

Graduate School of International Policy & Management

COURSE SYLLABUS – SPRING 2015

IPSG 8553 Communicating through Social Media and World Events - 2 credits

Prof. Dr. Fusun Akarsu

February 13-14-15 2015 and February 27-28-March 1st 2015 Morse B 105

Office Hours: Tuesday 10am-12 pm or by appointment McCone 118

COURSE DESCRIPTION

IPSG 8552 Communicating through Social Media and World Events- 2 credits

Students will examine major means of intercultural communication such as mass media, internet, social media, travel abroad and consumer markets. They will analyze the impact of world events in shaping the intercultural perceptions, expectations and actions of the individuals and organizations. Students will reflect on their own interactions with social media and how they influence and are influenced by global events and media.

The students will become aware own their own roles as consumers/users/targets of communication media as well as agents and means in disseminating and transforming these messages. They will have a chance to consider their roles and deliberately seek to create or recreate their own communication modalities with the meaning and content they attach to them.

COURSE OBJECTIVES

1. Analyzing the role of International/Multinational organizations in intercultural relations
2. Appreciating the role of world events in shaping intercultural thinking and relations
3. Developing intercultural communication skills
4. Understanding the complexity and rapid expansion of communication through social media
5. Analyzing the relationships between message-means-interpretation-action.
6. Analyzing a real life case using the framework and the tools studied in class.
7. Developing and presenting an argument related to the interplay between media and events.

TEXTBOOKS AND OTHER MATERIALS

Please see the List of Suggested Readings at the References below

METHODOLOGY AND POLICIES

The workshop is designed to create an environment where students explore various topics in their relationships with the existing as well as with the emerging new media. Students will be provided with a 'Main Framework' to base their analysis, along with an open ended list of topics in the 'TopicsBox' and analysis tools, in the 'Toolbox'. They will also receive analysis tools in the 'Toolbox' that they will use in putting their analysis and ideas together in their presentations. All of the work done by students will be put into our course blog. Students either will present a case study analysis or prepare a presentation on a topic/issue of their choice. They are expected to present their analysis using multiple media including experiential and interactive methods of communication. For each presentation the students in class will be active participants of the process of communication. They are expected to give feedback to the person doing the presentation as well as actively participating in their meta-analysis of their own roles in the process. Students will submit a short summary of their presentations and receive the approval of the instructor prior to presentations in class.

If students choose to prepare a presentation around a topic, issue or recent development in online communication, they can choose from one of the topics listed in the 'TopicsBox'. They are not limited with the listed topics and they are welcome to suggest their own presentation topics. All the materials prepared for case studies or presentation materials as well as their contribution to learning for the whole class in various forms such as written materials, visuals, videos and other interactive media will be put on the blog. It is expected that the workshop itself will be a case study exemplifying the complexity of the phenomena as well as giving us all a chance to analyze it and learn from the experience.

Each student will be responsible from a presentation in class for 20 minutes (case analysis or topic presentation) and leading a class discussion on another student's presentation in 20 minutes. The time schedule for presentations and moderations will be done during an orientation meeting on February 2nd 2015.

ACADEMIC CONDUCT

All students will be held to all policies and procedures listed in the most current Policies and Standards Manual (PSM). This includes but is not limited to our Student Honor Code and regulations on plagiarism. A complete copy of the Policies and Standards Manual (PSM) can be found here: (http://www.mii.edu/media/view/23925/original/policy_and_standards_manual_update.pdf).

REQUIREMENTS AND GRADING

Students are expected to follow the detailed schedule finalized by their choices of topics, dates for presentations and leading discussions.

- Your grade will be based on the following performance:

Presentation or case study analysis	60%
Leading a discussion	30%
Attendance	10%
TOTAL	100%

- Letter grades will be based on the following performance:

A	90-100%	(Excellent)
B	80-89%	(Good)

C	70-79%	(Satisfactory)
D	60-69%	(Poor)
F	0-59%	(Fail)

Grades will be awarded with plus and minus designations when the student's numerical score is in the very top or bottom end of the grade ranges described above. As noted in the quality points are assigned as follows:

A and A+ 4.00 grade points per credit.

A- (minus) 3.67

B+ (plus) 3.33

B 3.00

B- 2.67

C+ 2.33

C 2.00

C- 1.67

D+ 1.33

D 1.00

D- 0.67

F (Fail) 0.00

There is no other system of grading or grading category at the Monterey Institute other than those listed above.

Except for grades of "I" and "IP," (*see sections 5.3 and 5.4 in [Policies and Standards Manual](#)*) all grades are considered final when reported by a faculty member at the end of a semester or marking period. A change of grade may be requested **only** when a calculation, clerical, administrative, or recording error is discovered in the original assignment of a course grade or when a decision is made by a faculty member to change the grade as a result of the disputed academic evaluation procedure (*see section 5.2 in [Policies and Standard Manual](#)*). Grade changes necessitated by a calculation, clerical, administrative, or recording error must be reported within a period of six months from the time the grade is awarded. **No grade may be changed as the result of a reevaluation of a student's work or the submission of supplemental work** following the close of a semester or marking period. The Records Office shall only accept permissible changes of grade upon written approval of the faculty member's dean, who shall first verify that the Change of Grade request satisfies legitimate criteria.

Following the case study analysis presentation or the topic presentation finalized version of the work needs to be put on the Blog for evaluation by the Instructor. Otherwise the work will **not** be considered submitted.

Students who do not attend 5 hours of the workshop without permission will fail the class.

SCHEDULE AND WEEKLY ASSIGNMENTS

<u>Date</u>		<u>Class Hour</u>
February 13 Friday	1	Getting Started
	1`	Lecture
	1	Presentation/Leading Discussion Sessions
	1	Presentation/Leading Discussions
	1	Presentation/Leading Discussions
February 14	4	Presentation/Leading Discussion Sessions
February 15	4	Presentation/Leading Discussion Sessions
February 27	4	Presentation/Leading Discussion Sessions
February 28	4	Presentation/Leading Discussion Sessions
March 1	4	Presentation/Leading Discussion Sessions
	1	Evaluation of the course

TOPICSBOX

Sources of materials to be used

- ✓ Real life events
- ✓ World events
- ✓ Written documents/reports
- ✓ Online materials (Social media and others)
- ✓ Biographies

Purposes of Trans-cultural Communication

- Common good: Public good, objective public opinion, public support, ethical considerations, health, education and development, contribution to the solution of global/local problems
- Creating a platform for scientific, artistic, humanitarian and collaborative endeavors enabling individuals and groups to have a voice
- Dissemination of pop culture, sports and lifestyles, fashions, creating fame
- Increasing overall consumption and profits
- Manipulation of individuals or groups for power dynamics, ideological propaganda
- Interpersonal communication

Agents/Actors of Trans-cultural Communication

- ✓ International Organizations
- ✓ Multicultural Companies/institutions/organizations
- ✓ NGO's
- ✓ People who make a difference
- ✓ Publications
- ✓ Broadcasting (Radio and TV)
- ✓ Movies (Hollywood/Bollywood/Regional movie and TV series sector)
- ✓ Technological innovations
- ✓ Internet
- ✓ Social media
- ✓ Consumer markets
- ✓ Financial markets

- ✓ Governments
- ✓ Business (all forms of production/services)
- ✓ Transportation and tourism

World Events

- Wars and other manmade disasters
- Political movements
- Natural disasters and global natural threats
- Financial market fluctuations
- Olympics and other worldwide sports events
- World scale competitions and prizes such as Nobel and Oscar prizes
- Breakthrough inventions, innovations, discoveries and accomplishments

Emerging Themes

- ✓ Open ware and open source
- ✓ Big data
- ✓ Privacy and control in mass media and in new media
- ✓ Freedom of expression and human rights
- ✓ Convergence between physical and virtual reality
- ✓ Changing definitions and uses of information and knowledge (Knowledge is power).
- ✓ Cyber security

Ethical Issues

- Free verses controlled new media
- Open verses commercialized new media
- Security and defining computer crimes
- Uses and abuses of power of knowledge
- Privacy and protection of human rights in new media

TOOLBOX

Guidelines for case study analysis:

- ✓ Take at least 3 elements from the TopicsBox
- ✓ Specify means of communication analyzed
- ✓ Use as many tools as you can from the TookBox to make the analysis
- ✓ Present your analysis using different means of communication

Criteria for evaluating case study analysis:

- ✓ Number of elements chosen
- ✓ Criticalness or the representational power of the choices
- ✓ Number of different means chosen to convey the analysis
- ✓ Appropriateness of the means of presentation with the case chosen
- ✓ Significance of the case and the presentation

Guidelines for topic presentations:

- ✓ Choose a topic from the TopicsBox,
- ✓ Develop a main idea/argument/question to build your introduction the topic around
- ✓ Use as many and varied sources as you can and give references
- ✓ Use as many and different means of communication while presenting your work

Criteria for evaluating topic presentations:

- ✓ Relevance of the topic for the idea/argument/question
- ✓ Appropriateness of the means chosen for the meaning of the presentation
- ✓ Number of sources and references used
- ✓ Number of means of communication utilized during the presentation
- ✓ The experiential component of the presentation

All presentations need to require active engagement of your classmates, be fun, lead to learning and employ different methods of delivery.

Message/Meaning Analysis Tool

- ❖ Sender(s)
- ❖ Receiver(s)
- ❖ The medium/media utilized
- ❖ The purpose
- ❖ Information Load: Background information, missing information, references, directions/instructions
- ❖ The core message:
- ❖ Underlying message(s) if any
 - Meaning*
 - Interpretation*
 - Intercultural dimension*
 - Action*
- ❖ Feedback
- ❖ Impacts/consequences

Interactive Material Examples for Transcultural Communication

Real life example simulated and analyzed

A game played in class

An activity done in class

Staging a real life communication in class

Case Study Analysis Tool

Choose a case where you can easily identify and critically examine the relationship between the means and the message.

Analyze the trans-cultural communication using the above mentioned **Message/Meaning Analysis Tool**

Delineate the means or media of communication employed in your case study

Show the relationship between the means and message in the case within the Main Framework of Trans-cultural Communication

Suggest alternative relationship(s) between the message and the medium/media

References

Cladwell, M. (n.d.). Small change.

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- Packer, J. (2011). *Communication matters: materialist approaches to media, mobility and networks*. London: Routledge.