

## SEMESTER AT SEA COURSE SYLLABUS

### Colorado State University, Academic Partner

<b>Voyage:</b>	Fall 2022
<b>Discipline:</b>	Journalism and Media Communication
<b>Course Number and Title:</b>	JTC 100 Media in Society
<b>Division:</b>	Lower
<b>Faculty Name:</b>	Jayne Cabbage
<b>Semester Credit Hours:</b>	3

**Prerequisites:** None

### COURSE DESCRIPTION

In this course students will explore the role of media and how it shapes society in the digital age. We will study the historic development of media in the United States and compare media systems in each of the countries we visit this semester. The course will also examine the relationships between technology and media and its impact on audiences. Students will gain understanding of media regulation and issues of free speech and censorship of media systems. By analyzing media, its systems, content and the impact of increased audience engagement with a critical lens, this course will examine the economic, political and cultural influence of media throughout the world through the analysis of media messages and their implied meaning. Upon completion of this course, students will gain increased critical media analysis, enhanced media literacy skills, and will improve their writing and research skills through treatment of these topics.

### LEARNING OBJECTIVES

By the end of this course students will be able to:

1. Understand the history of mass media.
2. Understand the impact of media on the countries we visit.
3. Understand media structure, ownership, and regulation.
4. Recognize the meaning and motivation behind media messages.
5. Explore journalistic techniques and ethics.
6. Understand the political and cultural forces that shape media.

### REQUIRED TEXTBOOK

**AUTHOR:** Campbell, Martin, & Fabos

**TITLE:** Media & Culture: Mass Communication in the Digital Age

**PUBLISHER:** Bedford/St. Martin's

**ISBN #:** 978-1319102852

**DATE/EDITION:** 2019—12<sup>th</sup> Edition

## TOPICAL OUTLINE OF COURSE

### Embarkation Day – September 9

1: Class introduction; Syllabus; Assignment Review

2: Foreign media ownership; Media portrayal of globalism vs. nationalism; Media battles throughout history

READING: Media Economics and the Global Marketplace

3: Case Study: Drug legalization in Portugal versus Spain. How media affects political decision making.

READING: Mass Communication: A Critical Approach

4: Case Study: Media coverage and representation of immigration. Comparative Analysis of two nations

5: Media consumption; Developing a critical approach;

READING: Mass Communication: A Critical Approach

6: Television and cultural impact. The impact of Popular U.S. Media Programming on International Audiences.

READING: Television and Cable: The Power of Visual Culture

7: Free speech in theory and practice.

READING: Legal Controls and Freedom of Expression

8: Limits of free speech in nations of the world (itinerary based)

9: Politics and the media.

READING: The Culture of Journalism: Values, Ethics, and Democracy

10: Radio and cultural impact. Overview of radio in nations of the world (itinerary based).

READING: Popular Radio and the Origins of Broadcasting

11: MID-TERM EXAM

12: Sound recording and the music of the world.

READING: Sound Recording and Popular Music

13: MID-TERM EXAM REVIEW; Paper Topic Proposal Due

14: Media convergence in the age of the internet.

READING: Digital Media and Convergence

15: The changing journalistic landscape of nations of the world (itinerary based)

16: The Film and Motion Picture Industry (Movies)  
READING: Movies and the Impact of Images

17: Gaming  
READING: Digital Gaming and the Media Playground

18: Books  
READING: Books and the Power of Print  
COUNTRY OR TOPIC PAPER DUE

19: Media and the debate over climate change

20: The role of advertising in media  
READING: Advertising and Commercial Culture

21: Public Relations  
READING: Public Relations and Framing the Message  
INDEPENDENT PORT REPORT DUE

22: Free Speech Continued. Julian Assange, Wikileaks, and nations of the world (itinerary based)

23: Media on the environmental impact of tourism.  
SCREENING: Scenes from “Cracking the Golden Egg.”

24: FINAL EXAM

25—FINAL CLASS: Review of Final Exam; Final Course Reflections and Discussions

**Disembarkation Day — December 22**

## **FIELD WORK**

Semester at Sea® field experiences allow for an unparalleled opportunity to compare, contrast, and synthesize the different cultures and countries encountered over the course of the voyage. In addition to the one field class, students will complete a Comparative Experiential Project that span multiple countries.

### **Field Class & Assignment**

**STUDENTS: Field Class proposals listed below are not finalized.** Confirmed ports, dates, and times will be posted to the [Fall 22 Courses and Field Class page](#) when available.

**Field Class attendance is mandatory for all students enrolled in this course. Do not book individual travel plans or a Semester at Sea sponsored trip on the day of your field class.**

Field Classes constitute 20% of the contact hours for each course.

Field Class Title: Media for Social Justice and Empowerment

### Outcomes

To understand how divisions of media such as the film or music industry can have an impact on the lives of citizens when they are given access to such systems, and the impact of such industries in shaping narratives or amplifying particular topics such as social justice, the empowerment of women and girls, or other health initiatives and economic development areas such as business development and micro-lending.

### Activities

This field study program could include a trip to a movie studio, a recording studio or theater group, which focuses on creating media content aligned with social justice, equity and development initiatives. The purpose of this assignment is to illustrate how these companies, organizations or community groups enhance the lives of their audiences with messages produced and distributed in their particular country.

### Assessment

Students will be assessed on this particular field program by writing a final paper about what they gained from this experience about their expanded understanding of how media can be used to foster enhanced quality of life for either marginalized populations or countries at large which are in the process of expanding their development activities on their own cultural terms.

### **Comparative Experiential Project**

The CEP is the required comparative assignment that span multiple countries. The Comparative Experiential Project constitutes at least 5% of the grade for each course.

For the Comparative Experiential Project or CEP: Students will be asked to document media encounters in port. Because most ports are not English speaking, most documentation will focus on visual media. The role of global media, especially that exported from the United States, will be examined. We will also examine the role of advertising and its impact on culture in the various ports. Evaluation will be a short photographic compilation with a brief analysis and conclusion.

### **METHODS OF EVALUATION**

Midterm - 100 points (25%)

Final - 100 points (25%)

Country profile or topic report - 100 points (25%)

Field Trip Participation and Report - 80 points (20%)

Independent Port Report – 20 points (5%)

### **GRADING SCALE**

The following Grading Scale is utilized for student evaluation. Pass/Fail is not an option for Semester at Sea® coursework. Note that C-, D+ and D- grades are also not assigned on Semester at Sea® in accordance with the grading system at Colorado State University (the academic partner institution).

Pluses and minuses are awarded as follows on a 100% scale:

<u>Excellent</u>	<u>Good</u>	<u>Satisfactory/Poor</u>	<u>Failing</u>
97-100%: A+	87-89%: B+	77-79%: C+	Less than 60%: F
93-96%: A	83-86%: B	70-76%: C	
90-92%: A-	80-82%: B-	60-69%: D	

## **ATTENDANCE/ENGAGEMENT IN THE ACADEMIC PROGRAM**

Attendance in all Semester at Sea classes is mandatory. There are no excused absences, but it is at the instructor's discretion to assign a grade to the participation requirement. Remember to include information concerning the evaluation of Field Assignments, including and the Field Class which must constitute at least 20% of the total grade in a course.

Attendance in all Semester at Sea<sup>®</sup> classes, including the Field Class, is mandatory. Students must inform their instructors prior to any unanticipated absence and take the initiative to make up missed work in a timely fashion. Instructors must make reasonable efforts to enable students to make up work which must be accomplished under the instructor's supervision (e.g., examinations, laboratories). In the event of a conflict in regard to this policy, individuals may appeal using established CSU procedures.

## **CLASSROOM CLIMATE**

Semester at Sea<sup>®</sup> is committed to the Voyage Community Values. Consequently, the classroom environment is founded on mutual respect, community, and an aim toward equity. The Voyage Community Values support the creation of a collaborative and vibrant community. Our community is the foundation of our learning, critical inquiry, and discovery. Each member of this course has a responsibility to uphold these values when engaging with one another.

With that, please review the following Voyage Community Values:

- **Well-Being:** We commit to the health, safety and well-being of ourselves, all members of our voyage community, and members of the communities we will visit.
- **Interconnectedness:** We understand our actions and attitudes have an impact locally and globally. We always seek to positively affect the planet and the people around us near and far.
- **Respect:** We honor the inherent dignity of all people with an abiding commitment to freedom of expression, scholarly discourse and the advancement of knowledge. We have the right to be treated, and the responsibility to treat others, with fairness and equity.
- **Inclusion:** We ensure inclusive environments that welcome, value, affirm and embrace all people within the shipboard community and in each country we visit.

- Integrity: We are honest and ethical in all of our interactions, including our academic work. We hold ourselves accountable for our actions.
- Excellence: We model the highest academic standards of preparation, inquiry and knowledge and consistently seek to understand complex issues and express informed opinions with courage and conviction.

## **LEARNING ACCOMMODATIONS**

Semester at Sea® provides academic accommodations for students with diagnosed learning disabilities, in accordance with ADA guidelines. Students who will need accommodations in a class, should contact ISE to discuss their individual needs. Any accommodation must be discussed in a timely manner prior to implementation.

A letter from students' home institutions verifying the accommodations received on their home campuses (dated within the last three years) is required before any accommodation is provided on the ship. Students must submit verification of accommodations to their Student Services advisor as soon as possible, but no later than two months prior to the voyage. More details can be found within the Course Registration Packet, posted to the student portal prior to registration.

## **STUDENT CONDUCT CODE**

The foundation of a university is truth and knowledge, each of which relies in a fundamental manner upon academic integrity and is diminished significantly by academic misconduct. Academic integrity is conceptualized as doing and taking credit for one's own work. A pervasive attitude promoting academic integrity enhances the sense of community and adds value to the educational process. All within the University are affected by the cooperative commitment to academic integrity. All Semester at Sea® courses adhere to this Academic Integrity Policy and Student Conduct Code.

Depending on the nature of the assignment or exam, the faculty member may require a written declaration of the following honor pledge: "I have not given, received, or used any unauthorized assistance on this exam/assignment."

## **RESERVE BOOKS FOR THE LIBRARY**

None

## **FILMS**

None

## **ELECTRONIC COURSE MATERIALS**

None