



CAMS 4011: Global Communication

Course Description

The course is designed to be a high-impact comprehensive inter-program learning experience focusing on the issues, theories, and practices surrounding international, world, transborder, and global communication. There are two tracks for the course. There is study abroad option (CAMS 4021) which will allow students to travel to the University of Salford and work at MediaCityUK on a campaign after the end of the fifteen weeks. Those students will focus on the sections marked with the ' symbol. There is also a domestic option (CAMS 4031) where the students will be working on a project that focuses on an international organization and creating a media campaign for them. Those students will focus on the section marked with the * symbol.

Course Objectives

- 1.) Students will learn how to engage cross-culturally and internationally with audiences using mediated content.
- 2.) Students will learn how to work with international organizations, understanding different workflows, and organizational structures that would be present in those organizations.
- 3.) Students will learn how to work in multiple modes of communication (mass communication, organizational communication, and public relations) with an international focus.
- 4.) Students will learn the production process and time management skills needed to complete a complex multimedia product for multiple distinct audiences.

Course Information

- Term: Spring & Summer A' 2019
- Call Number: 3XYZA
- Time & Date: Mon, Wed, & Fri.* 1 to 1:50 p
- Classroom: PAC 133

Course Readings

McPhail, T. L. (2010). Global communication: Theories, stakeholders, and trends. John Wiley & Sons. ISBN: 978-1118622025

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Tentative Spring Class Schedule[^]

Week	Dates	Monday	Wednesday	Friday*
1	1/14, 1/16, & 1/18	Syllabus Day	Bootcamps as Practice	Writing Assignment 1 Assigned
2	1/21, 1/23, & 1/25	MLK Day (No Class)	Media Analysis of International Programming	Domestic Final Project Explained
3	1/28, 1/30, & 2/1	Global Communication and Research	Structure of International Content and I.P.	Executive Summary
4	2/4, 2/6, & 2/8	Systems of International Communication Policy	Organizational Comm. Bootcamp	Writing Out Thesis
5	2/11, 2/13, & 2/15	The Role of International Organizations	Pre-Production Session for International Interviews	Pre-Production for International Campaign
6	2/18, 2/20, & 2/22	Case Studies of Organizational Comm.	Pre-Production Session for International Interviews	Pre-Production for International Campaign
7	2/25, 2/27, & 3/1	Case Studies of NGOs	Production Session for International Interviews	Pre-Production for International Campaign
8	3/11, 3/13, & 3/15	Fall Break (No Class)	Production Session for International Interviews	Production for International Campaign
9	3/18, 3/20, & 3/22	Case Studies of NGOs	Production Session for International Interviews	Production for International Campaign
10	3/25, 3/27, & 3/29	Technological Issues with Global Communication	Post-Production Session for International Interviews	Production for International Campaign
11	4/1, 4/3, & 4/5	Cultural Issues with Global Communication	Post-Production Session for International Interviews	Post-Production for International Campaign
12	4/8, 4/10, & 4/12	Political Issues with Global Communication	Post-Production Session for International Interviews	Post-Production for International Campaign
13	4/15, 4/17, & 4/19	Economic Issues with Global Communication	Post-Production Session for International Interviews	Easter Break (No Class)
14	4/22, 4/24, & 4/26	Language Barriers with Global Communication	Interview Presentations	Post-Production for International Campaign
15	4/29, 5/1, & 5/3	Final Prep	Final Prep	Final Prep for Domestic Presentations
Final	May 6	Domestic Presentations must be scheduled before 3p.		

[^] Non-emergency related changes will be posted at least a week in advance.

Class Structure & Evaluation

The normal weekly structure for the class will be during the weeks we have three classes will be conducted using the following format: Monday's classes will be meetings or lectures lead by Dr. Fleck, Wednesday's classes will be a hybrid lecture/discussion/activities or exercises/labs lead by Dr. Tilton & Friday's classes will solely be attended by those that select the domestic option for the final project of the course. The international option schedule for the summer will be given out closer to the end of the Spring semester. Weeks with two session will follow a more fluid format.

Assignment due dates are indicated on the daily schedule. Late assignments are not accepted unless arrangements have been made with the instructor prior to the due date.

Grading Parameters:

5 mini-writing assignments (5% each), An "International Interviewing" assignment (25%), A "Media System and Structure" analysis (25%) & either an international campaign presentation (domestic option) or a group media campaign (international option) (25%)

Grading Scale:

90% – 100% = A (Exceptional Achievement)

80% – 89% = B (High Achievement)

70% – 79% = C (Average Achievement)

60% – 69% = D (Below Average)

0% – 59% = E (Failing)

Grade Rubric

The rubric for this course is combination of a standard communication rubric from the department and one-on-one feedback session between you and the professor. The purpose of this rubric is to provide both formative and summative levels of assessment with the focus being improving your ability to communicate effectively via inter-cultural and international mode and channel of communication.

Attendance

Your attendance is required in order to make this course work. There will be an attendance book to sign during every class. If you miss five classes, you will fail this course. The two exceptions to this would be if you have medical documentation for the previous class that you missed or if you have documentation from the university stating you will be gone because you are acting as a representative of the university.

Academic Dishonesty

The university policy on plagiarism is covered in Appendix C of the Student Handbook, Section 1 - Academic Offenses states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about a question of plagiarism involving their work, they are obliged to consult their instructors on the matter before submission. When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgment of the fact, the students are guilty of plagiarism.

Whenever you use outside sources or information, you must carefully acknowledge exactly what, where and how you have employed them. If the words of someone else are used, you must put quotation marks around the passage in question and add an appropriate indication of its origin. Plagiarism also includes making simple changes while leaving the organization, content and phraseology intact. However, nothing in these rules shall apply to those ideas which are so generally and freely circulated as to be a part of the public domain.

All work submitted must be new, original work; you may not submit work you have produced for another purpose or class. CAMS has the right to address potential academic dishonesty with multiple solutions based on the severity and extent of the issues. This can range from a verbal warning, written warning in your department or college file, failing the assignment, failing the course, recommendations to face college and university sanctions, or a combination of the previous solutions.

Disability Statement and Policy on Instructional Modifications

If you submit a written Request for Academic Accommodations (Form 101, available on-line), I am happy to talk with you outside of class about making reasonable accommodations. To negotiate special arrangements (especially of deadlines) you must contact me at least two weeks before an assignment is due so that I can consult with your advisor or tutor. This is a non-negotiable class policy.

Email Policy

Please allow 24 hours for me to respond to your e-mail during the school week. On weekends, I will try to answer your e-mails, but I may not be able to do so until Monday. I ask that before you e-mail me with questions, please read your assignment information and syllabus carefully. If you have not heard from me within 24 hours, please send a follow-up e-mail or speak with me in person. Your email headers should always begin with [CAMS 4011] followed by three or five words describing the purpose of the email.

Submission of Assignments

All homework must be submitted via digital means & must include your name, my name, the course, and the date. When submitting assignments on Moodle, make sure to give your work a document name to indicate what the item is. For example, you may title your evaluating information activity "20160401_Last Name_Info_Eval.doc" You are responsible for keeping back-up (I recommend several) copies of all your work since electronic texts can be lost. Assignments are to be completed solely by the individual. Since technological issues can and will occur, do not wait until the last minute to work on your assignments. Schedule time to check the Blackboard site at least twice a week. Late work will not be accepted in this class.

Final Advice

DON'T PANIC

THIS IS THE WAY TO HAPPINESS!