Course Overview
This course takes a broad approach to global media and their place(s) in local, national, regional, and global contexts. We will learn about global cultures in four areas through the lens of the media—development media and communication, popular culture, social media, and journalism. We will study the history and development of media and communication for change in developing regions, and in this context, we will examine the roles of intergovernmental, non-governmental, and grassroots-based organizations. We will study the flow of mediated popular culture such as Bollywood, telenovelas, K-pop and other iconic cultural products, and their flow from East to West, and South to North. We will observe the development of social media cultures around the world, and the use of social media by governments, causes and movements, and as modes of expression among contemporary youth. And finally, as we inhabit a thoroughly globalized world with information needs unique to our times, we will learn about global news and journalism cultures.

Course objectives
By the end of the semester, students should be able to:

- Explain the foundations and developments for a media and communication-based approach to social change in developing regions, and the institutionalized efforts that contributed to them;
- Become conversant with ways in which communication is integrated into a variety of development efforts;
- Understand and explain the development and spread of popular culture forms through global media;
- Trace social media efforts for communicating in different global political and sociocultural contexts;
- Explain the historical development of global news; and
- Describe current developments in global journalism practices.

JMC Learning Outcomes:
The School of Journalism and Mass Communication is committed to your academic and professional success. In line with this commitment, we have identified particular learning outcomes that every student should obtain by the time they earn a JMC degree. You can find more information about these learning outcomes here: [http://clas.uiowa.edu/sjmc/undergraduate-programs/assessment](http://clas.uiowa.edu/sjmc/undergraduate-programs/assessment). We regularly assess the curriculum to determine whether students are achieving these outcomes.

Broadly speaking, the following outcomes apply to this course:

Multiculturalism:
- Students will demonstrate sensitivity to and understanding of the cultures and perspectives emerging from various local, national, and regional contexts, and their shaping of media practices, products, organizations, and flow.

Media history:
- Students will demonstrate an awareness of the growth of the understanding of global media from its origins in development to contemporary popular culture and social media.
• Students will demonstrate an ability to explain the historical origins and recent developments in global news and journalism practice.

Media literacy:
• Students will develop critical thinking skills to analyze and interpret media cultures through an understanding of media practices and institutions.

Law and ethics:
• Students will develop awareness of specific international organizations and their laws and policies in key areas such as human rights, censorship of information, and freedom to practice communication in various institutional and group contexts.
• Students will demonstrate an ability to anticipate and recognize ethical issues when they arise and to reason through them taking multiple perspectives and contexts into account.

Required readings
We will use the following textbook for the course:

Iowa Hawk Shop (use “Academics” tab to search for textbooks) Web: http://www.hawkshop.com/
Phone: 319.335.3179

In addition, we will read from a variety of academic and media sources. These readings are listed on ICON as PDFs or as links. You are expected to complete readings during the week they are assigned.

Course policies

Electronic Communication
As per university policy, you are responsible for all official correspondences sent to your @uiowa.edu email. Please check regularly for emails from me. ICON announcements and discussion boards will also be used as the official communication medium for this class. You will need to check regularly and keep up to date with course changes and developments. You will need to submit ICON for submission of assignments. Assignments should be submitted and will be accepted as Microsoft Word documents only. I will not accept assignments via e-mail.

If you need to get in touch with me by e-mail send it directly to me at sujatha-sosale@uiowa.edu, and not through ICON. I will communicate individually with you through your uiowa.edu address. Occasionally I may use the group e-mail on ICON to make some announcements. Announcements are posted in the Announcements page on the course ICON.

No-screen policy
Unless used for a specific in-class assignment, students should turn off screens and use pen/pencil and paper for taking notes. Research has shown that this traditional form of notetaking is still the most effective one for learning. Parallely, research has shown that use of laptop, tablet, and cell phone in the classroom when class is in session results in lower grades because these devices become barriers to interacting with the material, the instructor, and other factors that enhance learning in the classroom.

Classroom policy
In this class, we will be discussing a variety of political and cultural topics involving nations, regions, and various subcultures therein from a variety of perspectives. We will support the open discussion of viewpoints,
even those we don’t like or disagree with, and we will also be respectful of others’ ideas. This course is a place to explore the complexities of our globally connected existence today, occurring most frequently through various media.

**Attendance Policy**

Excused absences will be granted **only if** (a) you are missing class for a documented illness, mandatory religious obligation, or University-sponsored activity, (b) you email me prior to the start of the class period you are missing, AND (c) you provide official documentation within one week of the absence. In your email, include your date of absence, and reason for absence. Follow it up within the time period explained with official documentation containing the dates of absence and the reason, signed by the appropriate university official or medical doctor.

**Missed Class**

If you miss class, it is your responsibility to learn what was covered that day and acquire notes from your fellow classmates. Please do not send me the following emails:
1. “What did I miss?”
2. “Did I miss anything important?”

The answer to #1 is “Lots,” and the answer to #2 is “Yes.” I am happy to discuss course content during office hours, but I cannot cover the material with the same amount of detail as I can during the class period.

**Assignments / Grading**

All assignments requiring submission will have to be submitted to the appropriate folders on ICON. **E-mail and hard copy submissions will not be accepted unless I specifically ask for them.**

**Discussion posts (20%)**

There will be three discussion posts (varying in points) over the course of the semester. The prompt for each post will also be provided. You will respond to the given prompt for each discussion post. Guidelines and a calendar for this assignment will be provided by the end of week 1.

**Three papers @ 20% = 60%**

Guidelines and deadlines will be given for all the assignments
1. Analysis of a development communication organization and its projects (Due week 5)
2. Analysis of a popular culture form (due week 9) OR political issue (due week 13) as it appears on/has spread through social media
3. Analysis of the news about a topic of global importance/concern (Due Monday of Exam Week)

**Daily global news beat (10%)**

This assignment requires class presentation over the course of the semester. Guidelines and a calendar will be provided at the end of week 1.

**Attendance and participation (10%)**

There are no reward points for attendance as it is expected that you will attend class regularly. However, past the third absence in the semester, unless documentation is produced (see Attendance Policy above) you will be marked down 5 points per absence from the total points obtained for the semester.

Arriving late, leaving early, and frequent disappearances from class to feed parking meters, make phone calls, etc. will result in being marked absent for the class period and will carry the appropriate penalty.

Active participation is welcomed in class and this item does carry a grade – 10% of the course total. Your participation grade will reflect my assessment of your preparedness, cooperation, and contribution. While attendance means “showing up,” preparedness means completing the assigned readings and tasks on time,
cooperation means working well with others, and contribution means adding value to class discussions and activities.

**Helpful Resources**
- Writing Center: [http://www.uiowa.edu/~writingc/](http://www.uiowa.edu/~writingc/)
- Speaking Center: [http://elas.uiowa.edu/rhetoric/for-students/speaking-center](http://elas.uiowa.edu/rhetoric/for-students/speaking-center)
- Tutor Iowa: [http://tutor.uiowa.edu/](http://tutor.uiowa.edu/)

**Grading Scale:** (No grade of A+ in this course)

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**Grade Inquiries**
If you have questions or concerns about a grade, please speak with me in person during office hours. I will not entertain e-mail conversations about grades.

**Late Policy**
Assignments that are submitted late will face a 10 percent penalty per day late, beginning at the exact due date/time and including weekends and holidays. For example, an assignment that would have received a 93% if it were turned in on time will receive a 83% if submitted ten minutes late, 73% if submitted two days late, and so on.

**Extra Credit**
There is no extra credit for the course.

**Academic Misconduct**
According to the University of Iowa Academic Policies, academic misconduct includes, but is not limited to:

- Using direct quotations without quotation marks and/or without crediting the source
- Paraphrasing information and ideas from sources without crediting the source
- Failing to provide adequate citations for material obtained through electronic research
- Downloading and submitting work from electronic databases without citation
- Submitting material created/written by someone else as one's own, including purchased papers, artistic works, photography, and electronic media.

In short, plagiarism occurs whenever someone else’s work or idea is presented as your own. Students are responsible for understanding this policy. If you have questions, please ask your TA or professor for clarification.
If you need assistance on your work, please meet with your TA or course instructor. Clear evidence of academic misconduct will result in a failing grade for the assignment/exam and possibly the course. Per college policy, we are required to report academic misconduct the College of Liberal Arts & Sciences.
Schedule
Refer ICON for details and postings

**Due to the contemporary nature of the subject matter, the schedule is subject to change. Changes to topics and readings will be noted in lecture and on ICON. Where possible I will invite guest lecturers to the class.**

Weeks and topics

**Week 1 (Week of Aug. 21)**
- Course introduction
- Introduction to global communication

**Week 2 (Week of Aug. 28)**
- Social change media – history
- Social change media – contemporary practices

**Week 3 (Week of Sept. 4)**
- International organizations and media campaigns
- Development areas (current emphases) and media

**Week 4 (Week of Sept. 11)**
- Day 1 – Wrap up for development media cultures
- Day 2 – Instructor consultations for finalizing paper 1.

**Week 5 (Week of Sept. 18)**
- Cultural flows and the globe – past and present
  - Paper 1 due

**Week 6 (Week of Sept. 25)**
- Cultural forms, originality, and hybridity

**Week 7 (Week of Oct. 2)**
- Soft power and media culture
- Cultural formats and media conglomerates

**Week 8 (Week of Oct. 9)**
- Day 1 – Wrap up media and global popular culture
- Day 2 – Instructor consultation for finalizing paper 2

**Week 9 (Week of Oct. 16)**
- Social media and globalization – technology and adaptation
  - Paper 2 due

**Week 10 (Week of Oct. 23)**
- Social media and the state

**Week 11 (Week of Oct. 30)**
- Social media and social movements

**Week 12 (Week of Nov. 1)**
- Social media and popular culture
Week 13 (Week or Nov. 13)
  Global news brokerage – past and present

Week 14 (Week of Nov. 20)
  Happy Thanksgiving
  No classes

Week 15 (Week of Nov. 27)
  Global language and global news

Week 16 (Week of Dec. 2)
  Social media and contemporary global journalism

Week of Final Exams
  Monday – Paper 3 due
Teaching Policies & Resources — Syllabus Insert

Administrative Home
The College of Liberal Arts and Sciences (CLAS) is the administrative home of this course and governs its add/drop deadlines, the second-grade-only option, and other policies. These policies vary by college (https://clas.uiowa.edu/students/handbook).

Electronic Communication
Students are responsible for official correspondences sent to their UI email address (uiowa.edu) and must use this address for all communication within UI (Operations Manual, III.15.2).

Accommodations for Disabilities
UI is committed to an educational experience that is accessible to all students. A student may request academic accommodations for a disability (such as mental health, attention, learning, vision, and physical or health-related condition) by registering with Student Disability Services (SDS). The student should then discuss accommodations with the course instructor (https://sds.studentlife.uiowa.edu/).

Nondiscrimination in the Classroom
UI is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class, gender, sexual orientation, national origin, and other identity categories set forth in the University's Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity at diversity@uiowa.edu or diversity.uiowa.edu.

Academic Integrity
All undergraduates enrolled in courses offered by CLAS have, in essence, agreed to the College's Code of Academic Honesty. Misconduct is reported to the College, resulting in suspension or other sanctions, with sanctions communicated with the student through the UI email address.

CLAS Final Examination Policies
The final exam schedule for each semester is announced around the fifth week of classes; students are responsible for knowing the date, time, and place of a final exam. Students should not make travel plans until knowing this final exam information. No exams of any kind are allowed the week before finals. (https://clas.uiowa.edu/faculty/teaching-policies-resources-examination-policies.)

Making a Complaint
Students with a complaint should first visit with the instructor or course supervisor and then with the departmental executive officer (DEO), also known as the Chair. Students may then bring the concern to CLAS (https://clas.uiowa.edu/students/handbook/student-rights-responsibilities).

Understanding Sexual Harassment
Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community must uphold the UI mission and contribute to a safe environment that enhances learning. Incidents of sexual harassment must be reported immediately. For assistance, definitions, and the full University policy, see https://osmrc.uiowa.edu/.