

COM 105: Introduction to Communication and Media Studies in the Global Context

Department of Communication and Media Studies

Spring 2019

COURSE INFORMATION

Instructor: Satomi Sugiyama, Ph.D.

Instructor's Email: ssugiyama@fus.edu

Office Hours: M/TH 15.45 – 17.00 (LAC office 9)

Class location: LAC 8

Class meeting times: M/TH 13:00 – 14:15

COURSE DESCRIPTION

This course introduces students to the fundamental concepts and theories of communication and media studies as they apply to the ever-increasing intercultural interactions of a contemporary world. In particular, students will learn the basics of intercultural/international communication processes, gaining a foundation for developing intercultural communication competence.

RATIONALE AND COURSE GOALS

This course gives a basic understanding of communication and media studies to students with no or very little background in the field. As such, it is designed for those who are considering about majoring in communication and media studies, and also, for those who would like to use the basic knowledge/skills of communication and media studies to complement their majors. The course maintains a focus on culture and communication processes throughout the semester, and therefore, fulfills the intercultural competencies category of global responsibility.

LEARNING OBJECTIVES

Content Level

1. To understand the historical development of communication and media studies
2. To understand the process of human communication
3. To understand essential components of human communication
4. To understand how a culture can be conceptualized
5. To understand how cultural differences can be analyzed
6. To understand how cultures interact and what issues emerge from intercultural communication
7. To understand the concept of intercultural communication competence
8. To develop a critical outlook toward the role communication technologies play in intercultural communication

Skill Level

9. To enhance your intercultural communication competence
10. To build skills for working in an intercultural group effectively

11. To identify communication issues/problems that deserve further research
12. To identify communication research articles/books that inform a given communication issue/problem
13. To learn the basics of APA citation style

REQUIRED TEXTS AND MATERIALS

Required course readings will be posted on Moodle.

Note: It is your responsibility that you are able to refer to some specifics of the readings in class in order to engage in class discussions and activities.

COURSE ASSIGNMENTS

Participation – 15%

Participation grade will have the following two components:

Reading Reactions (10%)

After completing your reading assignments, please post a brief reaction to the reading on Moodle. For example, what did you find interesting? What did you find puzzling? Each posting is due at 13:00 on the day the readings are due. Late postings will not be accepted. If you post your reading reactions for all readings before each deadline (of course, demonstrating your understanding of the readings), you will receive 100 points for this assignment. Each time you fail to post your reading notes, 5 points will be subtracted. If you miss more than 5 reading reactions, you will receive significantly lower grade for this assignment.

Attendance (5%)

You are expected to attend all class meetings because your contributions to the class are invaluable. It is each of you who makes our class meaningful, intellectually stimulating, and fun! Please come prepared for class discussion and activities. Your attendance will be graded based on the attendance policy stated on page 3-4. Any conduct that interferes with our productive and enjoyable learning experience will not be tolerated, and will result in poor participation grade or removal from our class.

Scholarly Research Article Analysis Assignment – 10%

The goal of this assignment is to become familiar with important scholarly journals in the field, to identify communication research articles/books/book chapters that are relevant to a topic of your interest, to understand the basic structure of communication research articles, and to learn the basics of how to cite them using the APA citation style. The assignment involves the following steps:

1. Explore a few journals from the following list and find one research article (no “book review”) that you find interesting:
 1. Communication Theory
 2. Journal of Communication
 3. Human Communication Research
 4. Journal of Computer-Mediated Communication
 5. Communication, Culture, & Critique
 6. Communication and Critical/Cultural Studies
 7. Communication Education
 8. Communication Monographs

9. Critical Studies in Media Communication
 10. Journal of International and Intercultural Communication
 11. Journal of Applied Communication Research
 12. Quarterly Journal of Speech
 13. Social Media + Society
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3. Read the article and write a 2 page paper that reports the research. Your paper should address the following points: rationale of the research, RQ/H, methods, and results. Conclude your paper with your reaction to the research. As you write your paper, please make sure that you incorporate in-text citations (direct quotations or/and indirect quotations) using the APA citation style.
 4. List the article you read in the reference section using the APA citation style.
 5. Identify three additional scholarly sources that will allow you to learn more about the topic (e.g., journal articles, book chapters from edited books, books). Please use the database *Communication and Mass Media Complete* available through the Franklin library website. Make sure to click “scholarly only” to filter out non-scholarly materials although this filtering function does not completely eliminate non-scholarly materials. For books and book chapters, our library catalog should be useful.
 6. List the three sources in the APA citation style at the end of paper.

Midterm examination – 20%

This will be an in-class midterm examination that covers materials during the first half of the semester. The format of the examination will be announced at a later time. Please be sure to keep track of key terms/concepts as you do your reading assignments. There will be no make-up exams unless there is a documented emergency.

Group project: Cross-cultural comparison of beauty ideal in media – 20%

In this assignment, you will conduct a small cross-cultural comparison of media content. You will first form a group of four. Try to work with your classmates who are with a cultural background different from yours. Using the articles by Englis, Solomon & Ashmore and Frith, Shaw & Chen, each group will conduct a small content analysis of beauty ideal across cultures, write a group report, and present your findings in class. Details of the assignment will follow at the beginning of the second half of the semester.

Communication Research and Everyday Life Presentation – 15%

The goal of the assignment is to 1) demonstrate your understanding of how communication research informs our everyday intercultural/media experiences, and 2) present your understanding clearly to the audience in an engaging manner. First select a scholarly research article you would like to present. This can be the article you analyzed in the scholarly research article analysis assignment, or one of the additional articles you identified for your future reading in the assignment. You can also use a completely different scholarly research article if you became curious about other topic area and would like to report about the article you did not use in the article analysis assignment. Your presentation (8-10 minutes) should incorporate the following components:

1. Present an overview of a scholarly research article you selected. This should not be a course reading.
2. Discuss how the scholarly research article relates to our course readings/discussion.
3. Introduce your own experience or a news story that is related to the issue discussed in your scholarly article.
4. Explain clearly what connection(s) you made between the scholarly article and your experience/news story.
5. State what you would like to know more about the issue.
6. End with a section of references (e.g., a research article, newspaper article, course readings).

Please prepare a PowerPoint presentation that states the above points clearly, and turn it in on the day of your presentation. Please also make sure that you plan some interaction with your audience, which is an important part of this assignment.

Final examination – 20%

This will be an in-class final examination that covers materials throughout the course but with an emphasis on what we discussed during the second half of semester. The format of the examination will be announced at a later time. Please be sure to keep track of key terms/concepts as you do your reading assignments. There will be no make-up exams unless there is a documented emergency.

ATTENDANCE AND PARTICIPATION POLICY

Up to two unexplained absences are allowed without affecting your final grade. After two absences, 5 points will be subtracted for each absence from the total of 100 points for attendance grade. If you come to class after attendance has been taken, it will be counted as one-half of an unexplained absence. That is, two incidents of tardiness will be counted as one unexplained absence. Please be aware that missing classes also mean that you will not be contributing to our class discussion/activities. If you are absent from illness and turn in a medical note indicating the exact dates under medical care, we will discuss appropriate arrangements regarding how you can make up for the missed classes. Please also note that you will not be able to pass the course if you miss more than 8 class meetings regardless of the reasons of absence and your performance in other assignments.

POLICY ON USING PERSONAL COMMUNICATION TECHNOLOGIES (E.G., MOBILES, LAPTOPS) IN CLASS

As a student who studies communication and media studies, I would like each of you to think about what would be an effective way of using communication technologies in classroom in order to create a productive learning environment for you as well as your classmates. I expect each of you to be responsible for making your own choice as to when/how to use them and when/how not to use them.

PAPER/WRITTEN ASSIGNMENT POLICY

Unless otherwise instructed, all papers/written assignments need to be typed (Times New Roman, 12 font), printed out, and turned in at the beginning of class on the due date. That is, turning in the papers/assignments right after class means a day late. Late paper/written assignment will receive a grade of one letter down for each day (NOT for each class session). For example, an “A” paper will receive “A-” grade if you turn it in one day late (including the case of turning in an assignment after our class session), and will receive “B+” grade if you turn it in two days late. **Also, please pay a very close attention to the assignment guidelines. If you have any questions or concerns about the assignment guidelines, please clarify them before the assignment is due. I will grade your assignment only once and it will not be possible to redo the assignment after you have submitted your assignment. That said, I’d be very happy to meet with you to discuss your assignments before the assignment is due.**

ACADEMIC INTEGRITY: STATEMENT ON CHEATING AND PLAGIARISM

A student whose actions are deemed by the University to be out of sympathy with the ideals, objectives or the spirit of good conduct as fostered by the University and Swiss community, may be placed on Disciplinary Probation or become subject to dismissal from the University. Cheating is a dishonest action out of sympathy with the ideals, objectives and spirit of the University. Furthermore, cheating reflects negatively on one’s personal integrity and is unjust to those students who have studied.

See the Academic Catalog for full statement (page 199):

https://www.fus.edu/images/pdf/FUS_ACADEMIC_CATALOG_2018_2020_web.pdf

COURSE SCHEDULE (AS OF JANUARY 21, 2019)

Date	Topics and Readings	Assignments
1/21 (M)	Welcome and introduction to the course!	
1/24 (TH)	Overview of the field (Ruben & Stewart Ch 1 & 2)	
1/28 (M)	“Culture” in the field (McDaniel, Samovar & Porter; Hodkinson Ch 1)	
1/31 (TH)	National cultures and cultural patterns (Hofstede; Samovar, Porter & McDaniel Ch 5)	
2/4 (M)	Video: Languages of the world	
2/7 (TH)	How to find scholarly articles in CMS Article analysis exercise	Complete the article analysis handout using the article by Sias, et al.
2/11 (M)	Language (Fong; Berger & Luckmann - skim)	
2/14 (TH)	Differences to mixing: Code-switching (Crystal) Video: Code-switching	
2/18 (M)	Nonverbal (Matsumoto & Hwang)	
2/21 (TH)	Nonverbal field observation exercise (details TBA)	Scholarly research analysis paper due
2/25 (M)	Intercultural Communication Competence (Chen & Starosta; Begley; Kim)	
2/28 (TH)	Midterm review (bring key concepts)	
3/4 (M)	Midterm examination	
3/7 (TH)	Video	
3/11 – 3/22 Academic Travel		
3/25 (M)	Media technology (Hodkinson Ch 2)	
3/28 (TH)	Media technologies and cultural imperialism (Thompson)	
4/1 (M)	Media image and culture (Englis, Solomon, & Ashmore; Frith, Shaw, & Chen) Begin beauty ideal in media project	
4/4 (TH)	Technological saturation and fluidity (Gergen; Hodkinson Ch 13)	
4/8 (M)	Beauty ideal in media project group work	
4/11 (TH)	Beauty ideal in media project group presentation	Beauty ideal in media group paper due
4/15 (M)	Mobile technology and cultural change (Meyrowitz) Emerging technologies and social consequences (TBA)	
4/18 (TH)	Com RS & Everyday Life Presentation (6 ppl)	
4/22 (M)	<i>Easter Break</i>	
4/25 (TH)	Com RS & Everyday Life Presentation (6 ppl)	
4/29 (M)	Com RS & Everyday Life Presentation (6 ppl)	
5/2 (TH)	Com RS & Everyday Life Presentation (6 ppl)	
5/13 (M) 11.00 – 13.00	Final examination	