

American University of Ras Al Khaimah			
School 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 <i>Weltanschauung</i> from which to best communicate in modern technologies with world audience.		
Course Materials and Resources:	<p>Myra Macdonald, <i>Exploring Media Discourse</i>. (London: Arnold 2003) or latest edition.</p> <p>Terhi Rantanen, <i>The Media and Globalization</i>. (London: Sage 2005) or latest edition.</p> <p>Roger Silverstone, <i>Media and Morality: On the Rise of the Mediapolis</i>. (London: Polity, 2006) or latest edition.</p> <p>John Tomlinson, <i>Globalization and Culture</i>. (Cambridge: Polity, 1999) or latest edition.</p>		
Student Learning Outcomes	<p>At the end of the course the learner is able to:</p> <ul style="list-style-type: none"> <li>• Explain theories and concepts from globalization studies and media studies;</li> <li>• Articulate the social, political, cultural, and moral relevance in understanding the media's role in processes of globalization;</li> <li>• Evaluate the effectiveness and fairness of the media in reporting on national and international news;</li> <li>• Reference valid, reliable sources on issues around globalization and the media.</li> </ul>		
Topics:	<p>Week 1: Introduces course aims, methods, and requirements</p> <p>Week 2: Does globalization make the world the same or different?</p> <p>Week 3: The media's role in a globalizing world</p> <p>Week 4: The value of the study of representations in the context of globalization</p> <p>Week 5: Otherness in popular media representations</p>		

	<p>Week 6: Students present an analysis of how their chosen media text/s construct(s) the Other. <b>PROJECTS ASSIGNED</b></p> <p>Week 7: Concepts of “identity” in relation to theories of modernity:</p> <p>Week 8: Concepts of imagined community and explores the powerful of the nation in a globalizing world</p> <p>Week 9: How the concept of “diaspora” disrupts fixed notions of nation, culture, identity, and the media. <b>MIDTERM EXAM</b></p> <p>Week 10: Students present case studies that explore media power in the contexts of identity, nation, and/or diaspora</p> <p>Week 11: Impact of identity politics and resistance movements on the global stage</p> <p>Week 12: Reflects on the strengths and weaknesses of the news industry in eliciting compassion for vulnerable others:</p> <p>Week 13: Discusses the reporting of environmental catastrophes in the globalized world. <b>PROJECTS DUE</b></p> <p>Week 14: Morality and ethics in studying the news. <b>PROJECT PRESENTATIONS</b></p> <p>Week 15: Cosmopolitanism. <b>PROJECT PRESENTATIONS</b></p> <p>Week 16: <b>FINAL EXAM</b></p>		
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 <a href="http://www.aurak.ac.ae/en/student-life/aurak-honor-code.html">http://www.aurak.ac.ae/en/student-life/aurak-honor-code.html</a> .		
<p>American University of Ras Al Khaimah</p> <p>School of Arts and Sciences</p> <p>B.A. in Communication</p>			
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, <i>Media Ethics: Issues and Cases</i> (New York: McGraw-Hill, 2010) or latest edition. [ISBN-13: 9780073511948]										
Student Learning Outcomes:	<p>At the end of the course the learner is able to:</p> <ul style="list-style-type: none"> <li>• Apply principal theories of ethics as described by ancient and modern philosophers;</li> <li>• Determine ethical issues in communication case studies and accommodate them in practice;</li> <li>• Apply critical skills of reason and analysis to ethical problems;</li> <li>• Tolerate disagreement and ambiguity in ethical considerations.</li> </ul>										
Topics:	<p>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 duplicity  Week 6: Privacy rights PROJECT ASSIGNED  Week 7: Confidentiality  Week 8: Conflicts of interest MIDTERM  Week 9: Economics and responsibility  Week 10: Freedom and responsibility  Week 11: Media and social issues.  Week 12: Media stereotypes.  Week 13: Obscenity/ Ethics and the juvenile audience  Week 14: Ethics and popular culture, media in corporate society  PROJECT PRESENTATIONS  Week 15: PROJECT PRESENTATIONS  Week 16: Final Examination.</p>										
Evaluation Plan:	<table> <tr> <td>Homework</td> <td>20%</td> </tr> <tr> <td>Quizzes</td> <td>5%</td> </tr> <tr> <td>Attendance</td> <td>5%</td> </tr> <tr> <td>Project</td> <td>20%</td> </tr> </table>			Homework	20%	Quizzes	5%	Attendance	5%	Project	20%
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