Syllabus

Section 001: TR 4:15-5:30
WILLARD 165
Instructor: Amit M. Schejter, Ph.D.
Office: 106 Carnegie
Office Hours: TR 1:00-2:00 or by appt.
Telephone: 865-3717
Email: only through ANGEL

Section 002: TR 2:30-3:45
WILLARD 158
Instructor: C. Michael Elavsky, Ph.D.
Office: 219 Carnegie
Office Hours: TR 9:00-10:00 or by appt.
Telephone: 865-2444
Email: only through ANGEL

Teaching Assistant for both sections: Erika Polson
Office: MacKinnon’s Coffee Shop (Pattee Library)
Office Hours: M 1:00-3:00 or by appt.
Email: only through ANGEL

Course Objective:
This course seeks to familiarize you with the skills and analytical tools necessary to compare and contrast various national media systems and the ways these systems are shaped by the elements that comprise them, namely their cultural characteristics, underlying media philosophies, and issues regarding regulation, financing, access, content, journalism, media flow, and audiences as they serve to shape and influence the definition, characteristics, and workings of said media systems. The goal is to provide a toolbox and framework by which you will be able to replicate similar analyses as you study other countries and regions which pertain to your own specific interests. Keeping you awake and entertaining ourselves similarly are goals.

Course structure, outline, schedule and reading list:

A. The course readings include the following:
2. ProCopy reading packet #160 (referred to in the reading list as “packet” followed by page number and the last name of the author in parentheses)

Both sources are available at the Student Book Store, 330 E. College Ave. where you will receive a 10% discount on the price of the book by buying both sources.

3. Additional readings as appearing in this syllabus (all electronically accessible).
4. There will also be other materials that you will be asked to engage, i.e. readings (handouts), web pages, videos, newspaper articles, internet radio broadcasts, etc. which will be provided to you (or to which you will be directed). throughout the course of the semester.
B. Readings are assigned according to the following schedule.

Note: The schedule is subject to changes, and will be updated if needed during the course of the semester. Readings may be added, removed or declared “elective.” Such information will be announced in class and emailed to students through ANGEL.

**Part 1: Concepts**

**Week 1:** (1/16) and (1/18)
1. Introduction
   Reading: McKenzie, chapter 1; packet, pp. 1-21 (Sreberny).
2. On comparisons –
   Reading: McKenzie, chapter 1; packet, pp. 1-21 (Sreberny).

**Week 2:** (1/23) and (1/25)
3. Four theories 1 – Defining a media system
   Reading: McKenzie, chapter 3
4. Four theories 2 – What’s a theory? What are the four theories?
   Reading: McKenzie, chapter 5

**Week 3:** (1/30) and (2/1)
5. Four theories 3 – Comparing their basics
   Reading: packet, pp. 23-26 (Siebert, Peterson & Schramm)
6. Four theories 4 – The critique
   Reading: packet, pp. 27-42 (Nerone)

**Week 4:** (2/6) and (2/8)
7. Culture/Audience
   Reading: McKenzie, chapters 4, 12
8. Structure: Regulation/Finance/Accessibility
   Reading: McKenzie, chapters 6, 7, 8

**Week 5:** (2/13) and (2/15)
9. Content: Media/News/Import-Export
   Reading: McKenzie, chapters 9, 10, 11

10. Mid Term Exam

**Week 6:** (2/20) and (2/22)

**Part 2: A tale of two media systems**
11. Country overview: Czech Republic
   Reading: packet, pp. 43-75 (variety of sources)
12. Country overview: Israel
   Reading: TBA
Week 7: (2/27) and (3/1)
13. Reporting about Israel and the Middle East conflict
Reading: packet, pp. 77-88 (Jayakar & Jayakar)

14. Reporting about the Czech Republic and the “velvet revolution”
Reading: packet, pp. 89-115, 121-132 (variety of sources), video

Week 8: (3/6) and (3/8)
15. Public Service Broadcasting and Media for Minorities
Reading: packet, pp. 133-141 (Schejter)
16. Radio and music industry
Reading: packet, pp. 117-119, 147-156 (Wallis & Malm, Regev), webpages

Week 9: (3/20) and (3/22)
17. Print and broadcast journalism and programming: Israel
Reading: packet, pp. 157-166 (Schejter)
18. Print and broadcast journalism and programming:: Czech Republic
Reading: packet, pp. 167-181 (Sparks) handout (Druker), webpages

Week 10: (3/27) and (3/29)
19. Sports
Reading: packet, pp. 183-210 (Gannon, Real)
Both can be accessed on ANGEL under the lessons tab.
20. The Film Industry: Israel
Reading: packet, pp. 211-222 (Kronish & Safirman)

Week 11: (4/3) and (4/5)
21. The Film Industry: Czech Republic
Reading: Videos (*The Firemen’s Ball, Jízda, Kolja, Raftaci*), self-directed research, webpages

Part 3: Guest lectures – Four countries
22. Bu Zhong, Ph.D.: The Media in China
Reading: TBA
**Week 12:** (4/10) and (4/12)
23. Ming Kuok Lim: The Media in Malaysia
Reading: TBA
24. Aziz Douai: The Media in Morocco
Reading: TBA

**Week 13:** (4/17) and (4/19)
25. Anthony Olorunisola: The Media in South Africa
Reading: TBA
26. Exam on parts 2 and 3.

**Week 14:** (4/24) and (4/26)
27. Student presentations
28. Student presentations

**Week 15:** (5/1) and (5/3)
29. Student presentations
30. Student presentations + wrap up

**Grading:**

Exam #1: 20%

Exam #2: 20%

Quizzes: 20%

Presentation: 40%

**Assignment Policy:** The two midterm exams will be comprised of multiple choice questions pertaining to any and all course-related work (readings, lectures, handouts, in-class discussions, etc.) engaged up to that point. These exams will take place during class time and the first exam will cover weeks 1-5, the second, weeks 6-13. The Final project is comprised of an oral presentation and a paper for which you will receive detailed instructions in due course.

There will be 5 unannounced quizzes, with each quiz focused on the course material assigned for that day and current events. These will take place at the very beginning of class, being short and relatively easy if you’ve prepared for the day and have kept up with what is going on in the world. Those students absent or late on the day of a quiz will not receive credit for that quiz.

The final presentation will contain an oral and written component and will emerge from extended group case study projects that you will be doing collaboratively as the semester progresses. Details will be provided.
**Attendance and Class Participation**: Students should come to class prepared, having done the readings for the week, meaning for the particular day that they will be discussed. Students should also be prepared to address the course material, answer questions, and engage their classmates and the instructor with regard to the course material in a thoughtful and respectful manner. **Class attendance is crucial to the success of our semester and is therefore expected.** Students are responsible for any class material (notes, handouts, etc.) they miss due to absences; it is solely up to the student to obtain any and all information/materials that they miss through absences (see Erika).

*ATTENDANCE CAVEAT*: Attendance during the guest lectures and student class presentations **is mandatory**; failure to attend during these sessions will result in grave penalties in the assessment of your grade for the final project. Please keep this in mind.

**Academic Integrity**: Academic integrity is the pursuit of scholarly and creative activity in an open, honest and responsible manner, free from fraud and deception, and is an educational objective of the College of Communications and the university. Cheating, including plagiarism, falsification of research data, using the same assignment for more than one class, turning in someone else's work, or passively allowing others to copy your work, will result in academic penalties at the discretion of the instructor, and may result in the grade of "XF" (failed for academic dishonesty) being put on your permanent transcript. In serious cases it could also result in suspension or dismissal from the university. As students studying communication, you should understand and avoid plagiarism (presenting the work of others as your own). A discussion of plagiarism, with examples, can be found at: http://tlt.its.psu.edu/suggestions/cyberplag/cyberplagstudent.html.

The rules and policies regarding academic integrity should be reviewed by every student, and can be found online at: www.psu.edu/ufs/policies/47-00.html#49-20, and in the College of Communications document, "Academic Integrity Policy and Procedures." Any student with a question about academic integrity or plagiarism is strongly encouraged to discuss it with his or her instructor.

**Note to Students With Disabilities**: Penn State welcomes students with disabilities into the University's educational programs. If you have a disability-related need for reasonable academic adjustments in this course, contact the Office for Disability Services, ODS located in room 116 Boucke Building at 814-863-1807(V/TTY). For further information regarding ODS, please visit their web site at www.equity.psu.edu/ods/. Instructors should be notified as early in the semester as possible regarding the need for reasonable academic adjustments.

**Miscellaneous**: If you have a question about any of the readings, assignments, or anything course related, it is up to you to approach or contact Erika or your instructor (or to consult ANGEL) in due time; we cannot read your mind and it is much better to be overly safe than sorry later: No question or concern is stupid except the ones that remain unexplored. The course policy is to acknowledge ANGEL emails within 24 hours and respond within 3 days. **The most effective way to reach your instructors is through ANGEL; DO NOT USE OUR EMAIL ADDRESS as there is a more than likely**
chance that your email will be directed to the junk mail folder; We will not answer class emails from that address.

**ANGEL:** The course syllabus will be available on ANGEL. We will use ANGEL in this course regularly for information, correspondence, and at times, the distribution of course-related materials; you should therefore check it daily for activity and updates. *As a means of introducing ourselves to one another, please post a picture to ANGEL so your classmates and instructors can sooner put names to faces in efforts to better establish a learning community.*

**Personal Communication Devices:** Use of cell phones, pagers, ipods, or any other personal communication devices or programs in the classroom during class time is strictly prohibited. You will be asked to leave for the day if you engage in such practices. Repeated offenses will affect your quiz grades. *Make sure these devices are turned off prior to entering the classroom.*

**Food and Beverages:** Food and drinks are prohibited in the classroom as a result of past experience with crumbs, spills, and left garbage. Eat and get your caffeine before you come to class. You will be asked to dispose of any food items found in class, and asked to leave if you are found consuming them during class time. Water will be allowed on a trial basis; if garbage is left or spills occur, it will consequently also be prohibited; i.e. drink responsibly. *Likewise, you will be expected to dispose of any newspapers or other materials in your vicinity as you exit class, leaving the room in the best shape possible for the next class session. Take pride in your actions.*

*The instructors reserve the right to make alterations to this syllabus*