possible sources. A one page draft proposal and preliminary research bibliography is due in Week 5.

The **theory and discussion paper** should deal with a general question or theme that will be explored as part of your research paper. As well as defining clearly the question that you will discuss, the discussion paper should compare and contrast perspectives from existing work, and provide your own argument and analysis. Papers should use a consistent citation format, and should not exceed 7-8 pages in length (double-spaced). They will be marked based on writing style and clarity, organization, command and application of course and research material, and analysis and insight of the argument. The theory and discussion paper is due on in class on Week 8.

The **research paper** should undertake descriptive, historical or empirical research in the analysis of a particular comparative or international industry, media practice or use, or issue. In combining your own research with the use of course materials, the paper should draw upon a variety of types of research materials (academic, governmental, press, e-mail) and sources of industry and economic information.

In addition to the criteria of evaluation outlined above for the discussion papers, the research paper will also be evaluated based on research, analysis, and writing. This paper should not exceed 20 (double spaced) pages in length. Please arrange to meet with me during the first month of the term to discuss the topic and methods of your research paper.

The **draft of** the paper is due in Week 11, and the **final paper** is due on the last day of classes in Week 14. These will be submitted online to Turn It In, as well as in paper form in class.

Please keep your own paper copies and/or electronic copies of any work submitted.

**EVALUATION:**

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<tr>
<th>Requirement</th>
<th>Weighting/ Percentage</th>
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<tbody>
<tr>
<td>Class participation/ attendance</td>
<td>15%</td>
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<tr>
<td>Research Proposal, Week 5</td>
<td>10%</td>
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<tr>
<td>Discussion Paper, Week 8</td>
<td>15%</td>
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<tr>
<td>Research Paper, Draft One, Week 11</td>
<td>20%</td>
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<tr>
<td>Research Paper, Final, Week 14</td>
<td>40%</td>
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| Total                                | 100%                  |

**GRADING SCALE**

<table>
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<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>93 - 100%</td>
</tr>
<tr>
<td>A-</td>
<td>90 - 92%</td>
</tr>
<tr>
<td>B+</td>
<td>87 - 89%</td>
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B  84 - 86%
B-  80 - 83%
C+  77 - 79%
C   74- 76%
C-  70 - 73%
D+  67 - 69%
D   64 - 66%
D-  60 - 63%
F   Below 60%

In order to fulfill FSU’s Upper-Division Writing requirement, the student must earn a “C-” or higher in the course, and earn at least a “C-” average on the required writing assignments. If the student does not earn a “C-” average or better on the required writing assignments, the student will not earn an overall grade of “C-” or better in the course, no matter how well the student performs in the remaining portion of the course.

TEXTS AND READINGS:
The readings and resources (articles, video clips, news clippings) are all in electronic form and are available on the course Blackboard site.

GRADE INFLATION POLICY:
The School of Communication has adopted the following policy on grading standards:
“A and A- grades represent work whose superior quality indicates a full mastery of the subject. An A represents work of extraordinary distinction.”

ACADEMIC HONOR POLICY:
The Florida State University Academic Honor Policy outlines the University’s expectations for the integrity of students’ academic work, the procedures for resolving alleged violations of those expectations, and the rights and responsibilities of students and faculty members throughout the process. Students are responsible for reading the Academic Honor Policy and for living up to their pledge to “. . . be honest and truthful and . . . [to] strive for personal and institutional integrity at Florida State University.” (Florida State University Academic Honor Policy, found at http://fda.fsu.edu/Academics/Academic-Honor-Policy.)

Plagiarism is defined as presenting another person’s work as one’s own. You are expected to do your own work on all assignments. Students who plagiarize will receive a 0.0 on the assignment. If you are unfamiliar with the major citation formats, such as APA or MLA, please refer to online citation guides located at the following URLs to obtain guidelines and examples of formats that can protect you from plagiarizing someone else’s work.

Please see the following web site for a complete explanation of the Academic Honor Code.
http://www.fsu.edu/Books/Student-Handbook/codes/honor.html
http://www.fsu.edu/Books/Student-Handbook/
AMERICANS WITH DISABILITIES ACT:

Students with disabilities needing academic accommodation must:
(1) register with and provide documentation to the Student Disability Resource Center; and
(2) bring a letter to the instructor indicating the need for accommodation and what type.

Please note that instructors are not allowed to provide classroom accommodation to a student until appropriate verification from the Student Disability Resource Center has been provided.

This syllabus and other class materials are available in alternative format upon request.

For more information about services available to FSU students with disabilities, contact the:

Student Disability Resource Center, 874 Traditions Way
108 Student Services Building, Florida State University
Tallahassee, FL 32306-4167, (850) 644-9566 (voice)
(850) 644-8504 (TDD), (850) 644-7164, sdrc@admin.fsu.edu
http://www.disabilitycenter.fsu.edu/

ATTENDANCE POLICY:

Attendance at all classes is required, except for documented and excused absences as allowed for under university policies. Any request for excused absences must by accompanied by appropriate documentation referring to specific days and times, and must be submitted within two days of the period of the excused absence. Unexcused absences will generally reduce your participation grade by one point (two points each after three unexcused absences).

Excused absences include documented illness, deaths in the family and other documented crises, call to active military duty or jury duty, religious holy days, and official University activities. These absences will be accommodated in a way that does not arbitrarily penalize students who have a valid excuse. Consideration will also be given to students whose dependent children experience serious illness.

FREE TUTORING AT FSU:

For tutoring and writing help in any course at Florida State University, visit the Academic Center for Excellence (ACE) Tutoring Services’ comprehensive list of tutoring options - see http://ace.fsu.edu/tutoring or contact tutor@fsu.edu for more information. High-quality tutoring is available by appointment and on a walk-in basis. These services are offered by tutors trained to encourage the highest level of individual academic success while upholding personal academic integrity.

SYLLABUS CHANGE POLICY:

"Except for changes that substantially affect implementation of the evaluation (grading) statement, this syllabus is a guide for the course and is subject to change with advance notice.”

SCHEDULE OF TOPICS:
Week 1: Introduction and Overview

Week 2: Media in South Asia

Week 3: Media in South Asia, Research Resources
    Week 3: Discussion Board Posting:

Week 4: History and Institutions of International Communication

Week 5: History and Institutions of International Communication,
    Week 5: Discussion Board Posting:
    Week 5: Research Proposal due

Week 6: Transnational and Comparative Entertainment, Film, and Television

Week 7: Transnational and Comparative Entertainment, Film, and Television
    Week 7 Discussion Board Posting:

Week 8: News
    Week 8: Discussion Paper due
    Week 9: Discussion Board Posting

Week 10: Telecommunications Networks and Governance

Week 11: Telecommunications Networks and Governance
    Week 11: Discussion Board Posting
    Week 11: Draft Research paper due

Week 12: New Media

Week 13 New Media
    Week 13, Discussion Board Posting

Week 14: Special Topics
Week 14: Final paper due on the last day of classes
Instructions for the Research Proposal:

The research proposal should outline the problem or question with which you will deal, your research purpose, the theoretic issues at stake, the research you will undertake to deal with the issue, the methods you will use, and the type of argument or claim the paper may make, and a bibliography of possible sources. The text of the research proposal should be one to two pages in length, double-spaced. A preliminary research bibliography of at least ten sources is also required with the research proposal.

Instructions for the Discussion Paper:

The theory and discussion paper should deal with a general question or theme that will be explored as part of your research paper. As well as defining clearly the question that you will discuss, the discussion paper should compare and contrast perspectives from existing research and theory materials, and provide your own analysis and assessment. It should also identify key questions to guide the analysis in the main body of your paper. Papers should use a consistent citation format, and should not exceed 7-8 pages in length (double-spaced). This paper will be marked based on writing style and clarity, organization, command and application of course and research material, and analysis and insight of the argument (see below). The theory and discussion paper is due on in class on Week 8.

Instructions for the Draft Research Paper:

The draft research paper should undertake descriptive, historical or empirical research in the analysis of a particular question or issue in the area of comparative or international media. The paper should draw upon a variety of types of research materials (academic, governmental, press, e-mail) and sources of industry and economic information.

The paper should incorporate your proposal as the introduction, and your discussion paper as a theory and research review section. As well as defining clearly in your statement of research purpose the question that you will discuss, the research paper should compare and contrast perspectives from existing work, and provide your own argument and analysis. Although it is a work in progress, the paper’s research, analysis and writing should be complete, and no sections should be missing.

Instructions for the Final Research Paper:

The final research paper should, following the draft paper, undertake descriptive, historical or empirical research in the analysis of a particular question or issue in the comparative or international media systems. The paper should draw upon a variety of types of research materials (academic, governmental, press, e-mail) and sources of industry and economic information. It also demonstrates an increased quality of research, analysis and writing arising from careful and critical review of the draft and responding to instructor comments on the draft paper. Writing, analysis and
research should attempt to address the criteria outlined in the grading rubric (below) shared with students.

Papers should use a consistent citation format, and should not exceed 20 pages in length (double-spaced). They will be marked based on writing style and clarity, organization, command and application of course and research material, and analysis and insight of the argument (see grading rubric below).

A grade of C- or above is required to meet the requirements for the major in Communication, as well as to meet the Liberal Studies requirements.
Rubric for Assessing Final Research Essay/ Upper Division Writing

Upper Division Writing: Students will demonstrate the ability to:
   1) Use appropriate evidence from multiple sources to illustrate how a chosen topic is relevant to a particular field.
   2) Employ different resources such as words, graphs, charts, and images to compose in the field.
   3) Compose as a process, including drafts, revision, and editing.
   4) Convey ideas clearly, coherently, and effectively for a particular purpose, occasion, or audience as appropriate for the field.

<table>
<thead>
<tr>
<th>Writing (30 points)</th>
<th>Excellent (10/10)</th>
<th>Very Good (9/10)</th>
<th>Adequate (8/10)</th>
<th>Weak (7/10)</th>
<th>Poor (6/10)</th>
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<tbody>
<tr>
<td>Convey ideas clearly, coherently, and effectively for a particular purpose, occasion, or audience as appropriate for the field.</td>
<td>Excellent</td>
<td>Very Good</td>
<td>Adequate</td>
<td>Weak</td>
<td>Poor</td>
</tr>
<tr>
<td>Clear/ Coherent: Uses expository essay format. Essay is focused, well organized, and unified.</td>
<td>Excellent</td>
<td>Very Good</td>
<td>Adequate</td>
<td>Weak</td>
<td>Poor</td>
</tr>
<tr>
<td>Grammatically correct: Precise, illustrative use of sentence structure to create consistent writer's voice and tone appropriate for audience. Consistent and appropriate vocabulary. Grammatically sound (spelling, punctuation, usage, redundancy, and sentence structure).</td>
<td>Excellent</td>
<td>Very Good</td>
<td>Adequate</td>
<td>Weak</td>
<td>Poor</td>
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<tr>
<th>Research (40 points)</th>
<th>Excellent</th>
<th>Very Good</th>
<th>Adequate</th>
<th>Weak</th>
<th>Poor</th>
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<tr>
<td>Shows evidence of a substantial research effort appropriate to the scope of the research assignment</td>
<td>Excellent</td>
<td>Very Good</td>
<td>Adequate</td>
<td>Weak</td>
<td>Poor</td>
</tr>
<tr>
<td>Employ different resources such as words, graphs, charts, and images to compose in the field.</td>
<td>Excellent</td>
<td>Very Good</td>
<td>Adequate</td>
<td>Weak</td>
<td>Poor</td>
</tr>
<tr>
<td>Use appropriate evidence from multiple sources to illustrate how a chosen topic is relevant to a particular field.</td>
<td>Excellent</td>
<td>Very Good</td>
<td>Adequate</td>
<td>Weak</td>
<td>Poor</td>
</tr>
<tr>
<td>Correctly documents and cites sources.</td>
<td>Excellent</td>
<td>Very Good</td>
<td>Adequate</td>
<td>Weak</td>
<td>Poor</td>
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<tr>
<th>Analysis (30 points)</th>
<th>Excellent</th>
<th>Very Good</th>
<th>Adequate</th>
<th>Weak</th>
<th>Poor</th>
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<tr>
<td>Statement of research purpose clearly justified and stated.</td>
<td>Excellent</td>
<td>Very Good</td>
<td>Adequate</td>
<td>Weak</td>
<td>Poor</td>
</tr>
<tr>
<td>The development of the analysis and argument in different section carefully considered and organized.</td>
<td>Excellent</td>
<td>Very Good</td>
<td>Adequate</td>
<td>Weak</td>
<td>Poor</td>
</tr>
<tr>
<td>Theory and research materials, research materials, and original thoughts and analysis, are linked in discussion and conclusion.</td>
<td>Excellent</td>
<td>Very Good</td>
<td>Adequate</td>
<td>Weak</td>
<td>Poor</td>
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**Rubric for Assessing Scholarship in Practice**

<table>
<thead>
<tr>
<th>Evidence</th>
<th>Excellent (10/10)</th>
<th>Very Good (9/10)</th>
<th>Adequate (8/10)</th>
<th>Weak (7/10)</th>
<th>Poor (6/10)</th>
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<tr>
<td><strong>Competency 1 – Apply relevant areas of scholarship to produce an original project.</strong></td>
<td>Research proposal, draft paper, final paper</td>
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