

SEMESTER AT SEA COURSE SYLLABUS

Colorado State University, Academic Partner

Voyage:	Fall 2019
Discipline:	Journalism and Media Communication
Course Number and Title:	JTC 412 International Mass Communication
Division:	Upper
Faculty Name:	Gary Rice
Semester Credit Hours:	3

Prerequisites: None

COURSE DESCRIPTION

This course is a critical analysis of the global flow of information. Students will examine the impact of mass media on cultural, political, and economic development throughout the world. We will track contemporary issues during the voyage, compare and contrast their presentation in the countries we visit, and analyze the factors that shape the information. There will be particular emphasis on global media under stress due to the immediacy of internet delivery and rapidly changing media formats. The historic development of global media structures and what the future holds for the 21st century will be examined.

LEARNING OBJECTIVES

By the end of this course students will:

1. Understand media impact on the countries of the world.
2. Understand how ownership and regulation affect journalism.
3. Analyze media techniques, presentation and goals.
4. Compare journalistic ethics with the goals of advertising and public relations.
5. Examine new media and its implications for the future.

REQUIRED TEXTBOOKS

AUTHOR: Campbell, Martin, & Fabos
TITLE: Media & Culture: Mass Communication in the Digital Age
PUBLISHER: Bedford/St. Martin's
ISBN #: 978-1-4576-6874-6
DATE/EDITION: 2016 - Tenth Edition

AUTHOR: Timothy Garton Ash
TITLE: Free Speech: Ten Principles for a Connected World
PUBLISHER: Yale University Press

ISBN #: 978-0300226942
DATE/EDITION: 2016 - First Edition

TOPICAL OUTLINE OF COURSE

Depart Amsterdam, The Netherlands – September 9

B1–September 12: Class introduction; Syllabus; Assignment Review

READING: FS - Free speech pp. 154 - 157 MUST READ BEFORE CLASS

B2–September 14: Media ownership and free speech; Media and politics of globalism vs. nationalism; Media and political conflict over Gdansk WWII museum.

READING: M&C - Media Economics pp.443 - 455

READING: FS - Legislating History pp. 157 - 161

Gdansk, Poland – September 15-20

Field Trip: Sunday, September 15 Gdansk WWII Museum

B3–September 22: The media and free speech around the world.

READING: FS - Lifeblood (of free speech) pp. 119 - 128

B4–September 24: Case Study: Media and the immigration crisis Part 1 - Spain and Portugal.

Lisbon, Portugal – September 26-28 Observe immigration effects

Cadiz, Spain – September 29 – October 1 Observe immigration effects

B5–October 2: Journalism Part 1.

READING: FS - Journalism pp. 180 - 206

B6–October 4: Case Study: Media and the immigration crisis Part 2 - Croatia.

FIELD TRIP REPORT DUE

Dubrovnik, Croatia – October 6-10 Observe immigration effects

B7–October 11: Religion and the media.

READING: FS - Religion pp. 253 - 282

B8—October 13: Free speech Part 1. Limits of free speech in Morocco.

READING: M&C - Legal Controls and Freedom of Expression pp. 537 - 565

Casablanca, Morocco — October 15-20 Observe advertising techniques.

B9—October 21: Race, culture, and the media.

READING: FS - Diversity 207 - 252

B10—October 23: Radio and cultural impact. The rise of radio in Ghana.

READING: M&C - Popular Radio - Origins of Broadcasting pp. 171 - 182

B11—October 26: ESSAY TEST

Ghana — October 28 - November 1

B12—November 2: Politics and the media.

READING: M&C - The Culture of Journalism pp. 500 - 506

B13—November 5: Review essay test. Select groups and group topics.

Community Programming - November 6 (no class)

B14—November 7: Violence against media throughout the world.

READING: FS - Violence pp. 129 - 151

B15—November 9: Free speech Part 2. The changing journalistic landscape of Brazil.

READING: M&C - Digital Media and Convergence pp. 36 - 70

Salvador, Brazil — November 10-15

B16—November 17: Media consumption and the right to privacy.

READING: FS - Privacy pp. 283 - 318

B17—November 19: Government secrecy and the media.

READING: FS - Secrecy pp. 319 - 347

Community Programming - November 21 (no class)

B18—November 22: Challenges to the internet.

READING: FS - Icebergs pp. 349 - 369

GROUP #1 PRESENTATION

Port of Spain, Trinidad and Tobago - November 24

B19—November 23: Media and the debate over climate change.

GROUP #2 PRESENTATION

B20—November 27: Advertising

READING: M&C - Advertising and Commercial Culture pp 372 - 410

GROUP #3 PRESENTATION

Panama Canal Transit - November 29 (no class)

B21—November 30: Public Relations

READING: M&C - Public Relations and Framing the Message pp. 413 - 440

GROUP #4 PRESENTATION

INDEPENDENT PORT REPORT DUE

Guayaquil, Ecuador — December 2-7

B22—December 8: Free Speech Part 3. Julian Assange, Wikileaks, and Ecuador

READING: FS - Courage pp. 370 - 381

GROUP #5 PRESENTATION

B23—December 10: Media on the environmental impact of tourism.

SCREENING: Scenes from "Cracking the Golden Egg."

COUNTRY OR TOPIC PAPER DUE

Puntarenas, Costa Rica — December 11-15

B24—December 16: GROUP #6 PRESENTATION

B25—December 20: The future of media in the 21st century.

Arrive San Diego, California – December 23

FIELD WORK

Semester at Sea field experiences allow for an unparalleled opportunity to compare, contrast, and synthesize the different cultures and countries encountered over the course of the voyage. In addition to the one field class, students will complete independent field assignments that span multiple countries.

Field Class & Assignment

The field class for the course is on **September 15th in Gdansk, Poland.**

Field Class attendance is mandatory for all students enrolled in this course. Do not book individual travel plans or a Semester at Sea sponsored trip on the day of your field class. Field Classes constitute at least 20% of the contact hours for each course, and are developed and led by the instructor.

FIELD TRIP: Gdansk World War II Museum

Students will visit the Polish museum that explores the suffering of ordinary people and the common soldier during World War II.

DATE: Sunday, September 15th, 2019

LEARNING OBJECTIVES: Students will tour the museum in Gdansk. Following this we will speak to an academic expert from the University of Gdansk on the media controversy over the new museum. We will also speak to a research historian that was part of the team that created the installations of the museum. We will specifically examine:

Political pressure on media presentations of history
The media battle over portrayals of globalism vs. nationalism
How cultural values intersect with the media revolution

EVALUATION: Students will write a paper exploring the political, cultural, and economic pressures on media entities using the Gdansk World War II museum as an example.

Independent Field Assignments

Students will be asked to document media encounters in port. Because most ports are not English speaking, most documentation will focus on visual media. The role of global media especially that exported from the United States will be examined. We will also examine the role of censorship. Evaluation will be a short photographic compilation with a brief written analysis and conclusion.

METHODS OF EVALUATION

Essay test - 100 points (25%)
Group presentation - 100 points (25%)
Country profile or topic report - 100 points (25%)
Field Trip Participation and Report - 80 points (20%)
Independent Port Report – 20 points (5%)

GRADING SCALE

The following Grading Scale is utilized for student evaluation. Pass/Fail is not an option for Semester at Sea coursework. Note that C-, D+ and D- grades are also not assigned on Semester at Sea in accordance with the grading system at Colorado State University (the SAS partner institution).

Pluses and minuses are awarded as follows on a 100% scale:

Excellent	Good	Satisfactory/Poor	Failing
97-100%: A+	87-89%: B+	77-79%: C+	Less than 60%: F
93-96%: A	83-86%: B	70-76%: C	
90-92%: A-	80-82%: B-	60-69%: D	

ATTENDANCE/ENGAGEMENT IN THE ACADEMIC PROGRAM

Attendance in all Semester at Sea classes, including the Field Class, is mandatory. Students must inform their instructors prior to any unanticipated absence and take the initiative to make up missed work in a timely fashion. Instructors must make reasonable efforts to enable students to make up work which must be accomplished under the instructor's supervision (e.g., examinations, laboratories). In the event of a conflict in regard to this policy, individuals may appeal using established CSU procedures.

LEARNING ACCOMMODATIONS

Semester at Sea® provides academic accommodations for students with diagnosed learning disabilities, in accordance with ADA guidelines. Students who will need accommodations class, should contact ISE to discuss their individual needs. Any accommodation must be discussed in a timely manner prior to implementation.

A letter from students' home institutions verifying the accommodations received on their home campuses (dated within the last three years) is required before any accommodation is provided on the ship. Students must submit verification of accommodations to academic@isevoyages.org as soon as possible, but no later than two months prior to the voyage. More details can be found within the Course Registration Packet, as posted to the [Courses and Field Classes page](#) no later than one month prior to registration.

STUDENT CONDUCT CODE

The foundation of a university is truth and knowledge, each of which relies in a fundamental manner upon academic integrity and is diminished significantly by academic misconduct. Academic integrity is conceptualized as doing and taking credit for one's own work. A pervasive attitude promoting academic integrity enhances the sense of community and adds value to the educational process. All within the University are affected by the cooperative commitment to academic integrity. All Semester at Sea courses adhere to this Academic Integrity Policy and Student Conduct Code.

Depending on the nature of the assignment or exam, the faculty member may require a written declaration of the following honor pledge: "I have not given, received, or used any unauthorized assistance on this exam/assignment."

RESERVE BOOKS FROM THE LIBRARY

None

FILM REQUEST

None

ELECTRONIC COURSE MATERIALS

None

ADDITIONAL RESOURCES

Additional readings, media, and course materials will be listed and made available on the ship.

