Undergraduate Course Syllabus

COM 320: Exploring World Cultures/Mass Media
Center: Online

Course Prerequisites
CE: COM 126 or COM 130 and ENG 123; UC: COM 126 or COM 128 and ENG 121 or ENG 200

Course Description
This course seeks to expand global cultural understanding and communication by examining pop culture and media systems in various countries. Students will have the opportunity to expand their cultural perspective by exploring music, film, television, radio, print media, technology, and urban and youth culture. Topics will include media imports and exports, media audiences, media financing and regulation, media research and reporting, media effects, media ethics, meaning and communication through media, and intercultural communication. In lieu of a text students will use extensive Internet research, personal interviews, podcasts, discussion topics, various supplemental material, and independent cultural exploration. Classes will consist of brief lectures, discussion, viewing of media, and in-class research and projects.

Course Outcomes
- Apply concepts of ethnorelativism and cultural competency for the interpretation of multimedia communication
- Analyze bias in media systems and ethical challenges faced by media makers for responding ethically to one's own potential biases while creating media
- Evaluate media messages for how they have been positively and negatively impacted by globalization
- Reflect on issues faced by media makers in becoming culturally competent

Required Materials
Using your learning resources is critical to your success in this course. Please purchase directly through the SNHU Online Bookstore rather than any other vendor. Purchasing directly from the bookstore ensures that you will obtain the correct materials and that the IT Service Desk, your advisor, and the instructor can provide you with support if you have problems.

An Introduction to Intercultural Communication: Identities in a Global Community
Fred E. Jandt
Sage Publications
Ninth Edition
2018
ISBN: 978-1-5063-6165-9

Diversity, Equity, and Inclusion

As indicated in our core values, SNHU is committed to "embrace diversity where we encourage and respect diverse identities, ideas, and perspectives by honoring difference, amplifying belonging, engaging civilly, and breaking down barriers to bring our mission to life."

This may or will be reflected in SNHU's curriculum as we embrace and practice diversity, equity, and inclusion (DEI) to provide the most transformative experience for our students, faculty, and staff. Because topics pertaining to DEI can be sensitive, please remember that embodying and practicing diversity, equity, and inclusion is one of our core values that you will encounter throughout the academic experience. In higher education, we are expected to think and engage critically. Use a growth mindset to embrace the diverse readings, course assignments, and experiences of your peers and faculty.

For more information about DEI at SNHU, please visit our website at the [Office of Diversity and Inclusion](#).

Instructor Availability and Response Time

Your class interaction with the instructor and your classmates will take place on a regular, ongoing basis. Your instructor will be actively engaged within the course throughout the week. You will normally communicate with your instructor in the weekly discussions or the General Questions discussion topic so that your questions and the instructor's answers benefit the entire class. You should feel free, however, to communicate with your instructor via SNHU email at any time, particularly when you want to discuss something of a personal or sensitive nature. Your instructor will generally provide a response within 24 hours. Instructors will post grades and feedback (as applicable) within seven days of an assignment's due date, or within seven days of a late submission.

Grade Distribution

Assignment Category	Number of Graded Items	Point Value per Item	Total Points
Discussions	6	40	240
Journals	2	80	160
Final Project			
Final Project I Milestone One	1	110	110
Final Project I Milestone Two	1	110	110
Final Project II Milestone One	1	80	80
Final Project I Submission	1	200	200
Final Project II Submission	1	100	100
			Total Course Points: 1,000

This course may also contain practice activities. The purpose of these non-graded activities is to assist you in mastering the learning outcomes in the graded activity items listed above.

University Grading System: Undergraduate

Grade	Numerical Equivalent	Points
A	93–100	4

Grade	Numerical Equivalent	Points
A-	90–92	3.67
B+	87–89	3.33
B	83–86	3
B-	80–82	2.67
C+	77–79	2.33
C	73–76	2
C-	70–72	1.67
D+	67–69	1.33
D	60–66	1
F	0–59	0
I	Incomplete	
IF	Incomplete/Failure *	
IP	In Progress (past end of term)	
W	Withdrawn	

* Please refer to the [policy page](#) for information on the incomplete grade process.

Grading Guides

Specific activity directions, grading guides, posting requirements, and additional deadlines can be found in the Assignment Guidelines and Rubrics section of the course.

Weekly Assignment Schedule

All reading and assignment information can be found within each module of the course. Assignments and discussion posts during the first week of each term are due by 11:59 p.m. Eastern Time. Assignments and discussion posts for the remainder of the term are due by 11:59 p.m. of the student's local time zone.

In addition to the textbook readings that are listed, there may be additional required resources within each module.

Module	Topics and Assignments
1	Welcome to the World *An Introduction to Intercultural Communication: Identities in a Global Community*, Chapters 1 and 3 1-1 Discussion: My Own Story 1-2 Journal: Culture in Advertising 1-3 Reminder: Start Work on Final Project I Milestone One: Examples of Culture in the Media
2	Seeing Is Not Always Believing *An Introduction to Intercultural Communication: Identities in a Global Community*, Chapters 2 and 4 2-1 Discussion: Nonverbal Communication and Representation in Media 2-2 Final Project I Milestone One: Examples of Culture in the Media

Module	Topics and Assignments
3	Interculturally Speaking
	An Introduction to Intercultural Communication: Identities in a Global Community, Chapters 5 and 6
	3-1 Discussion: Discerning Cultural Dimensions in Media Representation
	3-2 Reminder: Continue Work on Final Project I Milestone Two
4	Think Globally
	An Introduction to Intercultural Communication: Identities in a Global Community, Chapters 7 and 8
	4-1 Discussion: Impact of Globalization on Cultures
	4-2 Final Project I Milestone Two: News Media Analysis
	4-3 Reminder: Continue Work on Final Project II Milestone One: Beginning Reflections
5	"Privilege? What Privilege?"
	An Introduction to Intercultural Communication: Identities in a Global Community, Chapters 9 and 12
	5-1 Journal: Diverse Voices in the Media
	5-2 Final Project II Milestone One: Beginning Reflections
6	Crossing Borders: Part One
	An Introduction to Intercultural Communication: Identities in a Global Community, Chapters 10 and 11
	6-1 Discussion: Ethical Journalism
	6-2 Reminder: Continue Work on Final Project I: Media Analysis and Recommendations
7	Crossing Borders: Part Two
	An Introduction to Intercultural Communication: Identities in a Global Community, Chapter 13
	7-1 Final Project I Submission: Media Analysis and Recommendations
	7-2 Reminder: Continue Work on Final Project II: Professional Reflection
8	Looking to the Future
	An Introduction to Intercultural Communication: Identities in a Global Community, Chapter 14
	8-1 Discussion: Reflection and Looking Ahead
	8-2 Final Project II Submission: Professional Reflection

Attendance Policy

Online students are required to submit a graded assignment/discussion during the first week of class. If a student does not submit a graded assignment/discussion during the first week of class, the student is automatically dropped from the course for non-participation. Review the full attendance policy.

Late Assignments Policy

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Review the full late assignment policy.

SNHU Student Handbook

Review the student handbook.

ADA/504 Compliance Statement

In accordance with Section 504 of the Rehabilitation Act of 1973, Title III of the Americans with Disabilities Act (ADA) of 1990, and the Americans with Disabilities Act Amendments Act (ADAAA) of 2008, Southern New Hampshire University does not discriminate on the basis of disability, including intellectual disability, in admission,

treatment, or access to its programs or activities, nor does it discriminate in employment in its programs or activities.

The university prohibits unlawful discrimination on the basis of disability and takes action to prevent such discrimination by providing reasonable accommodations to eligible individuals with disabilities. A disability is a condition or impairment that impacts a "major life activity" or "major bodily function."

- **Major life activities** include, but are not limited to, caring for oneself, performing manual tasks, seeing, hearing, eating, sleeping, walking, standing, lifting, bending, speaking, breathing, learning, reading, concentrating, thinking, communicating, and working.

- **Major bodily functions** include, but are not limited to, functions of the immune system, normal cell growth, and digestive, bowel, bladder, neurological, brain, respiratory, circulatory, endocrine, and reproductive functions. Disabilities include physical, medical (including pregnancy), mental health, and learning needs.

At the beginning of each term, or as soon as you become aware of a disability or accessibility concern, we encourage you to contact the Online Accessibility Center (OAC) to discuss accommodations for which you may be qualified. Reasonable accommodations are established through an interactive process between the student and the OAC.

Note that accommodations are not retroactive and that disability accommodations are not provided until acceptable documentation of a disability and its impact is received and an accommodation letter has been processed. If you are unsure whether your condition qualifies as a disability or accessibility concern, please contact the OAC for determination.

Contact Information:
Online Accessibility Center
Phone: 866-305-9430
Email: oac@snhu.edu

For questions concerning support services, documentation guidelines, or general disability issues, please visit the Online Accessibility Center website.

If you feel you have been denied appropriate disability-related accommodations, including appropriate auxiliary aids and services, you may file a grievance as described in the ADA/504 Grievance Policy found on the Disability and Accessibility Services website.

Academic Honesty Policy
Southern New Hampshire University requires all students to adhere to high standards of integrity in their academic work. Activities such as plagiarism and cheating are not condoned by the university. Review the full academic honesty policy.

Copyright Policy

Southern New Hampshire University abides by the provisions of United States Copyright Act (Title 17 of the United States Code). Any person who infringes the copyright law is liable. Review the full copyright policy.

SNHU Withdrawal Policy

Review the full withdrawal policy.

Southern New Hampshire University Policies

More information about SNHU policies can be found on the policy page.

Student Work Samples

For the purpose of continuous improvement of our educational training, Southern New Hampshire University may, on occasion, utilize anonymous student work samples for internal professional development and staff training. If you would like to withdraw permission for use of your work, please complete the Student Work Sample Survey.