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[Comm 410 Spring - Brandie Martin Nonnecke \(https://courses.comm.psu.edu/comm-410-international-mass-communications/\)](https://courses.comm.psu.edu/comm-410-international-mass-communications/) International Mass Communications Syllabus Spring 2016

## Syllabus Spring 2016

- [Skip Down to Course Schedule \(#course-schedule\)](#)

# COMM 410: International Mass Communications

Spring 2016

This syllabus contains the scheduling information you will need to successfully navigate this course. If you have any questions regarding the class schedule, please check the syllabus first.

If any changes are made to the schedule, I will announce them via email.

## About COMM 410

How do we know what we know about the world? In what ways do we know? This course will explore these questions by examining our knowledge of international communications. We will study the global mass media and the ways they function culturally and politically. We will engage with class material that addresses how media industries, representations and images, and powerful national organizations that influence media and government are related to the culture in which we live.

COMM 410 is designed to be a complement to COMM 419, World Media Systems, which is a “comparative study of modern media systems of mass communications in selected foreign countries.” However, this course is NOT a study of media systems. Rather, we will discuss the relationships between media, foreign policy, international relations, culture, economics, politics and globalization. The course is broken down into two main sections:

1. For the first seven weeks of the semester, we will be discussing the histories and theories of international communications.
2. For the second half of the semester, we will be discussing specific themes/topics related to international communications, where you will be able to apply the theories that you learned in the first half of the course.

Furthermore, we will think through and discuss alternatives to our “common sense” sensibilities in order to reflect on the larger implications of media practices, cultural beliefs, and our relationships with them. It is essential that we understand ourselves, identities, experiences and representations beyond the borders that confine us. We also seek to answer: How do we understand our place, and the place of others, in relation to all that global media promises us?

**Note: You may encounter ideas and thoughts you may not agree with, but understand that this is one of the central purposes of this course. Sometimes, we need to feel uncomfortable in order to better understand the realities of others. We seek to be challenged!**

Specifically, during this course you will have a chance to critically explore such questions as:

- How do we in the United States know what we think we know about the rest of the world?
- How are culture, politics and economics closely tied with globalization?
- What is the relevance of international borders in light of rapid advances in new communication technologies?
- What is the relationship between government and media?
- What role do media play in world affairs, especially in foreign policy making and in fostering international understanding?

One of my goals is for us to enjoy the course and its topics. To this end, I plan to make our online experience as meaningful as possible, with a blend of text-based material, multimedia content (including films and podcasts, etc.), and interactive discussions. Each component of each week's lesson will highlight core concepts that are important for you to know. You need to complete and participate in each activity fully in order to maximize your learning (e.g., read the assigned articles, compose thoughtful discussion posts, listen to/watch any multimedia content, etc.).

## **Your role in the class:**

I expect everyone to be vibrant, participating, asking questions, generating meaningful dialogues, and interacting with the rest of the class in order to make the most out of this learning experience. Everyone can expect me to read your discussion posts, answer your questions in a timely manner, be "present" in our class, and provide necessary guidance as the semester progresses.

While online courses offer a sense of independence – allowing you to complete coursework in a way that is flexible with your unique schedule – they can lack a sense of community. Therefore, it is my goal to foster a sense of community within our class, particularly through the online discussions. I think it is important to strike a balance between independent learning and an online community so that you enjoy the freedom of working at your own pace but do not feel lost alone in cyberspace.

## **What you will achieve after completing this course:**

Through the readings and online discussions, you will develop the tools to become more sophisticated critical thinker of international media. You will learn to critically evaluate global issues and policies. Throughout the course, we will question how our views of the world have been constructed through media and how these views may be different from those of people in other countries.

I believe that studying international communications can be an eye-opening and rewarding experience. Some of the benefits of learning international communications include:

- Understanding the present nature of international communications in light of the recent history of the field and its beginnings.
- Thinking creatively, independently, critically, and clearly.
- Understanding media theories relevant to international communications and being able to apply them to concrete examples.
- Writing in an interesting, organized, concise, clear, and grammatically correct manner.
- Demonstrating an understanding of the social, cultural, political, economic, and technological

frameworks that influence and are influenced by international communications.

- Understanding how nations communicate to each other in the global context.

## Required readings and films

There is no required textbook for this course. All readings will be available on ANGEL and on the course website.

For some weeks, there are films that you will need to watch and incorporate into your discussion posts. These films are indicated in the Course Schedule and will be available online or through the Penn State library.

## Current events and news

Very often, there are relevant news and events that echo our course material, theories and concepts. I require that you bring in your discussions these news and events throughout the semester (see course assignments for more information). Some reliable and accessible news sources include:

- The New York Times and USA Today (available to Penn State students free of charge in hard copies on all campuses and in digital edition via The NYT Academic Pass program at <https://www.libraries.psu.edu/psul/researchguides/nml/nyt.html> (<https://www.libraries.psu.edu/psul/researchguides/nml/nyt.html>))
- Major TV and radio channels (MSNBC, CNN, FOX, NPR, BBC, etc)
- Political satire news programs such as The Colbert Report
- Alternative news sources: Al Jazeera and Democracy Now

When choosing your news sources, feel free to vary your choices. Do you usually have one, favorite news source? Read/view another to get a different perspective. Read the same story in a variety of sources and note the differences in coverage.

## Library & research assistance

There are a number of library resources available for online students that apply to this course specifically. There are assignments that require you to go outside of the prescribed readings and research on your own. To do this, take advantage of what the library has to offer:

1. **Ask a librarian** (<http://www.libraries.psu.edu/psul/ask.html>). (I especially love the chat feature.)
2. **Library resources for online students.** (<http://www.libraries.psu.edu/psul/wc.html>)
3. **Newspapers available for free through the library.** (<http://www.libraries.psu.edu/psul/researchguides/nml/newspapers.html>)
4. **Mass Communications related research guides** (<http://www.libraries.psu.edu/psul/researchguides/communications.html>)

## Weekly lesson format

Though each week's theme and materials/readings are unique, we will begin to create a weekly rhythm in order

to help you to both stay on top of the course and plan your activities and work related to this class.

It is very important that we navigate the course together – particularly for the sake of the Yammer discussions, where we will reflect on the course material and respond to each other's ideas and insights – so it is important to keep up the pace, and not to work too far ahead.

## **Strategies for success**

I want you to succeed in this course, and I want you to enjoy it. To this end, here are some tips and strategies for learning the material in a way that may alleviate stress and sustain long-term learning:

- Read the assigned readings early; take notes.
- Ask questions early and often.
- Participate in discussions.
- Be patient with the online process. Learning online and getting acclimated to the online environment may be stretching at times. Don't give up, and seek help if you feel overwhelmed.

## **Assignments**

Syllabus Quiz		20
Weekly Yammer Discussions	20 pts each	280
Two Essay Exams	150 pts each	300
	<b>Total</b>	<b>600</b>

## Grading Scale

Grade	Percentage min for this grade	Percentage max for this grade	Total points in the course	min points for this grade	max points for this grade
A	93.00%	100.00%	600.00	558	600
A-	90.00%	92.90%	600.00	540	557
B+	87.00%	89.90%	600.00	522	539
B	83.00%	86.90%	600.00	498	521
B-	80.00%	82.90%	600.00	480	497
C+	77.00%	79.90%	600.00	462	479
C	70.00%	76.90%	600.00	420	461
D	60.00%	69.90%	600.00	360	419
F	0.00%	60.00%	600.00	0	360

I do not curve grades. I do, however, make every effort to be fair in grading.

If your grade is not as high as you would like it to be, remedy that early in the semester, when something can be done, and not at the end, when it is too late. Contact me if you have questions regarding your grade, and I will be glad to talk with you.

### Major essay exams (150 pts each)

There will be two major essay exams during the semester. I will send the essay questions to you two weeks before the due date. **Your Midterm Exam is due on Sun., February 28 at midnight EST and your Final Exam is due on Sun., May 1 at midnight EST.**

These essays will require you to synthesize several weeks of course concepts/topics. Two weeks before the

scheduled exam due date, you will receive a list of four or five questions as well as a rubric (also posted on your lesson and Angel).

The essay will help evaluate how well you grasp the course material. In addition, I will assess how well you analyze different perspectives/situations.

You will receive a rubric that explains my expectation. All the questions have to be answered in an essay format, which includes the following parts:

1. Introduction with thesis statement
2. Body/arguments
3. Conclusion
4. Literature cited

### **Weekly discussions/participation (20 pts each)**

Participation in this course will primarily focus on your involvement in the weekly discussions in our Yammer group called **410 Spring 2016**.

1. For Yammer, you have to first join the [COMM 410 network](https://www.yammer.com/comm410internationalcommunications/#!/threads/company?type=general) (<https://www.yammer.com/comm410internationalcommunications/#!/threads/company?type=general>).
2. Then you need to join the [410 spring 2016 group](https://www.yammer.com/comm410internationalcommunications/#!/threads/inGroup?type=in_group&feedId=6834870) ([https://www.yammer.com/comm410internationalcommunications/#!/threads/inGroup?type=in\\_group&feedId=6834870](https://www.yammer.com/comm410internationalcommunications/#!/threads/inGroup?type=in_group&feedId=6834870)).

For 14 weeks throughout the semester, beginning with Week 1, we will discuss each week's concepts and current news/events/topics that relate to the week's material in our Yammer group. I will post some burning questions regarding the lesson material, and will ask you to incorporate a current news event into your initial post. You can use any form of media (news article, blog, film, television series, documentary, song, etc.), but you must add a link or citation in your post (so we know where you obtained your example). You will also need to comment on at least one of your peers' posts each week.

1. An initial post of 200-400 words where you respond to my questions and provide a link to a current news event or topic that relates to the week's material. In your post, you must also explain how your example (news article, blog, film, television series, documentary, song, etc.) relates to the week's topic.
2. A response between 200-400 words to another classmate's initial post.

While you are required to post at least twice, feel free to participate more. I will participate occasionally in the discussions, but mostly in the form of brief comments or further questions. Please feel free to reply to my comments as well as to other course-mates' comments. It is not my goal to usurp or monopolize the conversations; my goal is for you as a class to lead the discussions.

Your initial posts are required by Friday at midnight EST each week. Your response posts are required by Monday at 7 am EST. You are encouraged to post early and more often than twice. I will accept late posts up to one week past the due dates for that week. For every day that it is late (i.e. 1-24 hours late; 25-48 hours late, etc.) you will lose 1 point from the total. After 7 days, you will receive a zero for the that post. No exceptions. On ANGEL, there is a rubric for the posts.

**Important notes:** While you still have to complete Yammer posts during the weeks that you will be writing your essay exams, you will not be required to post a media example in these weeks. Besides, what you have written in the Yammer discussions can be used in your essays.

Yammer is a private social network used at Penn State. Messages posted in private groups will only show up for members of the group and cannot be seen by users who aren't members of the group. Be assured that private groups cannot be made public later.

**Again:**

1. For Yammer, you have to first join the [COMM 410 network](https://www.yammer.com/comm410internationalcommunications/#/threads/company?type=general) (<https://www.yammer.com/comm410internationalcommunications/#/threads/company?type=general>).
2. Then you need to join the [410 spring 2016 group](https://www.yammer.com/comm410internationalcommunications/#/threads/inGroup?type=in_group&feedId=6834870) ([https://www.yammer.com/comm410internationalcommunications/#/threads/inGroup?type=in\\_group&feedId=6834870](https://www.yammer.com/comm410internationalcommunications/#/threads/inGroup?type=in_group&feedId=6834870)).

Do not contact me about grades during the finals week. You have the entire semester to talk to me about any concerns you may have. I encourage you to reach out to me via the course Angel email system early and often. I am always available to assist you.

## Course policies

These policies are important to me and to the smooth flow of the course. Please read these carefully and do your best to comply.

### Netiquette

Please be respectful when commenting on your course-mates' posts. The discussion board should definitely be a place of debate and even dissent, but your arguments should always be constructive, and should never, ever be personal.

Please use proper salutations and grammar when emailing me or your classmates.

### Academic integrity

Academic integrity is the pursuit of scholarly and creative activity in an open, honest and responsible manner, free from fraud and deception, and is an educational objective of the College of Communications and the University. Cheating includes:

- Plagiarism
- Falsification of research data
- Using the same assignment for more than one class
- Turning in someone else's work, or passively allowing others to copy your work

All of these will result in academic penalties at the discretion of the instructor. In serious cases, it could also result in suspension or dismissal from the University or in the assignment of an "XF" grade (failed for academic dishonesty).

As students studying communications, you should understand and avoid plagiarism (presenting the work of others as your own). A discussion of plagiarism, with examples, can be found at <http://tlt.psu.edu/plagiarism/student-tutorial/> (<http://tlt.psu.edu/plagiarism/student-tutorial/>).

The rules and policies regarding academic integrity should be reviewed by every student, and can be found online at: [www.psu.edu/ufs/policies/47-00.html#49-20](http://www.psu.edu/ufs/policies/47-00.html#49-20) (<http://www.psu.edu/ufs/policies/47-00.html#49-20>), and in the College of Communications document, “Academic Integrity Policy and Procedures.” Any student with a question about academic integrity or plagiarism is strongly encouraged to discuss it with his or her instructor.

## How academic integrity violations are handled:

In cases where academic integrity is questioned, the procedure requires an instructor to notify a student of suspected dishonesty before filing a charge and recommended sanction with the college. Procedures allow a student to accept or contest a charge. If a student chooses to contest a charge, the case will then be managed by the respective college or campus Academic Integrity Committee. If a disciplinary sanction also is recommended, the case will be referred to the Office of Student Conduct.

All Penn State colleges abide by this Penn State policy, but review procedures may vary by college when academic dishonesty is suspected. Information about Penn State's academic integrity policy and college review procedures is included in the information that students receive upon enrolling in a course. To obtain that information in advance of enrolling in a course, please contact us.

The College of Communications policy and the AI form can be found at:

<http://comm.psu.edu/current/academic-integrity> (<http://comm.psu.edu/current/academic-integrity>).

<http://web3.wpsu.psu.edu/college-uploads/academicintegrityform.pdf> (<http://web3.wpsu.psu.edu/college-uploads/academicintegrityform.pdf>).

Additionally, World Campus students are expected to act with civility and personal integrity; respect other students' dignity, rights, and property; and help create and maintain an environment in which all can succeed through the fruits of their own efforts. An environment of academic integrity is requisite to respect for oneself and others, and a civil community.

For More Information on Academic Integrity at Penn State:

Please see the [Academic Integrity Chart](http://student.worldcampus.psu.edu/policies/academic-integrity/academic-integrity-contacts-chart) (<http://student.worldcampus.psu.edu/policies/academic-integrity/academic-integrity-contacts-chart>) for specific college contact information or visit one of the following URLs:

- [Penn State Senate Policy on Academic Integrity](http://www.psu.edu/oue/aappm/G-9-academic-integrity.html) (<http://www.psu.edu/oue/aappm/G-9-academic-integrity.html>)
- [iStudy for Success!](http://istudy.psu.edu/) (<http://istudy.psu.edu/>) — learn about plagiarism, copyright, and academic integrity through an educational module
- [Turnitin](http://tlt.psu.edu/turnitin/) (<http://tlt.psu.edu/turnitin/>) a web-based plagiarism detection and prevention system

## Note to Students with Disabilities



Penn State welcomes students with disabilities into the University's educational programs. If you have a disability-related need for reasonable academic adjustments in this course, contact the Office for Disability Services (ODS) at 814-863-1807 (V/TTY). ODS is located in room 116 Boucke Building. For further information regarding ODS, please visit the [Office for Disability Services \(http://equity.psu.edu/ods/\)](http://equity.psu.edu/ods/) website.

In order to receive consideration for course accommodations, you must contact ODS and provide documentation (see the [documentation guidelines \(http://equity.psu.edu/ods/guidelines\)](http://equity.psu.edu/ods/guidelines)). If the documentation supports the need for academic adjustments, ODS will provide a letter identifying appropriate academic adjustments. Please share this letter and discuss the adjustments with your instructor as early in the course as possible. You must contact ODS and request academic adjustment letters at the beginning of each semester.

All students in "Registration Not Complete" status must resolve issues on or before the 10th day after classes begin. Students who do not complete registration by paying tuition and fees by this deadline will not be able to remain in courses. University policy on completing registration can be found at [http://www.registrar.psu.edu/registration/completing\\_registration.cfm](http://www.registrar.psu.edu/registration/completing_registration.cfm) ([http://www.registrar.psu.edu/registration/completing\\_registration.cfm](http://www.registrar.psu.edu/registration/completing_registration.cfm)).

- [Accommodating Disabilities \(https://courses.worldcampus.psu.edu/public/wc\\_site/accommodating.html\)](https://courses.worldcampus.psu.edu/public/wc_site/accommodating.html)
- [Registration Status \(http://www.registrar.psu.edu/registration/completing\\_registration.cfm\)](http://www.registrar.psu.edu/registration/completing_registration.cfm)
- [Procedures for Resolution of Problems \(http://bulletins.psu.edu/graduate/appendices/appendix2\)](http://bulletins.psu.edu/graduate/appendices/appendix2)

For procedures pertaining to a range of concerns and disagreements involving graduate students and other members of the University community (e.g., faculty, staff, or undergraduate students), please see the [Procedures for Resolution of Problems \(Appendix II\) \(http://bulletins.psu.edu/graduate/appendices/appendix2\)](http://bulletins.psu.edu/graduate/appendices/appendix2) website.

For information about additional policies regarding items such as Penn State Access Accounts; credit by examination; course tuition, fees, and refund schedules; and drops and withdrawals please see the [World Campus Student Policies \(http://student.worldcampus.psu.edu/policies\)](http://student.worldcampus.psu.edu/policies) Web site.

## Technical Requirements

[Click here for technical requirements and to test your computer \(http://www.worldcampus.psu.edu/general-technical-requirements\)](http://www.worldcampus.psu.edu/general-technical-requirements) to see if it meets basic requirements.

## Course Schedule

### Week One (Jan 11-17)

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## Reading

- Syllabus
- Weekly lesson
- Tracey Ore, "Critical thinking"
- [Brian Stelter, "Al Jazeera America shifts focus to U.S. news" \(http://www.nytimes.com/2013/05/27/business/media/american-al-jazeera-channel-shifs-focus-to-us\)](http://www.nytimes.com/2013/05/27/business/media/american-al-jazeera-channel-shifs-focus-to-us)

[news.html?pagewanted=all&\\_r=2&\\_](#)

## Video

- [TED Talk: Chimamanda Adichie, "The danger of a single story"](#)  
([http://www.ted.com/talks/chimamanda\\_adichie\\_the\\_danger\\_of\\_a\\_single\\_story?language=en](http://www.ted.com/talks/chimamanda_adichie_the_danger_of_a_single_story?language=en)).

## Assignments

- [Join the 410 Yammer network](#)  
(<https://www.yammer.com/comm410internationalcommunications/#/threads/company?type=general>).
- [Join the 410 Spring 2016 Yammer group](#)  
([https://www.yammer.com/comm410internationalcommunications/#/threads/inGroup?type=in\\_group&feedId=6834870](https://www.yammer.com/comm410internationalcommunications/#/threads/inGroup?type=in_group&feedId=6834870)).
- [Introduce yourself to your classmates in the Introductions note on Yammer](#)  
(<https://www.yammer.com/comm410internationalcommunications/notes/2736853>).
- Syllabus quiz on ANGEL

## Week Two (Jan 18-24)

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## Reading

- Thussu: Chapter 1
- Weekly Lesson

## Video

- [Massacre at El Mozote](#) (<https://www.youtube.com/watch?v=x2F2qjMhfu8>).
- [Listen to podcast: During WWII, even filmmakers reported for duty \(37:51\)](#)  
(<http://www.npr.org/2014/03/03/285234573/during-world-war-ii-even-filmmakers-reported-for-duty>).

## Assignments

- [Yammer Discussion](#) (<https://www.yammer.com/comm410internationalcommunications/notes/2736851>).

## Week Three (Jan 25-31)

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## Reading

- Palmer, Allen. (2002). *Following the Historical Paths of Global Communication*

- Media and Modernization; Daniel Lerner in International Communication
- Weekly Lesson
- Hottentot Venus Case Study ([http://www.nytimes.com/2007/01/14/books/review/Elkins.t.html?\\_r=0](http://www.nytimes.com/2007/01/14/books/review/Elkins.t.html?_r=0))

## Video

- Hottentot Venus Case Study (<https://www.youtube.com/watch?v=cn3UK4qgXIQ>)

## Assignments

- Yammer Discussion (<https://www.yammer.com/comm410internationalcommunications/notes/2736850>)

## Week Four (Feb 1-7)

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## Reading

- Review International Communications: Shifting Paradigms
- Weekly Lesson

## Video

- interview with Johan Galtung ([http://www.youtube.com/watch?feature=player\\_embedded&v=QIyKF-IcgTE](http://www.youtube.com/watch?feature=player_embedded&v=QIyKF-IcgTE))
- Orientalism ([https://www.youtube.com/watch?v=fVC8EYd\\_Z\\_g&index=1&list=PLvXyXhPkuQpzSoY4Kabf9ossvDL0yvNIj](https://www.youtube.com/watch?v=fVC8EYd_Z_g&index=1&list=PLvXyXhPkuQpzSoY4Kabf9ossvDL0yvNIj))

## Assignments

- Yammer Discussion (<https://www.yammer.com/comm410internationalcommunications/notes/2736849>)

## Week Five (Feb 8-14)

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## Reading

- Downing, "Drawing a Bead on Global Communication Theories." (in Angel)
- Lull, "Hegemony"
- Weekly Lesson

## Video

- [Noam Chomsky on Hegemony or Survival](http://www.democracynow.org/2003/10/22/noam_chomsky_on_hegemony_or_survival)  
([http://www.democracynow.org/2003/10/22/noam\\_chomsky\\_on\\_hegemony\\_or\\_survival](http://www.democracynow.org/2003/10/22/noam_chomsky_on_hegemony_or_survival))

## Assignments

- [Yammer Discussion](https://www.yammer.com/comm410internationalcommunications/notes/2736848) (<https://www.yammer.com/comm410internationalcommunications/notes/2736848>)

## Week Six (Feb 15-21)

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## Reading

- 1st - Mosco, "Overview of the Political Economy of Communication" pp. 1-9 (also in Angel)
- 2nd - McChesney & Schiller, "The Political Economy of International Communications" pp. 1-25 (also in Angel)
- 3rd - Klein, "The Rise of Disaster Capitalism" (<http://www.naomiklein.org/articles/2005/04/rise-disaster-capitalism>)
- 4th - Weekly Lesson
- Midterm Exam Rubric (Midterm is due on Sun., Feb. 28 at midnight EST)

## Assignments

- [Yammer Discussion](https://www.yammer.com/comm410internationalcommunications/notes/2736847) (<https://www.yammer.com/comm410internationalcommunications/notes/2736847>)
- Midterm Exam (Due on Sunday, Feb. 28 at midnight EST) (Questions will be emailed to you and available on Angel)

## Week Seven (Feb 22-28)

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## Reading

- [Stanford Encyclopedia, "Globalization"](http://plato.stanford.edu/entries/globalization/) (<http://plato.stanford.edu/entries/globalization/>)
- Zembylas & Vrasidas, "Globalization, information and communication technologies, and the prospect of a 'global village'" (in Angel)
- Midterm Exam Rubric (Midterm exam is due on Sun., Feb. 28 at midnight EST)
- Weekly Lesson

## Assignments

- [Yammer Discussion](https://www.yammer.com/comm410internationalcommunications/notes/2736846) (<https://www.yammer.com/comm410internationalcommunications/notes/2736846>)
- Midterm Exam (Due by Sunday, Feb. 28 at midnight EST) (Questions will be emailed to you and available on Angel)

## Week Eight (Feb 29-Mar 6)

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### Reading

- Weisbrot, “Mass Media Helps Keep Americans in the Dark About U.S. Foreign Policy.”  
([http://www.huffingtonpost.com/mark-weisbrot/mass-media-helps-keep-ame\\_b\\_3720065.html](http://www.huffingtonpost.com/mark-weisbrot/mass-media-helps-keep-ame_b_3720065.html))
- Jensen, “Terror vs. Surveillance? Keeping Americans safe in two simple steps.”  
(<http://www.occupy.com/article/terror-vs-surveillance-keeping-americans-safe-two-simple-steps>)
- Sanger, “Budget Documents Detail Extent of U.S. Cyberoperations.”  
([http://www.nytimes.com/2013/09/01/world/americas/documents-detail-cyberoperations-by-us.html?nl=todaysheadlines&emc=edit\\_th\\_20130901](http://www.nytimes.com/2013/09/01/world/americas/documents-detail-cyberoperations-by-us.html?nl=todaysheadlines&emc=edit_th_20130901))
- Weekly Lesson

### Video

- Listen to NPR’s podcast on alternatives to war (<http://www.npr.org/player/v2/mediaPlayer.html?action=1&t=1&islist=false&id=220037023&m=220293493&live=1>)
- South of the Border (also available on Amazon Instant Video and Netflix dvd)  
(<http://youtu.be/tvjIwVjJsXc>)

### Assignments

- Yammer Discussion (<https://www.yammer.com/comm410internationalcommunications/notes/2736845>)

## Week Nine (Mar 7-13)

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### Assignments

- Rest, relax, have fun, be safe.

## Week Ten (Mar 14-20)

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### Reading

- Shah, “War, Propaganda and the Media” (read every section)  
(<http://www.globalissues.org/article/157/war-propaganda-and-the-media>)
- Bamford, “The Man Who Sold the War.” (<http://www.commondreams.org/headlines05/1118-10.htm>)
- Weekly Lesson

## Video

- On the Media/Coverage on Syria (choose one podcast to listen to)  
(<http://www.onthemedial.org/tags/syria/>)
- Film option #1 - Control Room (<https://www.youtube.com/watch?v=f3rMo5cgaXQ>)
- Film option #2 - Inch'Allah (streaming online through the University Libraries)  
(<http://search.alexanderstreet.com.ezaccess.libraries.psu.edu/view/work/1824692>)

## Assignments

- Yammer Discussion (<https://www.yammer.com/comm410internationalcommunications/notes/2736843>)

## Week Eleven (Mar 21-27)

### Reading

- Luther, Catherine. "Representations of Arabs/Arab Americans." (in Angel)
- Bonner, Raymond. "The Media and 9/11: How We Did"  
(<http://www.theatlantic.com/national/archive/2011/09/the-media-and-9-11-how-we-did/244818/>)
- Q & A: Edward Snowden Speaks to Peter Maass  
(<http://www.nytimes.com/2013/08/18/magazine/snowden-maass-transcript.html>)
- Weekly Lesson

## Video

- Why We Fight (<http://youtu.be/iWOoG0JTj1A>)

## Assignments

- Yammer Discussion (<https://www.yammer.com/comm410internationalcommunications/notes/2736842>)

## Week Twelve (Mar 28-Apr 3)

### Reading

- Twitchell, "Adcult"
- Moskowitz, "Beijing Does It Better" China's Foreign Policy and Pop Culture  
(<http://www.foreignaffairs.com/articles/139447/scott-moskowitz/beijing-does-it-better>)
- Klimowicz, "A nation of zombies" (<https://www.adbusters.org/magazine/90/consumer-zombies.html>)
- Weekly Lesson

## Video

- [No Logo \(https://www.youtube.com/watch?v=E8O2BLeBguo&feature=youtu.be&t=3s\)](https://www.youtube.com/watch?v=E8O2BLeBguo&feature=youtu.be&t=3s)

## Assignments

- [Yammer Discussion \(https://www.yammer.com/comm410internationalcommunications/notes/2736841\)](https://www.yammer.com/comm410internationalcommunications/notes/2736841)

## Week Thirteen (Apr 4-10)

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## Reading

- Airhihenbuwa, “A Critical Assessment of Theories/Models Used in Health Communication for HIV/AIDS” (in Angel)
- Squires, “The U.S. Health System in Perspective: A Comparison of Twelve Industrialized Nations” (in Angel)

## Assignments

- [Yammer discussion \(https://www.yammer.com/comm410internationalcommunications/notes/2736837\)](https://www.yammer.com/comm410internationalcommunications/notes/2736837)

## Week Fourteen (Apr 11-17)

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## Reading

- [John Seabrook, “Factory Girls” \(http://www.newyorker.com/reporting/2012/10/08/121008fa\\_fact\\_seabrook\)](http://www.newyorker.com/reporting/2012/10/08/121008fa_fact_seabrook)
- [Lara Lee, “Hip Hop as Global Resistance” \(make sure to watch videos that are embedded in article\) \(http://www.huffingtonpost.com/iara-lee/hip-hop-as-global-resista\\_b\\_660608.html\)](http://www.huffingtonpost.com/iara-lee/hip-hop-as-global-resista_b_660608.html)
- Weekly Lesson

## Assignments

- [Yammer Discussion \(https://www.yammer.com/comm410internationalcommunications/notes/2736836\)](https://www.yammer.com/comm410internationalcommunications/notes/2736836)

## Week Fifteen (Apr 18-24)

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## Reading

- Chalaby, “The making of entertainment revolution: How the TV format trade became a global industry (in Angel)
- Davis, “The Intimacies of Globalization: Bodies and Borders On-Screen.” (in Angel)
- Final Exam Rubric (Due on Sun., May 1 at midnight EST)
- Weekly Lesson

## Video

- [Exporting Raymond \(needs Silverlight to view\)](http://digitalcampus.swank.com/PSU/SDC/Watch.aspx?v=6026189e24234560bbf78dc64474aa1d) (<http://digitalcampus.swank.com/PSU/SDC/Watch.aspx?v=6026189e24234560bbf78dc64474aa1d>)

## Assignments

- [Yammer Discussion](https://www.yammer.com/comm410internationalcommunications/notes/2736835) (<https://www.yammer.com/comm410internationalcommunications/notes/2736835>)
- Final Exam (Due on Sun., May 1 at midnight EST) (Questions will be emailed to you and posted on Angel)

## Week 16 (Apr 25-May 1)

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## Reading

- Final Exam Rubric (Due on Sun., May 1 at midnight EST)

## Assignments

- Final Exam (Due on Sun., May 1 at midnight EST) (Questions will be emailed to you and posted on Angel)





# **Brandie Martin-Nonnecke**

Instructor

[Bio \(/instructors/profile/Brandie-Martin-Nonnecke\)](#)