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| American University of Ras Al KhaimahSchool of Arts and Sciences B.A. in Communication   |
| Course Number: |   COMM 223  | Course Title: | Globalization and Media Cultures  |
| Prerequisite: | COMM 110 | Credit Hours: | 3 |
| Office Hours:  |
| Course Description: |  Learners in this course apply communication strategies to and investigate real-world case study challenges with a global worldview of various issues of global media cultures. Students learn how to develop a *Weltanschauung* from which to best communicate in modern technologies with world audience.   |
| Course Materials and Resources: | Myra Macdonald, *Exploring Media Discourse*. (London: Arnold 2003) or latest edition.Terhi Rantanen, *The Media and Globalization*. (London: Sage 2005) or latest edition.Roger Silverstone, *Media and Morality: On the Rise of the Mediapolis*. (London: Polity, 2006) or latest edition.John Tomlinson, Globalization *and Culture.* (Cambridge: Polity, 1999) or latest edition. |
| Student Learning Outcomes | At the end of the course the learner is able to: * Explain theories and concepts from globalization studies and media studies;
* Articulate the social, political, cultural, and moral relevance in understanding the media’s role in processes of globalization;
* Evaluate the effectiveness and fairness of the media in reporting on national and international news;
* Reference valid, reliable sources on issues around globalization and the media.
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| Topics: | Week 1: Introduces course aims, methods, and requirementsWeek 2: Does globalization make the world the same or different?Week 3: The media’s role in a globalizing worldWeek 4: The value of the study of representations in the context of globalizationWeek 5: Otherness in popular media representationsWeek 6: Students present an analysis of how their chosen media text/s construct(s) the Other. PROJECTS ASSIGNEDWeek 7: Concepts of “identity” in relation to theories of modernity: Week 8: Concepts of imagined community and explores the powerful of the nation in a globalizing worldWeek 9: How the concept of “diaspora” disrupts fixed notions of nation, culture, identity, and the media. MIDTERM EXAMWeek 10: Students present case studies that explore media power in the contexts of identity, nation, and/or diasporaWeek 11: Impact of identity politics and resistance movements on the global stageWeek 12: Reflects on the strengths and weaknesses of the news industry in eliciting compassion for vulnerable others: Week 13: Discusses the reporting of environmental catastrophes in the globalized world. PROJECTS DUEWeek 14: Morality and ethics in studying the news. PROJECT PRESENTATIONSWeek 15: Cosmopolitanism. PROJECT PRESENTATIONSWeek 16: FINAL EXAM |
| Evaluation Plan: |  Homework 20%Quizzes 5%Attendance 5%Project 20%Midterm Exam 20%Final Exam 30%  |
|  Methodologies for Teaching and Learning: | Lecture, pair, small group and class discussion, oral presentations, writing, reading, summaries, essays and personal responses, and guided reading,   |
| Honor Code and System | Students are responsible to follow the AURAK Honor Code and to understand and avoid all forms of academic dishonesty and plagiarism. Please see <http://www.aurak.ac.ae/en/student-life/aurak-honor-code.html>.  |
| American University of Ras Al KhaimahSchool of Arts and Sciences B.A. in Communication   |
| Course Number: |  COMM 311  | Course Title: | Ethics of Communication   |
| Prerequisite: | PHIL 101 and COMM 111 | Credit Hours: | 3 |
| Requirement: |  Core requirement |
| Time: |   | Classroom: |    |
| Instructor: |   | Office: |    |
| Phone: |   | Email: |    |
| Office Hours:  |
| Course Description: |  Learners will engage the philosophical underpinnings of ethics and the core principles of journalism and mass communication to develop an understanding and appreciation of the field’s normative ethical values. Students will learn how to apply an ethical decision-making framework to a variety of challenges.  |
| Course Materials and Resources: | Phillip Patterson and Lee Wilkins, *Media Ethics: Issues and Cases*(New York: McGraw-Hill, 2010) or latest edition. [ISBN-13: 9780073511948] |
| Student Learning Outcomes: | At the end of the course the learner is able to: * Apply principal theories of ethics as described by ancient and modern philosophers;
* Determine ethical issues in communication case studies and accommodate them in practice;
* Apply critical skills of reason and analysis to ethical problems;
* Tolerate disagreement and ambiguity in ethical considerations.
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| Topics: | Week 1: Introduction, ethical relativism, movie Week 2: Professionalism and ethics Week 3: Not all opinions are created equal Week 4: Making decisions Week 5: Decision making and duplicityWeek 6: Privacy rights PROJECT ASSIGNEDWeek 7: Confidentiality Week 8: Conflicts of interest MIDTERM Week 9: Economics and responsibilityWeek 10: Freedom and responsibility Week 11: Media and social issues. Week 12: Media stereotypes. Week 13: Obscenity/ Ethics and the juvenile audienceWeek 14: Ethics and popular culture, media in corporate society PROJECT PRESENTATIONS Week 15: PROJECT PRESENTATIONS Week 16: Final Examination. |
| Evaluation Plan: |  Homework 20%Quizzes 5%Attendance 5%Project 20%Midterm Exam 20%Final Exam 30%  |
|  Methodologies for Teaching and Learning: | Lecture, pair, small group and class discussion, oral presentations, writing, reading, summaries, essays and personal responses, and guided reading, |
| Honor Code and System | Students are responsible to follow the AURAK Honor Code and to understand and avoid all forms of academic dishonesty and plagiarism. Please see <http://www.aurak.ac.ae/en/student-life/aurak-honor-code.html>.  |