

# University of Louisville

## Department of Communication

### Comm 434\*-50 Global Media Fall 2017

Instructor: Ted M. Coopman, Ph.D.

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Skype [tmcoopman]

Class Location: Online

*\*class was formerly listed as COMM 463*

## Course Description

In this class, students will learn about the history of media globalization and about the political, economic and cultural problems and opportunities involved in the trend toward globalization. The class will also provide a forum for examining the various approaches to globalization and international information flow. Additionally, students will learn how differences in national and local politics, economics and cultures affect and are affected by world communication.

## Course Design

This course is intentionally designed to give students the best opportunities to engage and understand the material. Students will read, highlight, and take notes to prepare for the writing assignments, take short weekly quizzes on the readings, discuss the material with peers, and then address questions and issues that integrate the readings and students own lived experiences. The course is paced to keep students engaged with the course and to not fall behind. This course will take both your intention and attention in order to succeed.

## Textbooks

You cannot pass this course without the text and you will be assessed on 100% of the readings. It is your responsibility to have this book in hand by the first week of class. If you order online you must make sure you either give plenty of time to receive the book or pay for priority shipping. I provide grace period at the start of the course to give you a chance to get your text – do not request accommodation beyond that.

McPhail, T. L. (2014). *Global communication: Theories, stakeholders, and*

*trends* (4th Ed.).Malden, MA: Wiley-Blackwell  
ISBN: 978-1-4443-3030-4

***Make sure you get the 4th edition (gold cover)***

## Class Protocol

Don't be a jerk. Show respect for your peers, the course, and myself. Keep discussions friendly and topical.

Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as (but not limited to) quiz questions, lecture notes, workshop slides, or homework solutions without instructor consent.

Your peers, just like yourself, have a reasonable expectation of privacy and that materials produced by students and discussions that take place online are intended for the consumption of classmates and the instructor only. Please do not audio or video record, or forward discussion posts, assignments, or other student generated with the expressed permission of those involved.

## Learning Objectives

After successfully completing this course, you will:

- 1 have a better understanding of the nature of global communications.
- 2 understand the complex cultural, political, and social forces that impact global communication.
- 3 be able to intelligently discuss, research and analyze various aspects of global communication processes.

## Assessment

This course will assess your knowledge through regular quizzes, regular wiki writing assignments, and discussion. For more detail, see the [Writing Assignments Overview](#), [Orientation Workshop](#), and [Discussion Overview](#) pages for details.

PLEASE NOTE: IF YOU ARE HAVING SERIOUS LIFE ISSUES (DEPLOYMENT, FAMILY TRAUMA, ILLNESS ETC.) YOU NEED TO CONTACT ME ASAP. I WILL WORK WITH YOU, BUT I MAY NOT BE ABLE TO HELP YOU IF YOU WAIT TOO LONG TO CONTACT ME.

## Late Assignment Policy

Due dates and times are NOT appointments! They mark the *end* of the period in which the assignment can be submitted. It is foolhardy to wait until the last moment to submit work.

Essays and Non-quiz based Workshops will remain open past the due date, but materials submitted after the due date draw a one-point-per-minute penalty after a 5 minute grace period. For example, a 25 point assignment due at 11:59 pm submitted at 12:10 (5 minutes late) will have -5 points deducted from its graded score. Late assignments will only be graded as long as papers have points available.

Assignments, discussion, and quizzes submitted after the deadline will not be accepted except under the most extenuating circumstances (see Make-ups).

## **Make-ups**

Make-up assignments for missed essays, quizzes, workshops, and discussion will be allowed providing:

There is a serious unscheduled or unavoidable event.

That the student contacts the instructor within 5 days of the assignments scheduled due date with a valid excuse and follows the make-up instructions and delivers the work when requested.

**NOTE: Repeated "serious events" may result in revocation of the privilege.**

## **Readings**

Readings form the central focus for each week's discussion as well as for the writing assignments. The readings listed for each week are the readings we will be focusing on. Therefore, readings listed for each week should be completed by the start of the week for which they are assigned. Generally, there are no readings on weeks in which the first version of an essay is due.

## **Quizzes**

Quizzes open at the start of the term - this allows students to take quizzes early if that fits better with their schedules - and close Sunday at the stroke of 11:59 PM as materials are covered. For the sake of consistency, quizzes will run on this schedule even when Monday is a holiday. You do not have to take quizzes on those Mondays unless you wish.

The purpose of the weekly quiz is to help students keep up-to-date with the readings. These quizzes assess your knowledge of the text. Quizzes are given most weeks and cover the assigned readings for that week.

Each quiz covers one chapter (except Quiz #15), has 10 questions, is multiple-choice, open book and note, and timed (15 minutes). Many quiz questions are taken verbatim from the text. This is to elicit your memory. You will not be able to look up every question. Please see the [Orientation Workshop](#) for tips on taking these quizzes.

Please note that there is an [Argument Workshop Quiz](#) associated with the [Writing Arguments Workshop](#) (20 points) as well as quizzes on the Peer Review and Editing, Quoting, and Punctuation Workshops (10 points each).

## Discussion

Many weeks we have class discussion via a discussion board. Generally, there is no discussion on weeks in which the first version of essays are due. Each week we focus on the readings indicated, but feel free to expand on concepts and bring in new material. You may post as much as you like but you must post as directed to earn points. See the [Discussion Overview](#) page for details.

## Writing Assignments

There are 3 writing assignments with one peer review and revision each. These essays address specific questions that relate to course content. Each essay and revision are 500 words minimum and must directly reference the textbook and 2 approved external sources. Essays are submitted via the course assignments. See the [Assignments page](#) for details.

**Weeks run Monday (12:01 AM) to Sunday 11:59 PM unless otherwise noted.**

## Points and Grading Scale

Discussion (9x30)	270
Textbook Quizzes (1x10=10x15)	150
Writing Arguments Workshop Quiz	20
Peer Review and Editing Workshop	10
Quoting Workshop	10
Punctuation Workshop Quiz	10
Stanford Writing Course	20
Essay 1 Peer Review Submission and Completed Peer Review	20
Essay 1.1	50
Essay 1.2	50
Essay 2 Peer Review Submission and Completed Peer Review	20

Essay 2.1	75
Essay 2.2	75
Essay 3 Peer Review Submission and Completed Peer Review	20
Essay 3.1	100
Essay 3.2	100
Total	1000

## Extra Credit

There are several opportunities for extra credit.

The Orientation Workshop quiz is worth a maximum of 10 points.

The first Introductions discussion and the end of the course survey are worth a maximum of 10 points each.

Exceptional Discussion Posts can earn 2 points per week.

Error Bounty: find a typo, spelling, date, direction, or other error on this site and earn 1 point per error. Errors on your essays cost you, so finding my errors should cost me points too - but they go to you! Identical errors on the same page (e.g.. wrong date repeated) count as one. Does not include instructor feedback or discussion posts.

If you are close to the next highest letter grade I will round you up.

***PLEASE DO NOT REQUEST ADDITIONAL SPECIAL EXTRA CREDIT TO MAKE-UP FOR POOR PERFORMANCE ON ASSIGNMENTS OR QUIZZES.***

This course operates on a 1000 point scale that converts to a letter grade.

**Grading Scale (points = letter grade>)**

990-1000+	A+	840-869	B	700-739	C-
950-990	A	800-839	B-	670-699	D+
900-949	A-	770-799	C+	640-669	D
870-899	B+	740-769	C	600-639	D-
				> 600	F