

Syllabus
BUS 608
Doane College, Spring 2012
Communication in a Global Environment

Mondays 6:00 – 10:30 p.m.
March 19-May 19

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Course description

BUS 608 brings together many sound ideas for understanding the concept of communication through interpersonal and public sources that affect our understanding of the global community. The class gives particular attention to global sources and systems of communications; cultural context in which information is received, interpreted and understood. Class participation is crucial and effective communication is paramount. Critical thinking is a core pillar so every effort will be made to make the course intellectually challenging.

Assessment

Assessment is ongoing and involves contributions to the collaborative process, group work, reflection papers, assignments, and a final project.

Text requirements

Newsom, Doug. Bridging the Gap in Global Communication (2007).
Other required readings as provided

Course requirements

Listening
Participation
Attendance
Completion of assignments
Investigation of class readings
Respect for classmates & their ideas

Assignments

Readings
Reflection Papers
Group Presentations
Final Project

Weekly Assignments

Watch and read about events happening in the world. Create a journal of events, reflect on and share each class.

Final Project: Use your imagination.

Option 1:

Choose a place on another continent preferably an under developed area with little to no Western influence. You will research the demographics, language, culture. Develop a project that will empower the indigenous people to achieve economic and education success. Why would the indigenous people need what you have to offer to succeed? From what lens are you measuring success? Why are you there? Why do you care? What are the gaps in communication? How many bridges are you building to cross over the gaps?

Option 2:

Create a village, a language, a people. What does that village look like, smell like, feel like? Effectively articulate the culture and context. You want to write a grant to the U.S. Department of State to support this village. Explain why? What are the gaps in communication? What bridges are you building to cross over the gaps? Why are you there? Why do you care?

Tentative Schedule: March 19-May 19

January 10	Please be aware and prepared to discuss current global issues that are in the news from articles in the newspaper and magazines of your choice.
2 nd Session	Part I: Introduction and Orientation Questions/Concerns/Assumptions Part II: video
3 rd Session	Global Sources and Systems of Communication: Concepts, Economics, and Politics. Special Guest Part I: Personal Reflections/journals shared Part II: Chapter presentation: Chapters 1 & 2 Part III: Lecture/debriefing
4 th Session	Global Sources and Systems of Communication: Concepts, Economics and Politics Part I: Personal Reflections/journals shared Part II: Chapter presentation: Chapters 3 & 4 Part III: Lecture/debriefing
5 th Session	The Cultural Context in which Information is Received, Interpreted, and Understood Part I: Personal Reflections/journals shared Part II: Chapter presentation: Chapters 5 & 6 Part III: Lecture/debriefing
6 th Session	The Cultural Context in which Information is Received, Interpreted, and Understood Part I: Personal Reflections/journals shared Part II: Chapter presentation: Chapters 7, 8, 9 & 10 Part III: Lecture/debriefing
7 th Session	The Cultural Context in which Information is Received, Interpreted, and Understood Part I: Personal Reflections/journals shared Part II: Chapter presentation: Chapters 11 & 12 Part III: Lecture/debriefing
8 th Session	The Cultural Context in which Information is Received, Interpreted, and Understood Part I: Personal Reflections/journals shared Part II: Chapter presentation: Chapters 13 & 14 Part III: Lecture/debriefing What does this all mean? Final Projects course evaluations