

SEMESTER AT SEA COURSE SYLLABUS
University of Virginia, Academic Sponsor

Voyage: Spring 2016
Discipline: Media Studies
SEMS 3500-107: International Mass Media
Division: Upper
Faculty Name: Linda Gradstein
Credit Hours: 3; Contact Hours: 38

Pre-requisites: None

COURSE DESCRIPTION

This course will examine the impact of international communications on the political, socio-economic and cultural environments of the ports we will visit. Students will examine private, public and government-run media systems from both a theoretical and practical perspective. We will focus on the production of various media, the distribution and consumption. We will examine a series of topics including the role of media in globalization, media ownership and control, how international journalists gather information, freedom of the press, and use of the Internet. Students will be able to integrate theoretical models with practical applications by engaging in individual and faculty-directed in-port activities, including tours of local media corporations and meetings with international journalists.

COURSE OBJECTIVES

This course will provide the student with an understanding for the complexities surrounding international communication, an overview of the theoretical frameworks for the study of international communications, a perspective on the impact of US-based media on global media technologies, an understanding of how international news correspondents and organizations gather and distribute international news, a first-hand look at various media operations in Asia.

REQUIRED TEXTBOOKS

AUTHOR: McPhail, Thomas L.
TITLE:Global Communications: Theories, Stakeholders and Trends
PUBLISHER: Wiley-Blackwell, 2011
ISBN #:
DATE/EDITION:

AUTHOR: William H. Hachten/James Scotton
TITLE: THE WORLD NEWS PRISM: CHALLENGES OF DIGITAL COMMUNICATION,
8TH EDITION
PUBLISHER: Wiley-Blackwell, 2011

TOPICAL OUTLINE OF COURSE

Depart Ensenada- January 5:

A1- January 7: Introduction/Concepts of Globalization and Mass Media.

Reading: World News Prism, Chapter 1

In-Class Writing Assignment (not graded)

A2-January 9: Background, history and growth of global media

Reading: McPhail, Chapter 1

A3- January 11: Changing Ideologies of Press Control

Readings: World News Prism, Chapter 2

Honolulu: January 12

A4-January 14: Pollution in China: How is it Covered in US and Chinese Media?

Reading: How Do You Keep Your Kids Healthy in China

<http://www.nytimes.com/2015/04/16/magazine/how-do-you-keep-your-kids-healthy-in-smog-choked-china.html?ref=magazine>

Before Class, Watch: Under the Dome: film on pollution in China that government tried to pull from the Internet

<https://www.youtube.com/watch?v=T6X2uwlQGQM11>

Reading: Chapter 7: World News Prism

A5-January 17: Focus on Japanese Media. What kind of media exist in Japan? Do different media represent different political viewpoints?

Reading: McPhail, Chapter 14, Media Globalization in Asia

Writing Assignment: Two-page analysis of Readings to Date—Must include critical comments made on at least three points by authors.

Study Day: January 19

A6- January 20: Focus on Chinese Media

Reading: Hachten Chapter 7 China: New Political Media in an Old World

A7-January 22: Role of Censorship in Chinese Media

Reading: Council on Foreign Relations Backgrounder

<http://www.cfr.org/china/media-censorship-china/p11515>

Yokohama: January 24-25

In-Transit: January 26

Kobe: January 27-28

A8- January 29: News Flow in the Global Media Market

Readings: Ch 1 - "News Comm for New Global System" (World News) Ch 3 - "The International News System" (World News)

Shanghai: January 31-February 1

In-Transit: February 2-3

Hong Kong: 4-5

A9- February 6: Case Study of Media in Vietnam –

What are the challenges in reporting from Vietnam? How does the war between the US and Vietnam affect coverage?

Can fiction help us in reporting?

Readings: short story: The Things They Carried by Tim O'Brien

Ho Chi Minh: February 8-12

A10- February 13: Impact of Great News Events

Readings: World News, Chapter 5

Study Day: February 15

A11-February 16: Midterm Exam

Yangon: February 18-22

A12-February 23: Globalization of Media and Language

World News, Chapter 6

A13- February 25: Public Diplomacy and Propaganda

Reading: World News, Chapter 12

Cochin: February 27-March 3

A14-March 4: CNN: The First Global News Network

Reading: CNN: International Role, Impact, Global Competitors

Study Day: March 6

A15-March 7: Impact of Globalization on News Coverage

Readings Ch 12 "Western Media to Global Media" (World News)

Port Louis: March 9

A16- March 10: Global Media in the US and Around the World

Readings: Ch 7-- American Media Conglomerates (Global Comm)
Ch 8 – Non -US Stakeholders (Global Comm)

Study Day: March 12

A17-March 13: The Media In India and Africa and Africa: A Comparison

Readings: World News, Chapter 9

Capetown: March 15- 20

A18- March 21: Evolving Role of the Internet – What are the Advantages and Disadvantages of Getting News through the Internet?

Readings: Ch 6 – Internet : The Evolving Frontier (Global Comm)

A19-March 23: Digital Global Media: The Global Village

Readings; Ch 4 – The Internet, Comsats and Bloggers (World News)

A20-March 25: Group Debate: Does Anyone Care About Foreign News?

Chapter 3, World News

Readings: To be Assigned

Takoradi: March 27-28

Tema: March 29-31

A21- April 1: Group Debate: Is Social Media Effective for Social Change?

Readings; Chapter 4, World News

A22 April 3 Class Presentations Based on Research Papers (10-15 minutes each)

A23 April 5 Class Presentations Based on Research Papers (10-15 minutes each)—Part 2

Casablanca: April 7 - 11

A24: A Day Finals, April 13

April 16: Disembarkation Day

FIELD WORK

Experiential course work on Semester at Sea is comprised of the required field lab led by your

instructor and additional field assignments that span multiple ports.

FIELD LAB (At least 20 percent of the contact hours for each course, to be led by the instructor.)

Field lab 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 lab.

The field lab for this course takes place on: Yokohama, Japan – **International Mass Media** – Monday, 25 January (Day 2 Lab)

Visit to Reuters Bureau in Tokyo – Thomson Reuters is one of the most important global news organizations in the world, with 60,000 employees in 100 countries around the world. The idea of this field lab is to see how a newsroom functions as well as meet with working journalists. After the meeting at Reuters, we will visit the market area in Japan, where you will interview shop owners and tourists to get a sense of what it is like to be a foreign correspondent.

FIELD ASSIGNMENTS

Each student must attend the Course Field Lab in-port media tour; and at least two self-directed port activities. Each student student will write a two-page field report for the field lab, and each in-port activity, plus make a short presentation.

METHODS OF EVALUATION / GRADING RUBRIC

Students will be evaluated on four criteria: in-port field research individual research paper, exams and class participation/presentations.

Field Assignment Reports: Each student must attend the Course Field Lab in-port media tour; and at least two self-directed port activities. Each student student will write a two-page field report for the field lab, and each in-port activity, plus make a short presentation. Three reports and a presentation for a **total of 20 points**.

Individual Research Paper: Each student will research and write an 8 – 10 page, double spaced final research paper that compares and contrasts the production, distribution and consumption of international media systems in Asia, Africa and South Africa on at least one issue relating to international communications. The paper is due on Class A-21. **Total 30 points**.

Midterm exam: The midterm exam will be based on the readings, lectures, class discussions and in port observational experiences and will take place on Class A-12. There will be both multiple choice and short answer questions. **Total 20 points**.

Class Participation/Debates/Presentations: There will be two class sessions devoted to debate and discussion of two global communications topics whereby students will be divided into two groups to debate a subject. In addition, students will give a presentation based on their research

paper. **Ten points each, total 30 points.**

NOTE: There will not be a final exam.

FINAL LETTER GRADES

Final grades will be assigned according to the following scale:

97-100	A+
93-96	A
90-92	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
60-69	D
0-59	F

ELECTRONIC COURSE MATERIALS

The Things They Carried – Short Story by Tim O'Brien

<http://asia.nikkei.com/magazine/20150319-China-chill/Politics-Economy/Beef-ban-stirs-controversy-in-India>

<http://www.forbes.com/sites/russellflannery/2015/03/13/mobile-radio-maker-hyteras-chen-qingzhou-is-chinas-latest-electronics-billionaire/>

<http://mashable.com/2015/03/08/new-hong-kong-protests/>

<http://www.reuter>

<http://www.bbc.com/capital/story/20150219-the-latest-chinese-status-symbol-s.com/article/2015/03/12/us-china-hongkong-idUSKBN0M809320150312>

<http://www.theguardian.com/world/2015/mar/05/wrapup-2-china-lowers-annual-growth-target-pledges-more-reform-0>

<http://www.bbc.com/capital/story/20141028-touchy-topics-to-avoid-in-asia>

<http://www.medioclubsouthafrica.com/component/content/article?id=110:the-media-in-south-africa>

<http://www.truth-out.org/news/item/20679-media-and-the-end-of-apartheid-in-south-africa>

<http://www.jstor.org/discover/10.2307/1601034?sid=21105733923831&uid=2&uid=3738240&uid=4>

<http://spartacus-educational.com/VNmassmedia.htm>

<http://historywarsweapons.com/impact-of-media-on-public-opinion-during-the-vietnam-war/>

http://en.wikipedia.org/wiki/Media_of_Ghana

http://www.ucalgary.com/tettey/files/tettey/ghana_media_democracy.pdf

<http://lass.purduecal.edu/cca/gmj/sp07/graduate/gmj-sp07-grad-fork-kintz.htm>

<http://www.nytimes.com/2015/05/24/magazine/can-china-take-a-joke.html?smprod=nytcore-ipad&smid=nytcore-ipad-share>

HONOR CODE

Semester at Sea students enroll in an academic program administered by the University of Virginia, and thus bind themselves to the University's honor code. The code prohibits all acts of lying, cheating, and stealing. Please consult the Voyager's Handbook for further explanation of what constitutes an honor offense.

Each written assignment for this course must be pledged by the student as follows: "On my honor as a student, I pledge that I have neither given nor received aid on this assignment." The pledge must be signed, or, in the case of an electronic file, signed "[signed]."