FIU School of Journalism & Mass Communication
MMC 4302
Syllabus Spring 2016
Social Media and Globalization (3 Credits)

Instructor: David J. Park
Class Location: Glen Hubert Library, Room 260
Class Time: 11-12:15
Office Location: ACII / 324
Office Hours: Tuesdays 1-3 pm
Phone: 305-919-5662
E-mail: djpark@fiu.edu

Course Description

Introduces globalization processes, social movements, new technologies, as well as law and regulation within digital communications, while exploring implications for access to information and freedom of expression on an international level.

Prerequisites

This is an advanced undergraduate level course. Prerequisites are required, please see FIU’s SJMC website for details.

Course Objectives

This course examines evolving relationships among new media technologies, globalization, social movements and power relations within the digital age. Notions of civic engagement, policy and governance will be discussed from a variety of viewpoints including those of lawyers, scholars, activists, artists, businesses and media theorists. The class will also provide context for contemporary social movements and their relationships with media by cultivating historical perspectives of pre-digital policies and precedents.

This course requires students to discuss weekly assigned articles and presentations. In addition, each week a different student, or student group will be in charge of leading the discussion, which will entail discussing and critiquing the readings, while providing several questions for further discussion. Please note, this is a reading intensive course. In order for us to think, learn and write, we first have to read and be able to discuss and analyze ideas. If you don’t have time to read the articles it is recommended you take this class during another semester when you have more time.

Student Learning Outcomes

1). Understand relevant concepts and apply theories to contemporary issues.
2). Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
3). Think critically, creatively and independently
4). Write correctly and clearly in forms and styles appropriate for the communications professions, audiences, and purposes they serve.
5). Broaden understanding of globalization processes and media policies.
6). Increase awareness about social, economic, political and cultural issues surrounding social movements in the digital age.
7). Think independently, creatively and critically.
8). Acquire a sense of agency.

**SJMC DIVERSITY STATEMENT**

The School of Journalism and Mass Communication (SJMC) fosters an environment of inclusivity and respect for diversity and multiculturalism. The SJMC educates students to embrace diversity and understand the root causes of discrimination, as well as social, ethnic, sexual, disability and gender-based exclusion.

**Text & Readings**

You will need the following books:


**You’ll also need to access the course readings through FIU’s online services. You can access the readings here: [https://fiu.blackboard.com/](https://fiu.blackboard.com/).**

Please note that assigned readings must be done before the designated class. Follow the schedule and read ahead. The schedule is designed to aid you in completing the readings before the discussions occur.

**Communication with the Instructor**

It is University policy for faculty to communicate with students via FIU e-mail. Please check your email for communications from your instructor. If you use another e-mail provider, please link your FIU e-mail with your personal e-mail so communication is forwarded. Likewise, please communicate with your faculty on routine matters via e-mail. I should be able to get back to you within a 48 hour window. Also, in person during my office hours is my preferred mode of communication. If that can’t work for you, call me office during my office hours.

**Class Attendance and Participation**

Attendance and *active participation* are integral parts of any discussion-based course – they are also important parts of your grade, given the nature of the topics discussed and the methodology employed. You will be expected to attend the class regularly, participate in class discussions, and
prepare for class ahead of time. Your participation grade will be based on the frequency and the pertinence of what you say in relation to the scheduled topic. Every student should stay abreast of any changes to the schedule; absence from a prior class does not exempt anyone from this obligation. Again, it is expected that you will have read all assigned readings and will be familiar with the content details, even when you are not involved in leading a particular discussion.

If you cannot hand in the assignments on the due dates, you will have to ask for permission to hand in the assignment before the due date if you want to get credit. You will have to ask permission at least one week in advance if this is possible. If this is granted by the professor, you will be expected to write a one page analysis for each reading missed. The professor will not accept anything after the due date unless the student has official documentation. For medical or personal emergencies when prior notification is impossible, documentation of the reason for the absence must be provided as soon as the student returns to the class in order for the instructor to consider excusing the absence. If you miss class and don’t have any official documentation, there is no need to discuss the absence with the professor.

**Assignments**
The assignments will consist of 4 short individual random essay or multiple choice format quizzes based on the assigned readings of the week. There are also 2 random group essay quizzes. Last you will also be asked to write a course paper/final exam at the end of the semester.

**THERE IS NO EXTRA-CREDIT FOR THIS CLASS.**

**Grades**
Your final grade is based on the points you accumulate in several areas. The grades will be allocated as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Class Participation</td>
<td>10</td>
</tr>
<tr>
<td>1 course paper / final exam / group project</td>
<td>20</td>
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<tr>
<td>4 random individual quizzes</td>
<td>40</td>
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<tr>
<td>2 random group quizzes</td>
<td>20</td>
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<tr>
<td>1 group peer review</td>
<td>10</td>
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<td><strong>Total</strong></td>
<td><strong>100</strong></td>
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The following grade scale will be used:

- A  =  93-100
- A- =  90-92
- B+ =  87-89
- B  =  83-86
- B- =  80-82
- C  =  70-79
- F  =  71 or below

**Important dates**

Jan 19 = last day to add, drop or swap a course without financial liability
Jan 20 = Spring payment due
Feb 5 = last day to apply to graduation

**Departmental Writing Policy**

Good writing is vital to a career in Communications. Thus, all papers written outside of the classroom will first be graded for content. Following that, the paper will be reviewed for writing. While the first two “errors” will not impact the grade, and paper containing 3-5 errors will automatically lose 10 points (based on 100); any paper containing 6-8 errors will automatically lose 20 points (based on 100); any paper that contains 9-11 errors will automatically lose 0 points (based on 100); etc.

Note: No late cases will be accepted. Don’t wait until the last minute to print and proof your work. Printer jams or computer problems are not considered an excuse. Papers are due at the start of class on the day of class.

**Ethical Conduct & Plagiarism**

**Academic Honesty:** Student must follow the Standards of Conduct described in the student handbook. ([http://www.fiu.edu/~secr/standards_of_conduct.htm](http://www.fiu.edu/~secr/standards_of_conduct.htm)). Students are expected to use all resources, including books, journals, and computers only in legal and authorized ways. Participants are expected to perform individual assignments without consulting each other. This practice “homogenizes” the thinking brought to the class, negatively impacting the discussion and our learning experience. Participants in this course are also reminded that materials may not be pasted or paraphrased from printed, electronic or any other sources without appropriate citations and credits. Failure to do so constitutes plagiarism and will result in penalties as set forth by University policies.

**Course Outline** (Subject to change at instructor’s discretion)

**Week 1 - Globalization**

- Tue Jan 12: Course Introductions, Syllabus Etc.
- Thr Jan 14: The No-Nonsense Guide to Globalization – Chapters 1-4

**Week 2 – Globalization**

- Tue Jan 19: No-Nonsense Guide to Globalization - Chapters 5-7


Week 3 – Public Sphere, Privacy and Activism


Week 4 – Public Sphere, Privacy and Activism


Week 5 – Social Movements, Media and Employment


Week 6 – Social Media and the Middle East


Week 7 – Digital Age Revolutions?

Tue Feb 23: Pages 0-47 (introduction, chapter 1) Tweets and Streets

Thr Feb 25: Pages 48-101 (chapter 2-3). Tweets and Streets

Week 8 – New Media Technologies and Freedom of Expression & Tweets and the streets: Social media and contemporary activism
Tue March 1: Pages 102-168 (chapters 4, 5 conclusion). Tweets and Streets

Thr March 3: “Freedom of Expression” Resistance and Repression in the Age of Intellectual Property – Documentary Film

Week 9 – Internet, Empire and Journalism & Consent of the Networked: The Worldwide Struggle for Internet Freedom


Thr March 10: Guest Speaker

Week 10 – SPRING BREAK

   Tue March 15: Spring Break
   Thr March 17: Spring Break

Week 11 – Consent of the Networked: The Worldwide Struggle for Internet Freedom

   Tue March 22: Consent of the Networked: Preface - Chapter 2
   Thr March 24: Chapters 3-4

Week 12 – Consent of the Networked: The Worldwide Struggle for Internet Freedom

   Tue March 29: Chapters 5-10
   Thr March 31: Guest Speaker/Readings TBA

Week 13 – Consent of the Networked: The Worldwide Struggle for Internet Freedom/Spreading the Issues – Group Projects

   Tue April 5: Chapters 11-14 (Consent of the Networked)
   Thr April 7: Conduct/Work on New Media Project

Week 14 – Spreading the Issues – Group Projects

   Tue April 12: Conduct/Work on New Media Project
   Thr April 14: Plan and Work on Group New Media Project

Week 15
Tue April 19: Plan and Work on Group New Media Project
Tue April 21: Plan and Work on Group New Media Project

Week 16

Tue April 26: DIGITAL STUDIES PUBLIC PRESENTATIONS/BLOCK PARTY
Tue April 28: Class Presentations

Week 17

May 2-7 Final Exam Week – Final Paper/Project/Exam Due Date to TBA.
GROUP PEER EVALUATION

Give a grade to the members of your group. I will average the amount of points given to each person in your group based on the numbers you provide. This is a confidential assignment.

NAME OF GROUP: ______________________

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<thead>
<tr>
<th>Group Member’s Name</th>
<th>Total # of Points out of 10</th>
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<td>1).________________</td>
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SCALE:

9-10 = A  
8  = B  
7  = C
6 = D
5 and below = F

COMMENTS (explain yourself if needed):