

SEMESTER AT SEA COURSE SYLLABUS

Colorado State University, Academic Partner

Voyage:	Fall 2019
Discipline:	Journalism and Media Communication
Course Number and Title:	JTC 100 Media and Society
Division:	Lower
Faculty Name:	Gary Rice
Semester Credit Hours:	3

Prerequisites: None

COURSE DESCRIPTION

This course will explore the role of media in shaping society. Students will analyze the historic development of the various types of media in the United States and compare these to the countries we visit. The motivating forces and technical constraints that shape media will be examined. We will also look below the surface at implied meanings and messages. Government media regulation and free speech issues in a rapidly changing technological environment will also be explored. The economic, political, and cultural impact of media on the nations of the world will be analyzed.

LEARNING OBJECTIVES

By the end of this course students will:

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 #: 978-1-4576-6874-6
DATE/EDITION: 2016 - Tenth Edition

TOPICAL OUTLINE OF COURSE

Depart Amsterdam, The Netherlands – September 9

B1–September 12: Class introduction; Syllabus; Assignment Review

B2–September 14: Foreign media ownership in Poland; Media portrayal of globalism vs. nationalism in Poland; Media battle over Polish history

READING: Media Economics and the Global Marketplace pp.443 - 473

Gdansk, Poland – September 15-20 Compare nationalist vs. global visual media.

B3–September 22: Case Study: Drug legalization in Portugal versus Spain. How media affects political decision making.

READING: Mass Communication: A Critical Approach pp.3 - 34

B4–September 24: Case Study: Media and the immigration crisis in Spain and Croatia.

Lisbon, Portugal – September 26-28 Observe and compare any societal

Cadiz, Spain – September 29 – October 1 effects of drug abuse.

B5–October 2: Media consumption; Developing a critical approach;

READING: Mass Communication: A Critical Approach pp.3 - 34

B6–October 4: Television and cultural impact. The impact of Game of Thrones on Dubrovnik.

READING: Television and Cable: The Power of Visual Culture pp. 199 - 227

Dubrovnik, Croatia – October 6-10 Observe immigration effects.

B7–October 11: Free speech in theory and practice.

READING: Legal Controls and Freedom of Expression pp. 537 - 565

B8–October 13: Limits of free speech in Morocco.

Casablanca, Morocco – October 15-20

Field Class: Wednesday, October 16th Rabat, Morocco

B9–October 21: Politics and the media.

READING: The Culture of Journalism: Values, Ethics, and Democracy pp. 474
- 506

B10—October 23: Radio and cultural impact. The rise of radio in Ghana.

READING: Popular Radio and the Origins of Broadcasting pp. 171 -182

B11—October 26: MIDTERM TEST

Tema, Ghana — October 28-30

Takoradi, Ghana — October 31 - November 1

B12—November 2: Sound recording and the music of the world.

READING: Sound Recording and Popular Music pp. 110 - 146

B13—November 5: Review midterm. Propose paper topic.

Community Programming - November 6 (no class)

B14—November 7: Media convergence in the age of the internet.

READING: Digital Media and Convergence pp. 36 - 70

B15—November 9: The changing journalistic landscape of Brazil

Salvador, Brazil — November 10-15

B16—November 17: Movies

READING: Movies and the Impact of Images pp 231- 264

B17—November 19: Gaming

READING: Digital Gaming and the Media Playground pp 73 - 108

Community Programming - November 21 (no class)

B18—November 22: Books

READING: Books and the Power of Print pp 341 - 370
COUNTRY OR TOPIC PAPER DUE

Port of Spain, Trinidad and Tobago — November 24

B19—November 25: Media and the debate over climate change.

B20—November 27: Advertising

READING: Advertising and Commercial Culture pp 372 - 410

Panama Canal Transit - November 29 (no class)

B21—November 30: Public Relations

READING: Public Relations and Framing the Message pp. 413 - 440

INDEPENDENT PORT REPORT DUE

Guayaquil, Ecuador — December 2-7

B22—December 8: Free Speech Part 3. Julian Assange, Wikileaks, and Ecuador

B23—December 10: Media on the environmental impact of tourism.

SCREENING: Scenes from “Cracking the Golden Egg.”

Puntarenas, Costa Rica — December 11-15 Observe tourism pros and cons.

B24—December 16: FINAL EXAM

Study Day - December 18 (no class)

B25—December 20: Review test.

Arrive San Diego, California — December 23

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 independent field assignments that span multiple countries.

Field Class & Assignment

The field class for this course is on **October 16th in Casablanca, Morocco.**

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 at least 20% of the contact hours for each course, and are developed and led by the instructor.

FIELD CLASS: Free Speech in Morocco

Students will visit the student journalists of the School for International Travel. They create "World News Morocco" in Rabat.

DATE: Wednesday, October 16th, 2019

LEARNING OBJECTIVES: Journalists in Morocco have free speech when reporting on economic and social issues but face great difficulties reporting on the royal family, religious matters, and areas of the country experiencing protests. The challenges facing foreign journalists are compounded by cultural differences, unfamiliar political structures, and potentially misunderstood religious principles. Students will explore the learning process of fellow academics in Morocco. We will specifically examine:

- Economic constraints on media
- Laws that protect or constrain journalists
- Cultural issues that affect reporting

EVALUATION: Students will write a paper exploring the challenges faced by practicing journalists in Morocco.

Independent Field Assignments

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

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 SAS partner institution).

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 SAS partner institution).

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

Excellent	Good	Satisfactory/Poor	Failing
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, 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.

LEARNING ACCOMMODATIONS

Semester at Sea® provides academic accommodations for students with diagnosed learning disabilities, in accordance with ADA guidelines. Students who will need accommodations 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 academic@isevoyages.org as soon as possible, but no later than two months prior to the voyage. More details can be found within the Course Registration Packet, as posted to the [Courses and Field Classes page](#) no later than one month 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

FILM REQUESTS

None

ELECTRONIC COURSE MATERIALS

None

ADDITIONAL RESOURCES

Additional readings, media, and course materials will be listed and made available on the ship.

