**PURDUE UNIVERSITY**

REQUEST FOR ADDITION, EXPIRATION, OR REVISION OF AN UNDERGRADUATE COURSE (10000-40000 LEVEL)

**DEPARTMENT**  Communication  
**EFFECTIVE SESSION**  Spring 2014

**INSTRUCTIONS:** Please check the items below which describe the purpose of this request.

1. New course with supporting documents  
2. Add existing course offered at another campus  
3. Expiration of a course  
4. Change in course number  
5. Change in course title  
6. Change in course credit/type  
7. Change in course attributes (department head signature only)  
8. Change in instructional hours  
9. Change in course description  
10. Change in course requisites  
11. Change in semesters offered (department head signature only)  
12. Transfer from one department to another

**PROPOSED:**

<table>
<thead>
<tr>
<th>Subject Abbreviation</th>
<th>COM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Number</td>
<td>327</td>
</tr>
<tr>
<td>Long Title</td>
<td>International Communications</td>
</tr>
<tr>
<td>Short Title</td>
<td>Int Comm</td>
</tr>
</tbody>
</table>

**EXISTING:**

Abbreviated title will be entered by the Office of the Registrar if omitted. (20 CHARACTERS ONLY)

| Subject Abbreviation | COM |

**TERMS OFFERED:**

Check All That Apply:

- [x] Summer
- [ ] Fall
- [ ] Spring

**CAMPUS(ES) INVOLVED:**

- N. Central
- Cont Ed
- Ft. Wayne
- Tech Statewide
- Indianapolis
- W. Lafayette

**CREDIT TYPE:**

<table>
<thead>
<tr>
<th>Credit Type</th>
<th>1. Fixed Credit Ct. Hrs.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Minimum Cr. Hrs. (Check One) To Or</td>
</tr>
<tr>
<td></td>
<td>Maximum Cr. Hrs.</td>
</tr>
<tr>
<td></td>
<td>Equivalent Credit Yes No</td>
</tr>
</tbody>
</table>

**COURSE ATTRIBUTES:**

Check All That Apply:

- [ ] 1. Pass/No Pass Only
- [ ] 2. Satisfactory/Unsatisfactory Only
- [ ] 3. Repeatable
- [ ] 4. Credit by Examination
- [ ] 5. Fees Yes No
- [ ] 6. Registration Approval Type
- [ ] 7. Variable Title
- [ ] 8. Honors
- [ ] 9. Full Time Privilege
- [ ] 10. Off Campus Experience

**Schedule Type**

- Lecture
- Recitation
- Presentation
- Laboratory
- Lab Prep
- Studio
- Distance
- Clinic
- Experiential
- Research
- Ind Study
- Pract/Observer

**Weeks Offered**

- [x] 8

**% of Credit Allocated**

- [ ] 100

**Cross Listed Courses**

**COURSE DESCRIPTION (INCLUDE REQUIREMENTS/RESTRICTIONS):**

- [ ]

**COURSE LEARNING OUTCOMES**

- [ ]

**Signatures:**

- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]

**Office of the Registrar**
International Communications
COM 327
Course Syllabus

Course Description and Objectives:
This course takes a critical approach to analyzing international communication and media globalization. Throughout the course, we will explore issues of colonization, imperialism, power, agency, and politics that govern and impact media production and reception on local, regional, and transnational levels. The main objective of this course is to empower students with the means to deconstruct media messages and analyze them from various theoretical standpoints while focusing the economic, social, and global impact of media industries.
By the end of this course students will have:
1. Leveraged their knowledge of global issues underlying media flows and exchanges.
2. Learned to critically deconstruct the media messages within the spectrum of international communication theories.

Communication Portfolio Requirements:
This course meets the following portfolio objectives for all Communication students:
❖ Be able to explain communication concepts and theories relevant to your major
❖ Demonstrate awareness of diverse perspectives

It also meets the following Portfolio objectives for Media and Public majors:
❖ Critically analyze media and public communication
❖ Identify and analyze instances of the interdependent relations between media and society

Required Readings:
All readings are available on Blackboard. You are expected to read all material before the date assigned on this syllabus. Please note that there may be changes or additions to the assigned readings. Any changes will be announced in class and via Blackboard.

Office Hours:
I am here to help and assist you either in understanding concepts relating to the course material or aid you with any questions you might have. My goal is to help you make the most of this class. I invite you to visit during office hours or, if you cannot make the times listed on this syllabus, email me for an appointment.

Students with Disabilities:
If you have a disability and need assistance, special arrangements can be made to accommodate most needs. Contact the Director of Services for Students with Disabilities (Walb Union, Room 113, telephone number 481-6658) as soon as possible to work out the details. Once the Director has provided you with a letter attesting to your needs for modification, bring the letter to me. For more information, please visit the web site for Services for Students with Disabilities.
Academic Assistance:
The following are helpful resources that IPFW provides to students. I encourage you to take advantage of these services:

Services for Students with Disabilities, (SSD) Walb Student Union, Room 113, 260-481-6658, support in accommodating needs related to disabilities.
Center for Academic Support & Advancement (CASA), Kettler G23, 481-6817, study skills development, tutoring, STEPS short courses, supplemental instruction, English as a Second Language (ESL).
The Writing Center, Learning Commons on the 2nd floor of Helmke Library, 481-5740, peer tutors who can help with all phases of the writing process.
Career Services, Kettler 109, 481-0689, assistance with on and off-campus job placement and internships.
Information Technology Services Help Desk, Kettler 206, 481-6030, information on all aspects of computing at IPFW; hardware and software support (including Blackboard Vista 4); student e-mail accounts.
Studio M, Walb 220, 481-0114, Curriculum-based multimedia lab for students that offers assistance customized to student needs and course requirements.
Center for Women and Returning Adults, Walb 120, 481-6029, workshops, support groups, counseling, and other programs.
Multicultural Services, Walb 118, 481-6921, skills workshops, support groups, diversity training, counseling, mentoring, cultural heritage programs; ASAP program.
International Student Services, Kettler 104, 481-6034 or 481-6923, visa issues; help with housing, counseling.
Helmke Library Service Desk, 481-6505, reference librarian help, books, journals, reference, interlibrary loan reserve readings for courses.

Academic Misconduct:
IPFW regards academic misconduct as “the type of misconduct generally defined as any act that tends to compromise the academic integrity of the University or subvert the educational process. At IPFW, specific forms of academic misconduct are defined as follows:

i. Using or attempting to use unauthorized materials, information, or study aids in any academic exercise. The term “academic exercise” includes all forms of work submitted for credit or hours.
ii. Falsifying or fabricating any information or citation in an academic exercise.
iii. Helping or attempting to help another in committing acts of academic dishonesty.
iv. Adopting or reproducing ideas or statements of another person as one’s own without acknowledgment (plagiarism).
v. Submitting work from one course to satisfy the requirements of another course unless submission of such work is permitted by the faculty member.
vi. Serving as or permitting another student to serve as a substitute (or ‘ringer’) in taking an exam.
 vii. Altering of answers or grades on a graded assignment without authorization of the faculty member.
viii. Engaging in activities that unfairly place other students at a disadvantage, such as taking, hiding, or altering resource material.
ix. Violating professional or ethical standards of the profession or discipline for which a student is preparing (declared major and/or minor) as adopted by the relevant academic program.
Course Performance Assessment:

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Percent of Final Grade</th>
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</thead>
<tbody>
<tr>
<td>Class Attendance and Participation</td>
<td>20%</td>
</tr>
<tr>
<td>Weekly Group Report</td>
<td>10%</td>
</tr>
<tr>
<td>Online Reading Responses</td>
<td>20%</td>
</tr>
<tr>
<td>Short Paper</td>
<td>20%</td>
</tr>
<tr>
<td>Final Paper &amp; Presentation</td>
<td>30%</td>
</tr>
</tbody>
</table>

Grade Distribution
- A- (90-93)
- A (94-97)
- A+ (98-100)
- B- (80-83)
- B (84-87)
- B+ (88-89)
- C- (70-73)
- C (74-77)
- C+ (78-79)
- D (60-69)
- F (below 50)

Total 100%

Attendance and Participation
Attendance is required. However, for this course's purposes, attendance is defined not only by your physical presence in class but also by your active engagement in class discussions. Participation will be assessed based on the quality of your contribution. Therefore, it is very important to read the materials assigned before coming to class, provide well-thought-out comments and bring in questions if you have any.

**NOTE:** The Instructor reserves the right to give pop quizzes as part of this grade. Pop quizzes are designed to test your ability for retaining information from readings and discussions.

Weekly Group Report
This is a collaborative assignment in which you to team up with another student and bring in an example that illustrates one of the concepts discussed during the week of your assignment. Your team will have 10-15 minutes of class time to feature your example and get the discussion going.
- A sign-up sheet will be distributed during the first week of classes for you to pick 2 weeks.
- Presentations of examples will take place at the beginning of the first class of the week.

Online Quizzes/Reading Responses
On a weekly basis, there will either be an online quiz or a reading response. Using Blackboard's Discussion Board, I will be posting at least one question each week for 12 weeks during the semester. You are required to post responses to at least 8 out of the 11 prompts weekly reading assignments. This is a short informed opinion in which you will comment and reflect on the readings. You are required to post your Online Reading Response before 11:00 am on the Monday the assigned reading(s) are due.

NOTE: Each response can be up to two percent of your total course grade depending on your response’s engagement with the material. Posting more than one response per reading week does not make-up for previously missed response assignments. Late posts will not be considered.

Short Paper
This is a short reflective 3 to 5-page paper that allows you to stop and review the content of the course and draw on your own observations of society and gender roles. More information follows.

Course Schedule
Readings in your text and course packet are listed chronologically with each of the lecture topics below. **This schedule is subject to revision if necessary.** If changes are made, you will be notified in class and/or electronically via email and Blackboard Announcements.
## Weekly Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Subject</th>
<th>Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Media and (World) Society</td>
<td>Abramson, “The invention of Television” &lt;br&gt; Mowlana, “Technology and Society”</td>
</tr>
<tr>
<td>3</td>
<td>Globalization</td>
<td>Mann, “Has Globalization Ended the Rise and Fall of the Nation-State?” &lt;br&gt; Kellner, “Theorizing Globalization”</td>
</tr>
<tr>
<td>4</td>
<td>Media and Ideology</td>
<td>Crotaeu &amp; Hoynes, “Media, the Social World/Media Ideology” &lt;br&gt; Hesmondhalgh, “Neoliberalism, Imperialism, and the Media”</td>
</tr>
<tr>
<td>5</td>
<td>Transnational Media, Global Capital?</td>
<td>Schiller, “World Communication in Today’s World of Capital” &lt;br&gt; Hjarvard, “Global Media Cultures”</td>
</tr>
<tr>
<td>7</td>
<td>Hegemony &amp; Imperialism</td>
<td>Evans, “Imperialism, Dependency, and Dependent Development” &lt;br&gt; Tomlinson, “Media Imperialism”</td>
</tr>
<tr>
<td>9</td>
<td>Cultural Heteroginization: Scapes</td>
<td>Appadurai, “Disjuncture and Difference in the Global Cultural Economy”</td>
</tr>
<tr>
<td>10</td>
<td>Cultural Heteroginization: Hybridity</td>
<td>Pieterse, “Globalization as Hybridization” &lt;br&gt; Martin-Barbero, “Identities: Traditions and New Communities”</td>
</tr>
<tr>
<td>12</td>
<td>Production and Agency</td>
<td>Barker, “Television Production Techniques as Communications” &lt;br&gt; Newcomb, “National Identity/ National Industry”</td>
</tr>
<tr>
<td>13</td>
<td>Reception and Media Contexts</td>
<td>La Pastina, “Telenovelas’ Reception and the Schism...” &lt;br&gt; Straubhaar, “Increasing Complexity”</td>
</tr>
<tr>
<td>14</td>
<td>Presentations</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Presentations</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Presentations</td>
<td></td>
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International Communication  
COM 327
Course Readings:


La Pastina, A. C. Telenovelas’ Reception and the Schism Between National Production, Global Distribution and Local Consumption.


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