

COURSE SYLLABUS
SPCH 3374/COMM 3322, INTERNATIONAL COMMUNICATION
Spring Semester, 2005. Instructor: Dr. Brooks Hill

COURSE LOGISTICS

Meeting Situation: Time: MWF 9:30-10:20 A.M. Place: RTT 316
Instructor Access: Office: RTT 203/204. Office hours: MWF 8:30-9:20, 10:30-11:20 A.M. & TR 10 A.M.-12 Noon.
Also available at other times during each weekday.
Drop-ins invited, but appointments encouraged.
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COURSE DESCRIPTION

Studies communication as an essential component of international organizations and relations. Surveys major topics in international communication and international decision-making, comparative media systems and national philosophies, and Third World issues and policy development. Prerequisite: COMM 1301 or permission of instructor. (Also listed as COMM 3322.)

COURSE FIT IN GENERAL EDUCATION

For students who entered Trinity University prior to AY 2004-05, SPCH 3374/COMM 3322 is a Common Curriculum choice for Understanding the Human Social Context. This understanding concerns “the relationships between human behavior and social systems within cultural, historical, and institutional contexts.” To meet the requirement for this understanding you need nine semester hours of work, typically three courses distributed as follows: “at least one course will provide an introduction to the ways in which one of the social sciences seeks to understand human behavior, and at least one course will, from a perspective broader than that of any single discipline, either explore one or more significant social issues or examine the evolution and functions, both social and individual, of one or more major institutions” (Trinity University, Courses of Study 2003-2004, p. 38).

For students under the Courses of Study 2004-2005 the course remains available as a Common Curriculum choice, but fits in a slightly different way. In the recently revised system the course is situated in Understanding Human Social Interaction. This Understanding emphasizes “the behavior of individuals and groups within social, historical, and institutional contexts, focusing on the ways in which the social sciences and humanities seek to understand human behavior and social cultures, and providing an in-depth investigation of significant social issues and cultural values that help shape individual and social choice” (Courses of Study 2004-2005, p. 36). To meet the requirement for this version of the Understanding students need nine semester hours

distributed with two courses in Approaches to the Social Sciences and one in Social Issues and Values. International Communication is a choice for Approaches to the Social Sciences that also will address extensive social issues and values.

Whatever the fit in the Common Curriculum, International Communication is an interdisciplinary course which examines “the evolution and functions, both social and individual” of communication systems within and among national institutions, which assumes a social science perspective to explain human behavior, and which reflects upon the interplay of cultural values with human choices and actions. It will examine these concerns through comparison, integration, and synthesis of several of the social sciences, but primarily from the communication perspective.

COURSE CONCERNS AND GENERAL OBJECTIVES

1. To examine alternative perspectives within which international communication issues may be better addressed.
2. To identify and examine the major topical areas of international communication, primarily the non-technological and especially the areas of interface with intercultural communication.
3. To consider the variety of media systems as reflections of national philosophies and as reactions to international circumstances.
4. To study the role of communication and media systems in less developed countries and areas of the world. Because of the major project this semester, this will become a primary objective in the course.
5. To discuss the problems and prospects in the formulation of international communication policy.

COURSE TEXTBOOKS

Melkote, Srinivas R. & H. Leslie Steeves. Communication for Development in the Third World: Theory and Practice for Empowerment. 2nd edition revised. Thousand Oaks CA: Sage Publications, 2001.

Thussu, Daya Kishan. International Communication: Continuity and Change. New York NY: Oxford University Press, Inc., 2000.

All courses in the Department of Speech and Drama utilize the same style manual: Hacker, D. A Pocket Style Manual. 3rd edition revised. Boston MA: Bedford/St. Martin's, 2000. Each student should either purchase this guide or have ready access to a copy.

You are strongly encouraged to read on a regular basis a major international newspaper and a weekly news magazine. The University has made available on line the New York Times, but you may wish to consider an alternative. Your instructor will regularly read the NY Times and Newsweek to stay on top of current events.

COURSE ASSIGNMENTS

Examinations. (40%) Two examinations will assist my evaluation of your comprehension and synthesis of the readings, lectures, and class discussions. The mid-term examination will count 15% of your grade and will consist exclusively of short-essay questions. The final examination will count 25% of your grade and will consist exclusively of essay questions. To assist your preparation for the final examination, a set of illustrative study questions will be provided.

National Profile. (15%) Each student will select a developing country from one of three regions in the world (Latin America, Sub-Saharan Africa, or Southeast Asia), prepare a detailed description of the national and international communication aspects of this country, and fit this country within its regional configuration of relevant international communication concerns. Small groups of 5-6 students will be formed for each of the three regions and discussions will focus on the joint concerns. This paper should be 5-7 typed pages in length, excluding title page, references, and appendices. The profile should demonstrate the ideas of the Thussu text and classroom discussions and lay groundwork for the final project.

Major Project. (30%) Each student will take the country profiled in the first paper, analyze the problems and needs of this country, and develop an international communication perspective for helping this country wisely “develop.” Further guidance will be provided for this major project as the course progresses and the regional groups discuss their interrelated concerns.

Class Participation. (15%) Each student is expected to contribute to class discussions and/or activities. This will minimally include a panel presentation relating the first paper to its regional context, a major report of the final project, and general participation in class and regional group discussions. The course format necessitates responsible, active participation by each student. For the evaluation of this work, see the attached form on “Class Participation Criteria,” which the instructor will use to monitor and assess these activities. Obviously, class participation requires attendance.

Extra Credit. For the very dedicated, grade conscious, or simply worried student, extra credit work is available and encouraged. An attached handout explains “Extra Credit Options.” Please note that a maximum of five points can be added to your final average grade through extra credit work. Also note that this is not a “give-away” bonus, but requires time, energy and a respectable product.

Attendance Policy. You are expected to attend all class sessions. In the case of an excused absence, you are responsible for arranging to complete any work missed during

your absence. Because of unforeseen circumstances, such as illness, three unexcused absences (i.e., one week of classes) will be forgiven. You should use these prospects prudently, especially if you know that you will have some excused absences. Exceptional attendance will be rewarded, and the penalty for excessive unexcused absences is severe with a three-point reduction for each on your final average. To avoid misunderstanding, please discuss any extraordinary situations with your instructor. Only in rare situations will make-up examinations be administered.

Academic Integrity. Pages 103-105 of the Student Handbook and Academic Planner 2003-2004 provide the policies and regulations regarding academic integrity for students at Trinity University who matriculated prior to AY 2004-05. New students who are under the Courses of Study 2004-2005 have an Honor Code. Details of the Honor Code are available on the website of the Office of Academic Affairs. Please read the appropriate information and recognize the significance of your complete compliance. If you do not understand any of the terms used or policies stated, please ask your instructor for clarification. The work you submit must be your own, and all borrowed ideas and materials must be appropriately referenced. Whenever in doubt, please ask for guidance.

COURSE SCHEDULE

DATE	TOPIC/ACTIVITY	READINGS
Thurs 1/15	Course Orientation and Introductions	
Tues 1/20	Historical Perspectives Re INC	Thussu, Intro, Ch. 1, & Appendices
Thurs 1/22	-continued-	
Tues 1/27	Theoretical Perspectives Re INC	Thussu, Ch. 2
Thurs 1/29	Global Communication Creating Infrastructure	Thussu, Ch. 3
Tues 2/3	Media Marketplace	Thussu, Ch. 4
Thurs 2/5	Cultural Globalization	Thussu, Ch. 5
Tues 2/10	The Contraflow	Thussu, Ch. 6
Thurs 2/12	The Internet Age	Thussu, Ch. 7
Tues 2/17	EXAMINATION	
Thurs 2/19	INC and Development	M & S, Foreword,

			Preface, & Chs. 1-2, Appendices
Tues	2/24	INC and Modernization Perspectives	M & S, Chs. 3-4
Thurs	2/26	INC and Critical Perspectives	M & S, Chs. 5-6
Tues	3/2	INC and Liberation Perspectives	M & S, Chs. 7-8
Thurs	3/4	Toward Reconceptualization	M & S, Ch. 9
Tues	3/9	EXAMINATION	
Thurs	3/11	Research Projects—Open Discussion	
	3/16 & 3/18	SPRING BREAK	
Tues	3/23	PROJECT REPORTS	
Thurs	3/25	PROJECT REPORTS	
Tues	3/30	PROJECT REPORTS	
Thurs	4/1	PROJECT REPORTS (Papers Due)	
Tues	4/6	Directions for Solution	
Thurs	4/8	-continued-	
Tues	4/13	-continued-	
Thurs	4/15	-continued-	
Tues	4/20	FINAL PROJECT REPORTS	
Thurs	4/22	FINAL PROJECT REPORTS	
Tues	4/27	FINAL PROJECT REPORTS (Papers Due)	
Thurs	4/29	FINAL PROJECT REPORTS	
	5/3-5/4	READING DAYS	
Sat	5/8 8:30-11:30 A. M.	FINAL EXAM DATE	