

Comparative International Media Systems

Thursdays | 6:30 - 9:20 p.m. | LIFE SCI A419

Readings, etc.

There is no required text for this class. Assigned readings will be posted as links and PDFs in our Blackboard course site. Please notify me of any bad/broken links right away (1-point extra credit on quizzes for first person to notify me via email; 10 max).

You will need access to the APA Stylebook, 6th edition.

What to expect

Through this course, you can expect to learn how to critically examine international media, localize global stories for domestic audiences, and use social media to connect with your colleagues around the world. You can expect my respect. You can expect that I will challenge you to give and do your best. You can expect me to make terribly corny jokes, too.



Course content learning objectives

Upon successful completion of the course, you will be able to:

1. Recognize the field's most influential concepts and theories.
2. Identify the main patterns of global information and communication flows.
3. Distinguish the salient components of the political economy of global communication.
4. Outline the major media and press systems around the globe.
5. Describe the media landscapes of selected countries.
6. Compare the journalism practices of selected countries.
7. Develop an awareness of how complex and multi-sided the current issues in global communication are.





Where to find me

Dr. Meredith D. Clark

Office location: GAB 102-D

- Mobile: 940.437.0059
- Skype: Meredith_D_Clark
- Twitter: @meredithclark
- Email:
Meredith.Clark@unt.edu

Virtual office hours:

Tuesdays & Thursdays:

2 p.m. - 4 p.m.

And by appointment.

If you have a quick question, shoot me a direct message (DM) via Twitter. It's the fastest and easiest way to reach me.

Syllabus credit: Adapted from JOMC 446 Global communication and comparative journalism, Dr. Lucila Vargas, UNC-Chapel Hill, spring 2014.

JOUR 4240, your learning will be assessed via:

Team presentation	30 percent
Midterm and final exam	40 percent (20 percent each)
Class participation	15 percent
Q&Q	10 percent
Attendance	5 percent



Course Policies

Attendance and punctuality: Think of each class in this course as the equivalent of an assignment. You cannot earn an A in this class without consistent class attendance, punctuality, and active class participation. Please note that regular attendance to class with no participation in class discussion will earn you a ZERO in participation. Also, coming to class late or early may result in a penalty. However, since we all have unexpected emergencies, you can miss a single class session without being penalized. Each additional absence is subject to a two-point deduction on your final grade. If you are late, leave early, or are absent, please use your teammates as your first line of contact to obtain material/directives discussed in class that day. I will not re-cap the lesson.

Late assignments and make-up policy: All assignments are due at class time. Each student may submit ONE assignment for amnesty (half credit) on Monday, Dec. 5. There will be **no** make-up for missed in-class exercises (i.e., quizzes, group work, etc.). Failing to meaningfully contribute to the team project will result in a grade of zero on in-class assignments. *If you miss a class meeting because you are ill, observing a religious holiday, or have another excused absence, proof of such is required from the Dean of Students office before the next class period.*

Evaluation and Grading Policies

For each assignment, be sure to read the guidelines thoroughly before you begin. Though grades are not negotiable, I give serious consideration to students' concerns about grades. If you have questions about a particular grade, you will need to talk to me within a week of receiving the grade. If you dispute a grade, you will need to submit (to me) a written statement within a week of receiving the grade.

Grading scale:

Major assignments and exams will be graded using a 0-100 scale. The 10-point scale for grades is as follows A = 90-100; B = 89-80; C= 79-70; D= 69-60; F= 60 or below

To evaluate your participation, I will consider miscellaneous class assignments, and especially taking part in class discussions and in-class teamwork. Because informed and meaningful participation in class activities is only possible after completing the assigned readings and assignments prior to class, failure to do so will result in a low grade. You cannot make up for poor participation in the first part of the semester by improving during the last weeks or by doing extra work.

What is "good" class participation?

1. Regularity in attendance.
2. Familiarity with assigned readings.
3. Cooperation in creating a supportive learning atmosphere.
4. Sharing materials relevant to the class (during class time and online).
5. Demonstrated ability to engage in class discussions.

Team presentation (30 percent of course grade)

Teams will develop a project that examines a subject of the team's choice related to international news, advertising, public relations, and/or international media systems as a whole. These presentations will be given throughout the semester, and will serve as a catalyst for in-class discussions of the reading and relevant current events.

Learning Objectives: You will learn about a specific topic in international media, but most importantly, you will gain skills on how to conduct library and original research, and learn to effectively work with a small group. You will also work within your group to develop deeper knowledge about subjects presented in class.

Form your team. Teams work best when every member takes responsibility for a number of specific tasks. They struggle when some members either do not contribute their part, or take over the entire project. Students tend to evaluate poorly those members who either do too little or do too much.

Submit a proposal, which should include the following:

- A 300-450 word description of the project responding to these questions:

1. What topic/issue is the team going to explore? (exploratory research questions)
2. Why is it important for the class to learn about this topic/issue? (significance)
3. What actionable information do you expect the class to learn about this topic/issue
4. How is the team going to conduct the investigation? (method/s). In addition to gathering information you may conduct interviews, observations and/or analysis of media texts.
5. How is the team going to find the information and other resources needed for the project? (do-ability).
6. A preliminary list of sources to be consulted (about 20); do not include this list in the word count.

Please turn in a hard copy of your proposal and also post it to your team's Blackboard forum.

*The scope of presentations often changes as the course progresses. Final changes to your proposal should be submitted at least one week in advance.

Give a 30-minute presentation. Dates for each team's presentation are specified in the course schedule. Please post your Prezi/Powerpoint to your Blackboard forum at least 24 hours before your presentation time. I will use a rubric posted on Blackboard to evaluate your presentation.

Midterm and final exam (40 percent of course grade; 20 percent each)

There will be two exams. The exams will be composed of multiple-choice questions and may be proctored online. The exams will test your understanding of the material presented in readings, team presentations, discussions, blog posts and lectures, including guest lectures. Be sure to review the study guide and the posted slides. The second exam will include two questions from each of the team presentations, so please review the Prezi/Power Points prepared by your classmates; they will be posted on Blackboard.

Class participation/online exercises (15 percent of course grade)

Part of your class participation will include completing handouts that accompany films, answering in-class and online discussion questions and completing in-class debate exercises with your team. These exercises will be submitted in class or online. Individual assignments will be graded on an individual basis; each member of the team will receive the same grade for team assignments. Credit for team assignments completed or collected in class will be awarded only to group members who attend class at the time of the assignment. Some of these items, i.e. film worksheets, are **not** listed on the syllabus. If you miss class, you are responsible for obtaining information about the assignments from a member of your team, and submitting the completed assignments on time. Some assignments, such as debate participation, cannot be made up; you must attend class and participate. **Unless otherwise noted, all assignments are to be typed, double-spaced, using 12-point Times New Roman font.**

Q&Q (10 percent of course grade)

Starting in Week 4, five people each week will select two quotes from the reading, write a paragraph about their selection, and present two questions for the class to answer based on the reading, material we've covered in class, and current events. Each Q&Q submission should include a link to an international news story that helps illustrate the points raised by the reading and the question. You will be called upon to lead your question(s) during class. Please sign up for your week to do a Q&Q when the list is posted. I recommend that your Q&Q date not coincide with your team presentation date. **Each week's Q&Qs are due by 11:59 p.m. the Monday before class.**

Attendance (5 percent of course grade)

This is an upper-level class with a decentralized approach to learning. Translation: Your classmates need you to be here, on time and prepared, to get all they can out of our collective learning experiences. The roll will be circulated at the beginning of class. It is your responsibility to sign/initial it. Signing the roll for another student is considered forgery, and if discovered, will be penalized. Given that our class meets once a week — and only 12 times face-to-face — each student may have only **one** excused absence. A note from the Dean of Students is required for an excused absence.

Week-by-week schedule (subject to change)	Lecture & Class discussion	In class & Team presentation	Homework
Week 1: Sept. 1	Class intro; Globalization & "The Danger of a Single Story"	Paul Krugman talk: " <u>The World is Flat</u> " & <u>The Danger of a Single Story</u>	<i>Theories of the Press and Manufacturing Consent readings</i>
Week 2: Sept. 8	Theories of the Press & Manufacturing Consent	Rapid prototyping: Global media issues	<i>Read: Gans' news values</i>
Week 3: Sept. 15	U.S. news media news values	Debate No. 1 Work on team presentations	<i>Proposals due by 11:59 p.m. on Monday, Sept. 19; CNN Effect reading</i>
Week 4: Sept. 22	What is the CNN Effect?	Team presentation No. 1	Q&Q No. 1 and <i>Read: World Press Freedom Index reports</i>
Week 5: Sept. 29	Press Freedoms throughout the world	Debate No. 2 Team presentation No. 2	Q&Q No. 2 as part of Twitter class
Week 6: Oct. 6		Twitter class: No F2F mtg Use #UNTJ4240	<i>Watch documentary: "<u>Democracy on Deadline</u>"</i>
Week 7: Oct. 13	Midterm	exam	Q&Q No. 3 and <i>Reading on Transnational Advocacy Networks</i>

Week-by-week schedule (subject to change)	Lecture & Class discussion	In class & Team presentation	Homework
<p>Week 8: Oct. 20</p>	<p>Transnational Advocacy Networks</p>	<p>Guest speaker Team presentations No. 3 & 4</p>	<p><i>Q&Q No. 4 and Reading on media in the Global South</i></p>
<p>Week 9: Oct. 27</p>	<p>Media in the Global South</p>	<p>Debate No. 3 Team presentation No. 5</p>	<p><i>Q&Q No. 5 and "The Al Jazeera Effect" and watch "Control Room"</i></p>
<p>Week 10: Nov. 3</p>	<p>The Al Jazeera Effect</p>	<p>Documentary: "The Square" Team presentation No. 6</p>	<p><i>Q&Q No. 6 and Readings on Arab Spring</i></p>
<p>Week 11: Nov. 10</p>	<p>Internet technology and liberation struggles</p>	<p>Documentary: "High Tech, Low Life" Team presentation No. 7</p>	<p><i>Q&Q No. 7 and Read "Reporting the World"</i></p>
<p>Week 12: Nov. 17</p>	<p>Peace Journalism</p>	<p>Debate No. 4 Team presentation No. 8</p>	<p><i>No homework assignment</i></p>

Week-by-week schedule (subject to change)	Lecture & Class discussion	In class & Team presentation	Homework
<p>Week 13: Nov. 24</p>	<p>Thanksgiving break</p>	<p>No class meeting</p>	<p><i>Q&Q No. 8 and Global media ethics reading</i></p>
<p>Week 14: Dec. 1</p>	<p>Global media ethics</p>	<p>Debate No. 5 Team presentation No. 9</p>	<p><i>Q&Q No. 9 and Complete culture as entertainment reading</i></p>
<p>Week 15: Dec. 8 Last day of class!</p>	<p>Culture as entertainment</p>	<p>Semester in review. Team presentation No. 10</p>	<p><i>Prepare for final exam</i></p>
<p>Week 16: Dec. 15 Final Exam</p>	<p>Final</p>	<p>exam</p>	

MSOJ Syllabus Statements

JOURNALISM COURSE REGISTRATION

- Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program.
- By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.
- A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test, all foundational courses, and Math 1680/1681. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses.

RE-TAKING FAILED JOURNALISM CLASSES

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for one calendar year after the date you received the second failing grade. Once a student has waited one calendar year after failing a course twice, the student may submit a written appeal to the director to be approved to enroll a third time. Students will not be allowed to re-take a failed journalism course more than three times.

TEXTBOOK POLICY

The Mayborn School of Journalism doesn't require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

FIRST CLASS DAY ATTENDANCE

Journalism instructors reserve the right to drop any student who does not attend the first class day of the semester.

OFFICE HOURS

I hold virtual office hours from 2 to 4 p.m. Tuesdays and Thursdays. Face-to-face meetings can be scheduled by appointment at least one week in advance.

I will respond to emails within 24 hours, Monday - Friday.

ATTENDANCE

One absence in the course is the limit without penalty toward your final grade, unless you have communicated with me from the beginning about an extraordinary problem. Coming to class late or leaving early may constitute an absence for that day. This is a seminar course, and it requires your attendance and participation each class meeting.

FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) UNDERGRADUATES

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility. Please visit <http://financial.aid.unt.edu/satisfactory-academic-progress-requirements> for more information about financial aid Satisfactory

Academic Progress. It may be wise for you to schedule a meeting with your MSOJ academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

ACADEMIC ADVISING

All first-time-in-college students at UNT are required to schedule an appointment with their Academic Advisor and receive an advising code to register for classes both fall and spring semesters of the first year in college. ALL students should meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

- It is imperative that students have paid for all enrolled classes. **Please check your online schedule daily through late registration to ensure you have not been dropped for non-payment of any amount.** Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. MSOJ will not be able to reinstate students for any reason after late registration, regardless of situation. It is the student's responsibility to ensure all payments have been made.

IMPORTANT DATES FOR FALL 2016

Classes Begin.	Aug 29
Census.	Sept 12
Labor Day (no classes; university closed).	Sept 5
Beginning this date a student who wishes to drop a course must first receive written consent of the instructor.	Sept 13
Last day for student to receive automatic grade of W for nonattendance.	
Last day for change in pass/no pass status.	
Last day to drop a course or withdraw from the semester with a grade of W for courses that the student is not passing. After this date, a grade of WF may be recorded.	Oct 7
Beginning this date instructors may drop students with a grade of WF for nonattendance.	Oct 8
Last day to drop with either W or WF.	
Last day for a student to drop a course with consent of the instructor.	Nov 7
Beginning this date, a student who qualifies may request an Incomplete, with a grade of I.	Nov 14
Last day to withdraw (drop all classes).	
Last day for an instructor to drop a student with a grade of WF for nonattendance.	Nov 23
Thanksgiving Break (no classes, university closed).	Nov 24-27
Last Regular Class Meeting.	Dec 8
Reading Day (no classes).	Dec 9
<u>Final Exams.</u>	Dec 10-15

End of term.

Dec 16

ACADEMIC ORGANIZATIONAL STRUCTURE

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the step outlined below:

Individual Faculty Member/Advisor
Director, Mayborn School of Journalism
Dean, Mayborn School of Journalism

OFFICE OF DISABILITY ACCOMMODATIONS

The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at <http://www.unt.edu/oda>. You may also contact them by phone at 940.565.4323.

COURSE SAFETY STATEMENTS

Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

ACADEMIC DISHONESTY

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works *without* full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT

Student Handbook. I reserve the right to issue a grade of zero for any coursework (including exams) that is completed through academically dishonest means.

MSOJ ACADEMIC INTEGRITY POLICY

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school's policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

CLASSROOM POLICIES

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at http://www.unt.edu/csrr/student_conduct/index.html.

The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

STUDENT PERCEPTIONS OF TEACHING (SPOT)

Student Perceptions of Teaching (Spot) is a requirement for all organized classes at UNT. This short survey will be made available towards the end of the semester to provide students a chance to comment on how this class is taught. Student feedback is important and an essential part of participation in this course.

FINAL EXAM POLICY

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts.

ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the my.unt.edu site www.my.unt.edu. If you do not regularly check EagleConnect or link it to your favorite e-mail account, please do so, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. The website that explains Eagle Connect and how to forward your email: <http://eagleconnect.unt.edu/>

COURSES IN A BOX

Any MSOJ equivalent course from another university must receive prior approval from the MSOJ academic advisor to insure that all MSOJ degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

DROPPING AN ONLINE COURSE

A student needing to drop an online course should send their instructor an email with their name, student ID#, reason for dropping a course, and date you are sending the email. This *must be done prior to the UNT deadline to drop a course*.

If approved, the instructor will contact the MSOJ Undergraduate Office in GAB 102 where you may obtain a signed drop form. **It is your responsibility to turn in the completed drop slip to the UNT Registrar's office before the deadline to make sure you have been dropped from the course with a "W"**. If you are taking only online courses and your instructor approves the drop, please contact the MSOJ head advisor for instructions.

EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at www.my.unt.edu. Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure.

STUDENT PERCEPTIONS OF TEACHING (SPOT)

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The short SPOT survey will be made available **Nov. 21 - Dec. 6** to provide you with an opportunity to evaluate how this course is taught. For the spring 2016 semester you will receive an email on **Nov. 21 (12:01 a.m.)** from "UNT SPOT Course Evaluations via *IASystem* Notification" (no-reply@iasystem.org) with the survey link. Please look for the email in your UNT email inbox. Simply click on the link and complete your survey. Once you complete the survey you will receive a confirmation email that the

survey has been submitted. For additional information, please visit the spot website at www.spot.unt.edu or email spot@unt.edu.

Statement of Student Learning Outcomes, UNT Mayborn School of Journalism

Since 1969, the UNT Department of Journalism (Mayborn School of Journalism effective September 1, 2009) has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Mayborn Graduate Institute of Journalism, the only accredited professional master's program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here, because it certifies that the department and graduate institute adhere to many standards established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences.

This course, JOUR 4240, will help to meet the student learning outcomes that have been checked by your professor, Dr. Meredith Clark.

Each graduate must:

- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society
- Understand concepts and apply theories in the use and presentation of images and information
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- Think critically, creatively and independently
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- Apply tools and technologies appropriate for the communications professions in which they work