Syllabus BUS 608  
Doane College, Summer 2015  
Communication in a Global Environment

6:00 – 10:30 p.m.  Karla J. Cooper  
Tuesdays  573-344-7198; 402-826.6747  
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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**

by William A. Hachten (Author), James F. Scotton (Author)  

**Course requirements**

<table>
<thead>
<tr>
<th>Listening</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation</td>
<td>Readings</td>
</tr>
<tr>
<td>Attendance</td>
<td>Reflection Papers</td>
</tr>
<tr>
<td>Completion of assignments</td>
<td>Group Presentations</td>
</tr>
<tr>
<td>Investigation of class readings</td>
<td>Final Project</td>
</tr>
<tr>
<td>Respect for classmates &amp; their ideas</td>
<td></td>
</tr>
</tbody>
</table>

**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: May 26-July 25

May 26
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. Question/Concerns/Assumptions/Introductions

2nd Session
June 2
*News for a Global System; Changing Ideologies and Press Control; Global News Under Stress;*
Part II: Chapter presentation: Chapters 1, 2 & 3
Part III: Lecture/debriefing

3rd Session
June 9
*Digital Media: Global, Interactive and Free; The Whole World is Watching—Impact of Great News Events; Globalization of Media and Language*
Part I: Personal Reflections/journals shared
Part II: Chapter presentation: Chapters 4, 5, & 6
Part III: Lecture/debriefing

4th Session
June 16
*China: New Media in An Old Political World; The Middle East: Media Storms in the Desert; India and Africa: Contrasts in Development*
Part I: Personal Reflections/journals shared
Part II: Chapter presentation: Chapters 7, 8 & 9
Part III: Lecture/debriefing

5th Session
June 23
*Foreign News In Flux; War Reporting—Fire and Misfire; Public Diplomacy and Propaganda; Forecast: Changeable with Cloudy Periods*
Part I: Personal Reflections/journals shared
Part II: Chapter presentation: Chapters 10, 11, 12 & 13
Part III: Lecture/debriefing

6th Session
June 30
work session if necessary

7th Session
July 7
Part I: Personal Reflections/journals shared
Part II: Final Presentations

8th Session
July 14/21
Final Presentations
What does this all mean?
Final Projects
course evaluations
BUS 608 Learning Objectives

The course assignments and discussions are designed as installments leading up to the final project where students effectively fill in the gaps of global communication by:

- Recognizing and challenging assumptions presented in the media
- Demonstrating a global perspective and appreciation through new ways of thinking, planning and communicating inter-culturally
- Developing intercultural competencies
- Demonstrating an understanding of the interconnectedness of political, economic, religious and environmental systems that influence media through various methods of communication
- Developing an ability to use appropriate international etiquette in business and other situations