International and Intercultural Communication
Communication 522: Spring Semester 2011
Dr. Kirk Stone

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COURSE DESCRIPTION:
This course examines the powerful technological, political, economic, and other factors that make 21st century international communication such a fascinating field to study. A major theme of the course is the power of culture to affect communication, and the power of communication to affect culture. Because this is an “international” course, students will compare and contrast the diverse viewpoints of scholars, policymakers, and communicators not just from the United States, but also from Europe, South America, Middle East, Africa, Russia, and elsewhere.

Much of the course explores the often extremely contentious differences around the world about the purposes, processes, and effects of international communication. Students will deepen their understanding of why the United States is the target of such intense criticism about its role in international communication and also how government officials and others in the United States respond to that criticism.

In a learning environment that encourages students to think about their own behavior as international communicators, the class blends theory and practice by drawing on thinkers in such diverse academic disciplines as political science, economics, anthropology, history, foreign languages, business, advertising, and communication.

COURSE OBJECTIVES:
--To prepare students to become effective international and intercultural communicators in their personal and professional lives
--To prepare students to analyze how effective international and intercultural communication can help minimize global problems
--To help students understand how culture affects, and is affected by, communication
--To help students understand the interdisciplinary nature of international communication so they appreciate the value of a strong, well-rounded liberal arts education
--To introduce students to important theoretical approaches and research strategies used by scholars in the field
--To help students develop their ability to write high quality research papers at the graduate level as they develop as scholars
--To help students understand that graduate education requires a dedicated commitment to conscientious reading and deep reflection that is much more demanding than undergraduate course work
--To help students better understand the global-local connection
GRADING:

Exams:
--300 points: 100 points for a mid-term exam and 200 points for the final

Papers:
--300 points: 100 points for Paper 1 to be submitted no later than March 1 and 200 points for Paper 2 to be submitted no later than April 19. An attachment to this syllabus provides information about the two papers. Requirements for both papers will also be discussed in more detail during class. Note: 10 points will be deducted for each day that a paper is submitted late.

Basic guidelines on effective writing
Your papers must be clearly expressed and adhere strictly to the conventions of standard English and APA style (spelling, grammar and punctuation) are required. No clichés. No slang. No contractions. Graduate students are expected to write well as a hallmark of an educated person who wants to be accepted as a professional peer.

Determination of final course grade
A (Superior) 90 and above
B+ (Very good) 88-89
B (Good) 80-87
C+ (Fair) 78-79
C (Acceptable) 70-77
D ( Barely acceptable) 65-69
F (Failure) 59 and lower

Key dates
February 1: Proposal for Paper 1
February 8: Proposal for Paper 2
March 1: Paper 1
March 15: Progress Report on Paper 2
March 15: Mid-Term Exam
April 19: Paper 2
May 3: Final Exam and Discussion of Research Projects

Academic integrity:
Plagiarism and other forms of cheating will not be tolerated. All materials submitted in this class must be your original work. If you are not sure, consult the teacher before, not after, you have included questionable material. Do not turn in work that you submitted for other classes. Rules outlined in the College of Charleston Code of Civil and Honorable Conduct will be enforced.

Final Exam Date
Please plan to take the final exam on the scheduled date, May 3, rather than earlier or later. Assume that date is set in “Stone” as in Dr. Stone
**Attendance**
Students are expected to come to class. If you miss one of our classes, in effect, you have been absent for a week. It is difficult to catch up in a fast-paced graduate course, so please make every effort to attend each class.

**Office Hours**
I look forward to interacting with you to discuss readings, lectures, your research, your career plans, our graduate program, or whatever else is on your mind. I am available at the North Campus and downtown to advise, listen, and learn in an informal setting because I know from experience that this kind of interaction is an invaluable part of a meaningful graduate education. (See top of first page of this syllabus for specific times.)

**Disabilities Accommodation** Please let me know by the second class if you need special accommodation because of a disability. I will be happy to make suitable arrangements.

**Professional conduct**
Assume full responsibility for your performance in the course. Come to class on time and fully prepared. “Prepared” means you have done the assigned reading and reviewed your notes from the last class. Follow all directions, including the most important direction: Read the syllabus carefully. Participate actively in class discussions, while being courteous and tolerant toward others. Please turn off your cell phones and other electronic devices before entering the classroom. You are much more likely to succeed in the course (and in life), if you start early. Procrastination leads to academic disaster. Thank you for abiding by these rules of professional conduct.

*Important note: This syllabus is subject to change at any time during the semester.*

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**Textbooks**
Jandt, Introduction to Intercultural Communication
Jandt, Intercultural Communication: A Global Reader
Parkinson and Ekachai, International and Intercultural Public Relations
Hachten and Scotten, The World News Prism

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**DAILY ASSIGNMENT SCHEDULE**

**Introduction: Is International Communication Creating a Global Village?**

January 11:
SECTION I: The Cultural Dimension of International Communication

January 18:

--Jandt, Reader, Part I: Cultural Values: (1.2) “Business Cultures;” (1.3) “Human Factors on the Flight Deck;” (1.6) “Cultural Values and Argumentative Orientations for Chinese People in Taiwan, Hong Kong, and Mainland China;” (1.7) “Informational Accessibility, User Sophistication, and Source Credibility: Impact of the Internet on Value Orientations in Mainland China”

January 25:


SECTION II: Face-To-Face Communication of Tourists, Immigrants and Sojourners: Cultures Within Cultures

February 1:
--Jandt, Chapter 12, “Immigration and Acculturation,” Chapter 13, “Cultures within Cultures,” Chapter 14, “Identities and Subgroups”


SECTION III: Theories of International Communication and Theories About the Role of the Mass Media in Society
February 8:
--Hachten, Chapter 2, “Changing Ideologies of Press Control”

SECTION IV: News Coverage of the World
February 15: (1) Quantity and quality of international news, (2) changed role of foreign correspondents, (3) media, public opinion and foreign policy

February 22: (1) Foreign Policy and the Press: Manufacturing Consent or the CNN Effect, (2) news coverage of crises, particularly the Cuban missile crisis, and (3) news coverage of wars

--Jandt, Reader, Part IV: Living Together in Peace: (4.4) “Mediating Conflict in Central America;” (4.5) “Islamic Mediation Techniques for Middle East Conflicts;” (4.6) “Creating a Culture of Peace: Performing Arts in Interethnic Negotiations”

March 1: (1) News coverage of terrorism: What distinguishes a terrorist from a freedom fighter?, (2) news coverage of problems in Africa and other developing areas, (3) local angles to international news,
--Paper 1: Last day to submit without late grade penalty:

MID-TERM EXAM AND BEGIN SECTION V
March 15 (Note: The exam will take only about half of the evening’s class.)

SECTION V: Business, Public Relations, Advertising
March 15, March 22, 29

SECTION VI: Entertainment Flows: The Influence of American Music, Movies and Television throughout the World
April 5
--Parkinson, Intercultural and International Public Relations, case studies 1-19, pages 97-372
SECTION VII: Power of Technology to Change International Communication
April 12, April 19
(1) Radio and television broadcasting into foreign countries, (2) the impact of CNN and other international and regional television broadcasters such as al-Jazeera, (3) international controversies over remote sensing and satellites, (4) challenges and opportunities posed by the internet, social media and other technologies
--Hachten, Chapter 4, “The Internet, Comsats and Bloggers,” and Chapter 11, “Public Diplomacy and Propaganda”

--Hachten, Reader, Part V: Colonization and Globalization: (5.1) “Nobel Lecture;” (5.4) “Impact of Universities on Globalization;” (5.5) “Globalization, Informatization and Intercultural Communication;” (5.6) “Five Ways to Reduce the Foreign Terrorist Threat to the United States”

--Paper 2: Last day to submit without late grade penalty: April 19

May 3: FINAL EXAM AND DISCUSSION OF RESEARCH PAPERS: