GENERAL INFORMATION

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COURSE DESCRIPTION AND PURPOSE

From the FIU Catalog: Examines theories and processes of mass communication as well as media responsibility to society and the social and ethical responsibility of communicators.

From the instructor: Examines multiple definitions, purposes and applications of theory in mass communications. Explores major theories of mass communication, advertising, public relations.

COURSE OBJECTIVES

- Define and describe major theories of mass communication, critical/cultural communication, advertising and public relations.
- Demonstrate how theories are used in mass communication, advertising and public relations research and practice.
- Illustrate how to research theories as part of the literature review for peer-reviewed/scholarly and professional research projects.
- Create a literature review based on one of the theories presented in class.

MAJOR & CURRICULUM OBJECTIVES TARGETED
Accreditation Objectives

The School of Communication + Journalism is nationally accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC), which requires that 12 core values, competencies and abilities be addressed in a program’s overall curriculum. The following are ACEJMC student learning outcomes, all of which will be targeted in this course:

- Demonstrate an understanding of the history and role of professionals and institutions in shaping global communication strategies in a wide range of organizational settings.
- Demonstrate an understanding of professional and ethical practices and principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Think critically, creatively, and independently.
- Critically evaluate your own work and that of others.
- Write correctly and clearly in forms and styles appropriate for the communications professions and audiences and the purposes they serve.
- Apply tools and technologies appropriate for the communications professions in which they work.

TEACHING METHODOLOGY

This is a fully online course in which all of the instructional materials and activities are delivered through Canvas and/or other internet-based media. The outcomes will be assessed by a variety of individual and team activities that ask you to demonstrate your understanding of major mass communication, advertising and public relations theories and how they can be applied both in the practice of these disciplines and in mass communications, advertising and public relations research. You also will be asked to evaluate some of your own work and the work of other students to sharpen your critical thinking abilities.

ASSURANCE OF LEARNING

The Department of Communication cares about the quality of your education. That's why we participate in Quality Matters (QM), a quality assurance program dedicated to continual improvement of online courses. Quality Matters is a faculty-centered peer review process that evaluates and certifies the quality of our online courses. This course, and all other courses are planned using a QM template. For more information, go to Quality Matters.

POLICIES

Please review FIU’s Policies webpage. The policies webpage contains essential information regarding guidelines relevant to all courses at FIU, as well as additional information about acceptable netiquette for online courses.

TECHNICAL REQUIREMENTS/SKILLS
One of the greatest barriers to taking an online course is a lack of basic computer literacy. By computer literacy we mean being able to manage and organize computer files efficiently, and learning to use your computer’s operating system and software quickly and easily. Keep in mind that this is not a computer literacy course; but students enrolled in online courses are expected to have moderate proficiency using a computer. Please go to the **What’s Required** page to find out more information on this subject.

This course may utilize the following tools:
- NBC Learn
- YouTube
- PDFs
- PowerPoint
- Adobe Connect

Please visit FIU’s [Technical Requirements](#) webpage for additional information.

**ACCESSIBILITY AND ACCOMMODATION**

Please visit FIU’s [ADA Compliance](#) webpage for information about accessibility involving the tools used in this course.

For additional assistance please contact FIU’s [Disability Resource Center](#).

**TEXTBOOK**

**Required Textbook**

**Required Reading Available on Blackboard**
Specific chapters from two books are assigned reading for various modules. These chapters are available on Blackboard in your Readings folder.


**Style Guide**

You may also find information about APA style in online sources.

You may purchase your textbook online at the [FIU Bookstore](#). It is recommended to purchase a used book (it’s cheaper) using Amazon or any online book vendors. You may also purchase an online textbook if it is available.
EXPECTATIONS OF THIS COURSE

This is an online course, which means most (if not all) of the course work will be conducted online. Expectations for performance in an online course are the same for a traditional course. In fact, online courses require a degree of self-motivation, self-discipline, and technology skills which can make these courses more demanding for some students.

- **Review the How to Get Started information** located in the course content (Module 0 Getting Started).
- **Introduce yourself to the class** during the first week by posting a self-introduction in the appropriate discussion forum (Go to Discussions and to “Introduce Yourself” title).
- **Take the practice quiz and the Academic Honesty Policy Quiz** to ensure that your computer is compatible with Canvas. Both are located under Quizzes.
- **Interact** online with the instructor and peers and keep up with all assignments.
- **Review** and follow the course calendar at the beginning of every week.
- **Log in to the course every day or at least every other day** to keep up with ongoing discussion, changes, announcements, messages etc.
- Respond to discussion boards within a week from the day of original post.
- Respond to inbox messages within **four (4) days if message requires a response from the student**
- Submit assignments by its corresponding deadline (see course schedule for deadlines).

The instructor will:

- Log in to the course **a few times** per week
- Respond to discussion boards, messages and postings within **a week from original post**
- Respond to messages within **a few days from the date sent**
- Grade assignments within **one week** from the assignment deadline

COURSE COMMUNICATION

Communication in this course will take place via Blackboard/Canvas Messages or the various discussion forums. The message feature is a private, internal Canvas/Blackboard only communication system. Users must log on to the Canvas system to send/receive/read messages. There are no notifications in Canvas/Blackboard to inform users when a new message has been received; therefore, it is recommended that students check their messages routinely to ensure up-to-date communication. **(Note:**
Please check your Canvas inbox regularly for communications regarding this class. The professor will use Canvas/Blackboard messages as well as other communication tools to communicate with you.

This is the best method to communicate with your professor privately.

**WRITING POLICY FOR GRADUATE STUDENTS**

Good writing is vital to a career in Global Strategic Communication. Thus, all papers, blog and discussion board posts and tests written outside of the classroom – regardless of length – will first be graded for content. Following that, the paper will be reviewed for writing. Grammar, punctuation and syntax errors will be reflected in the points you are awarded for an assignment.

Visit our Writing Resources webpage for more information on professional writing and technical communication skills.

**ACADEMIC INTEGRITY**

Students are expected to be honorable and to behave in a manner appropriate for a community of scholars. Florida International University's Code of Academic Integrity applies to all work associated with this class. Any form of academic dishonesty will be treated as a violation of the policy. The code states: "Florida International University is a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas, and community service. All students should respect the right of others to have an equitable opportunity to learn and honestly to demonstrate the quality of their learning. Therefore, all students are expected to adhere to a standard of academic conduct, which demonstrates respect for themselves, their fellow students, and the educational mission of Florida International University. "Academic misconduct is defined as the following intentional acts or omissions committed by any FIU student:

1.01 Cheating: The unauthorized use of books, notes, aids, electronic sources; or assistance from another person with respect to examinations, course assignments, field service reports, class recitations; or the unauthorized possession of examination papers or course materials, whether originally authorized or not. Any student helping another cheat may be found guilty of academic misconduct.

1.02 Plagiarism: The deliberate use and appropriation of another's work without any indication of the source and the representation of such work as the student's own. Any student who fails to give credit for ideas, expressions or materials taken from another source, including internet sources, is guilty of plagiarism. Any student helping another to plagiarize may be found guilty of academic misconduct.

1.03 Misrepresentation: Intentionally lying to a member of the faculty, staff, administration, or an outside agency to gain academic advantage for oneself or another, or to misrepresent or in other ways interfere with the investigation of a charge of academic misconduct.

1.04 Misuse of Computer Services: The unauthorized use of any computer, computer resource or computer project number, or the alteration or destruction of computerized information or files or unauthorized appropriation of another's program(s).

1.05 Bribery: The offering of money or any item or service to a member of the faculty, staff, or administration anyone in order to commit academic misconduct.

1.06 Conspiracy and Collusion: The planning or acting with one or more fellow students, any member of the faculty, staff or administration, or any other person to commit any form of academic misconduct together.
1.07 Falsification of Records: The tampering with, or altering in any way any academic record used or maintained by the University.

1.08 Academic Dishonesty: In general, by any act or omission not specifically mentioned above and which is outside the customary scope of preparing and completing academic assignments and/or contrary to the above stated policies concerning academic integrity. You must read and accept the academic honesty policies included in the Getting Started content folder before you can move on to open the Introductory Module and/or Module 1.

DIVERSITY STATEMENT

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

COURSE FORMAT

Graduate seminars are based on discussion and, therefore, require the active participation of all students. Students are expected to complete the assigned readings for each class and to be prepared to engage in informed, substantive discussions.

CLASS PARTICIPATION & PROFESSIONALISM

Students are expected to be fully prepared to discuss the assigned readings and to actively engage in informed, substantive discussions in discussion forums. Failure to participate and/or lack of preparedness (as determined by the professor), may result in lower grades. Professional, respectful behavior is required.

COPYRIGHTED CLASS MATERIAL

Class notes, lectures, presentations, readings, assignments, etc. are copyrighted materials. The copying and sale of any such materials will subject the involved parties to the provisions of the Federal Copyright Act.

ASSIGNMENTS

Assignments: Verbal “selfie” Introduction
Introduce yourself to the instructor and your classmates. You might consider including such items as your educational background, your work experience, your reasons for enrolling in this program or this course, and how you hope to use what you learn in this course and this degree program.

Due Jan. 14 by 11:59 pm

Assignments: Discussion Forums
Each student is expected to respond/answer the discussion questions per module. In addition, each student is expected to list a discussion question at the end of her/his response relating to that module’s content. Last, each student is expected to respond to the question of one other student. So students will have three things to do per discussion.
Expected total length (for all 3 items: response to questions, create a question and answer someone else’s question) per module is roughly 700 words.

Discussions will open on Mondays and Deadlines are Sundays by 11:59 pm. That gives you seven days.

Assignments: Paper Proposal, Annotated Bibliography and Paper

Each student will research and prepare a bibliographic list for a specific theory that she/he finds relevant to global strategic communication, and will then write a paper that is a literature review of that theory using the items included in the bibliographic list. This is not a group project: each student will write his/her own proposal, bibliographic list and paper.

1. **A Proposal:** Each student will submit a proposal that identifies the theory she/he plans to research. Length and format of the Proposal: A Word doc, 2 to 3 pages, double spaced, 12-point font size. **Proposal deadline: Sunday, January 21, 2018.**

2. **A list of bibliography:** Each student will submit a list of at least 25 recent academic sources (2010-2017) that will be used for the final paper. This paper should include these items:

   - An introduction that identifies the theory for which the bibliographic list is prepared.
   - A discussion of the specific relevance of this theory to strategic communication.
   - The bibliographic list itself.

   Length and format of the bibliographic list: A Word doc, double-spaced 12 pts. The introduction and the discussion should be no more than two (2) pages long, the list should include a minimum of 25 recent entries (between the years 2010-2017). **Bibliographic List deadline: Sunday, February 4, 2018**

3. **Final paper (The Literature Review):** Each student will submit a paper that is a review of the literature of academic/scholarly and professional knowledge/articles that are relevant to the theory and its application to global strategic communication. APA style should be used throughout the proposal and the reference list. The best way to approach this assignment is to gather the studies into groups (sub-theories, areas of focus, or other topics) and organize your paper this way. For example, a literature review of green advertising theory may focus on 4 distinct areas: ecological demands, role of profits, role of consumers and government regulation.

   Length and format of the literature review paper: A Word doc, double spaced 12 pts., minimum 10 pages; maximum 15 pages. **Final Paper deadline: Sunday, February 25, 2018**

- **Important Note about Paper Submission:** You will be submitting the final paper (Literature Review paper) as Word documents for grading like you submit other assignments (Canvas/Blackboard Assignment Dropbox). But you also must post your final paper that same day onto the Discussion Forum of Module 8 so that other students in the class will read your Literature Review and so that you can read theirs. This will be the basis for our discussion in module 8 (Analyze and critique theoretical research).

Assignment Deadlines
“Selfie” (Introduce Yourself to the class): Due Jan. 14 by 11:59 pm

Discussions: Due on Sundays 11:59 pm

Research Proposal: Due on January 21, 2018 by 11:59 pm

Bibliographic List: Due on February 4, 2018 by 11:59 pm

Final Paper: Due on February 25, 2018 by 11:59 pm

**GRADING**

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<td>Selfie (Introduce Yourself)</td>
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<td>Discussion Answers, Questions and Responses (5 pts per 8 disc)</td>
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<td>Research Proposal</td>
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**COURSE CALENDAR**

**Dates to remember:**
- Last day to drop with no financial penalty: January 16, 2018
- Last day to withdraw with partial refund: February 2, 2018
- Last day to drop with a WI or DR grade: March 19, 2018

Make sure you review this syllabus at the beginning of EVERY WEEK to stay updated with the material and deadlines. The instructor reserves the right to revise it at any time.

**MODULE 1**

**January 8 – January 14**

**Course Objectives**

- Define and describe major theories of mass communication.
- Demonstrate how theories are used in mass communication, advertising and public relations research and practice.

**Module Objectives**

- Describe and discuss social science theories relevant to global strategic communication, and articulate the integration of theory and research as well as the contributions of both quantitative and qualitative research to theory development.
- Apply social science theories to practices of and research into global strategic communication.
- Identify scholarly literature relevant to social science, advertising and public relations.
- Generate full text peer reviewed scholarly literature search using FIU library resources.

**Reading**

*An Integrated Approach*, Part I: Chapters 1 – 4

**Module ASSIGNMENTS**

1. Verbal “selfie” introduce yourself to your classmates by posting to the Introductions Discussion Board.
2). Answer Module Questions, Create a Question Based on This Weeks Readings, and Respond to Another Student’s Posted Question.

**MODULE QUESTIONS:**

Describe how integrating theory with research works and why it is important. Second, differentiate quantitative from qualitative thinking.

3). Using FIU Library online resources, explore refereed mass communication, advertising and public relations journals to view scholarly peer-reviewed literature. You will need to understand how this works later for your assignments.

**Assignment Due Sunday Jan 14th by 11:59 pm.**

**MODULE 2**

**January 15- January 21**

**Course Objectives**

- Define and describe major theories of mass communication.
- Demonstrate how theories are used in mass communication, advertising and public relations research and practice.

**Module Objectives**

- Appraise and critique foundations of mass media theory.
- Apply theories of media gatekeeping, agenda-setting, cultivation, knowledge-gap, and uses and gratification to contemporary organizational communication situations.

**Reading**

*An Integrated Approach, Part II, Chapters 5 – 10*

**Module ASSIGNMENTS**

1). Answer Module Questions, Create a Question Based on This Weeks Readings, and Respond to Another Student’s Posted Question.

**MODULE QUESTIONS:**

Describe how three of the theories described in chapters 5-10 can be, or are relevant to professionals who work in the field of advertising or public relations. Drawing from FIU Library resources, cite at least one additional scholarly article per theory from mass communication, advertising and/or public relations academic journals in your response.
**Research proposal due January 21st by 11:59 pm.** (make sure to scan the rest of the book for a particular theory that you may find of interest before doing this).

**Assignment Due Date** Jan. 21st by 11:59 pm.

**MODULE 3**

**January 22 – January 28**

**Course Objectives**

- Define and describe major theories of mass communication, critical/cultural communication, advertising and public relations.
- Demonstrate how theories are used in mass communication, advertising and public relations research and practice.

**Module Objectives**

- Appraise and critique foundations of Mass Media Theory.
- Apply theories of spiral of silence, international communication, theories of advertising and violence and sex in the media.

**Reading**

*An Integrated Approach*, Part II, Chapters 11-13

**Module ASSIGNMENTS**

1). Answer Module Questions, Create a Question Based on This Weeks Readings, and Respond to Another Student’s Posted Question.

**MODULE QUESTIONS:**

Apply two theories listed from this weeks’ readings (spiral of silence, international communication, theories of advertising and violence and sex in the media) to a contemporary communication-oriented challenge (yes this is broad – but purposefully broad). Drawing from FIU Library resources, cite at least one additional scholarly article per theory from mass communication, advertising and/or public relations academic journals in your response.

**Assignment Due Date** Jan. 28th by 11:59 pm.

**MODULE 4**

**January 29 – February 4**

**Course Objectives**
• Define and describe major theories of mass communication, critical/cultural communication, advertising and public relations.
• Demonstrate how theories are used in mass communication, advertising and public relations research and practice.
• Illustrate how to research theories as part of the literature review for peer-reviewed/scholarly and professional research projects.

Module Objectives

• Appraise and critique theories that take an integrated approach.
• Apply theories of internet communication, organizational legitimacy, diffusion of innovations, credibility, political communication, health communication and communication ethics.

Reading

An Integrated Approach, Chapters 25-33

Module ASSIGNMENTS

1). Answer Module Questions, Create a Question Based on This Weeks Readings, and Respond to Another Student’s Posted Question.

MODULE QUESTIONS:

Choose two theories from this week’s readings. Briefly discuss how the book chapter describes each theory. Look up one recent academic paper per theory and describe how it integrates the theory into its research findings.

Bibliographic List assignment due Feb. 4

Assignment Due Date Feb. 4th by 11:59 pm.

MODULE 5

February 5 – February 11

Course Objectives

• Define and describe major theories of advertising.
• Demonstrate how theories are used in advertising research and practice.
• Illustrate how to research theories as part of the literature review for peer-reviewed/scholarly and professional research projects.

Module Objectives
• Appraise and critique theories used by and applicable to advertising.
• Apply theories of social identity/distinctiveness, hierarchy of effects, ELM, TRA and TPB.

Reading

Advertising Theory, Shelly Rodgers and Esther Thorson, eds, Routledge 2012. Chapters 1, 4 and 6 available on course Blackboard site.

Module ASSIGNMENTS

1). Answer Module Questions, Create a Question Based on This Weeks Readings, and Respond to Another Student’s Posted Question.

MODULE QUESTIONS:

Choose two theories from this week’s readings (social identity/distinctiveness, hierarchy of effects, ELM, TRA/TPB). Briefly discuss how the book chapter describes each theory. Look up one recent academic paper per theory and describe how the theory influences the practical implications the studies have for the communications field.

Assignment Due Date February 11th by 11:59 pm.

MODULE 6

February 12 – February 18

Course Objectives

• Define and describe major theories of public relations.
• Demonstrate how theories are used in public relations research and practice.
• Illustrate how to research theories as part of the literature review for peer-reviewed/scholarly and professional research projects.

Module Objectives

• Appraise and critique theories used by and applicable to public relations.
• Apply theories of excellence, practitioner roles, situational theory of publics, crisis categorization and response, relationship management.

Reading

Public Relations Theory II, Carol Botan and Vince Hazelton, eds, Routledge, 2006. Chapters 2, 5, 6, 18 available on course Blackboard site.

Module ASSIGNMENTS
1). Answer Module Questions, Create a Question Based on This Weeks Readings, and Respond to Another Student’s Posted Question.

MODULE QUESTIONS:

Choose two theories from this week’s readings (excellence, practitioner roles, situational theory of publics, crisis categorization and response, relationship management). Briefly discuss how the book chapter describes each theory. Look up one recent academic paper per theory and describe if and how the information would be useful to public relations practitioners.

Assignment Due Date February 18th by 11:59 pm.

MODULE 7

February 19 – February 25

Module Objectives

- Appraise and critique theories used by and applicable to critical/cultural media studies.
- Apply theories of Habermas, Baudrillard, Horkheimer, Adorno and others to advertising and public relations.

Reading

Articles from journals, to be selected and added to Blackboard/Course Reading

Module ASSIGNMENTS

1). Answer Module Questions, Create a Question Based on This Weeks Readings, and Respond to Another Student’s Posted Question.

MODULE QUESTIONS:

Describe the role of power within each of the readings.

Final Paper Due February 25th by 11:59 pm.

Assignment Due Date February 25th by 11:59 pm.

MODULE 8

February 26 – March 3

Module Objectives
• Analyze and critique theoretical research

Module Assignment

Choose one of the final papers submitted by your classmates (not your own) and analyze/critique (1) the suitability to global strategic communication of the theory selected, and (2) the suitability and quality of the concepts discussed in the literature review.

No need to ask a question or respond to another. Just review one of the final papers.

Due Thursday March 1st by 11:59 pm.