

JOMC 490: International Media Markets: China

Schedule: Summer 2015

Location: Chapel Hill to China (CA 21)

Course Dates: March 31–June 20, 2015

Travel Dates: May 8–20, 2015

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Office Location: 378 Carroll Hall

Office Hours: By Appointment

Email: Adam.Saffer@unc.edu (preferred)

Skype: Adam.Saffer (online office hours)

Course Description: Communication and media professionals deal with diverse markets, audiences, publics, and stakeholders from around the world. In this class, you will travel to China to engage and learn from communication and media professionals working in the Chinese media market. Students will expand their global perspectives by visiting the most dominant emerging media market in the world. The course is designed to acquaint students with the complexities of media markets in an international setting by studying the Chinese media system. During the course, you will focus on your area of specialization (i.e. journalism, strategic communication, etc.) but will also be fully engaged with students focusing in other areas. In addition to pre-departure classes led by Dr. Saffer, students will take part in field trips to agencies and media outlets in three Chinese cities (Beijing, Shanghai, Hong Kong), have daily debriefs while in China and complete a research paper upon returning to North Carolina.

Learning Objectives: This class will:

- ...introduce you to the Chinese media market.
- ...teach you how journalists and strategic communication professionals work in this media market.
- ...expose you to issues of diversity and communicating with varied groups of people.
- ...prepare you for working within or with individuals from the Chinese culture.
- ...raise ethical issues for journalists and strategic communication professionals.

Accrediting Council on Education in Journalism and Mass Communications Principles are a series of competencies students should demonstrate by the time of graduation. A complete list of these competencies is on page 6. No single course can cover all of these principles. This course will build your abilities in each of these areas:

- Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;

Prerequisites: To take this course, you must have successfully completed JOMC 153: News writing

Required Books:

Osnos, E. (2014). *Age of ambition: Chasing fortune, truth, and faith in the new China*. New York: Random House. Shirk, S. L. Shirk (Ed.). (2010). *Changing media, changing China*. Oxford: Oxford University Press.

Other Informative Books:

Ambler, T., Witzel, M., & Xi, C. (2008). *Doing business in China*. London: Routledge.
 Culbertson, H. M., & Chen, N. (Eds.). (2013). *International public relations: A comparative analysis*. London: Routledge.
 Kissinger, H. (2011). *On China*. New York: Penguin Press
 Stockmann, D. (2012). *Media commercialization and authoritarian rule in China*. Cambridge: Cambridge University Press.
 Tong, J. (2011). *Investigative journalism in China: Journalism, power, and society*. London: Bloomsbury Publishing.
 Yang, G. (2013). *The power of the Internet in China: Citizen activism online*. Columbia University Press.

**Additional readings will be posted to Sakai. You are responsible for downloading these readings.

Assignments and Descriptions

Assignments	%	Points
Student Participation and Engagement	20%	200
Reflection Journal	20%	200
Two Book Reviews	30%	300
Research Paper	10%	100
Class Project	20%	200
<i>Total</i>	<i>100–110%</i>	<i>1,000–1,100</i>

Student Participation and Engagement (20%)

There will be several opportunities for you participate in this class. You will be expected to participate in the pre-departure class discussions. In addition, there will be current event articles posted on Sakai by you and your classmates to familiarize you with China and prepare you for some of our guest speakers. You are expected to post and reply to your classmates' postings on Sakai.

Before leaving, you will select one (or more) of the companies we will visit. You will research the organization, create a one-page fact sheet about the organization, and present your findings to the class. All the fact sheets will be assembled in a booklet before our departure. During the trip you will participate in the daily debriefing and engage with the journalists and communication professionals on our site visits. For the site visits, you will be expected to have questions prepared. The questions you ask should be connected to your research paper or project (see description below).

Reflection Journal (20%)

During the trip you will write in a reflection journal. The contents of your journal may include connections to the book our group will read (see below assignment), cultural experience you had, current events you have read about, what you learned from site visits, how a communication professional's or journalist's insights informed your understanding of the Chinese media system, etc. At the end of the trip, you will turn in this reflection journal.

Pre-departure Book Reviews (30%)

Before we leave, you will read one book: *Age of ambition: Chasing fortune, truth, and faith in the new China*, and write a book review. Upon our return, you will do a second book review reflecting on our experience and what is said in *Changing media, changing China*. If you find another book you believe would be more insightful to your interest, please let me know and we can agree on a different second book. Each book review will be approximately five pages in length.

Assignment descriptions continue on next page.

Research Paper (10%)

You will write a five-page research paper on a topic of interest to you related to the Chinese media system. For a paper, you will use primary and secondary sources. Your primary sources will be the journalists and communication professionals we meet. Therefore, you will want to ask them questions and take notes. Your secondary sources will be books and articles (professional and scholarly) that inform your topic. For a project, you will have developed a plan before our departure. While in China, you will need to gather the necessary components (i.e. images, video, sources, etc.) to complete your project. More details will be provided.

Class Project (20%)

Please see the email and class discussion of this project. More details will be provided.

Grading: Your final grade will be calculated using the University's grading scale: A, B, C, D, F with the plus or minus option for each letter grades A–D. I follow the University's grading standards found here: bit.ly/1rGoz0U. Here are tailored descriptions of the grade levels:

- A—Mastery of course content at the highest level of attainment that can reasonably be expected of students at a given stage of development. The A grade states clearly that the student has shown such outstanding promise in the aspect of the discipline under study. To achieve this grade, students should be fully engaged during the pre-departure classes and daily debriefings; students should read and critically engage ALL the assigned readings; complete assignments on time with the correct format, appropriate style, and with few grammatical errors; demonstrate their OUTSTANDING abilities; and stay informed on current events in China.
- B—Strong performance demonstrating a high level of attainment for a student at a given stage of development. The B grade states that the student has shown solid promise in the aspect of the discipline under study. To achieve this grade, students may somewhat engage in the pre-departure classes and daily debriefings; read the assigned readings; complete assignments on time with proficient formatting, styling, and editing; and stay somewhat informed on current events in China.
- C—A totally acceptable performance demonstrating an adequate level of attainment for a student at a given stage of development. The C grade states that while not yet showing any unusual promise, the student may continue to study in the discipline with reasonable hope of intellectual development. To achieve this grade, students may attend the pre-departure classes and daily debriefings; read some of the assignments; complete assignments but not on time with formatting, styling, and editing errors; and follow current events in China occasionally.
- D—A marginal performance in the required exercises demonstrating a minimal passing level of attainment for a student at a given stage of development. The D grade states that the student has given no evidence of prospective growth in the discipline; an accumulation of D grades should be taken to mean that the student would be well advised to pursue another discipline or try again later. To receive this grade, students do not attend the pre-departure classes or daily debriefings; do not read the assigned readings; do not complete assignments or do so with partially proficient formatting, styling, and editing errors; and does not follow current events.
- F—For whatever reasons, an unacceptable performance. The F grade indicates that the student's performance in the required exercises has revealed almost no understanding of the course content.

Formatting and Writing Expectations: In this class you are held to professional writing standards on all assignments. Professional writing is the correct use of grammar, spelling, and punctuation. You must proofread your assignments carefully to ensure your writing is professional. As writers in the digital age, we are privileged to technologies that can check our spelling. There is no excuse for any spelling errors in your assignments. Should you forget to spell check and there is a spelling error on your assignment, your highest grade will begin at a C. Follow these formatting requirements for all assignments. Documents not meeting these simple standards will not be accepted and considered late until corrected.

Font	Size	Page Margins	Page Numbers	Name	Submissions	Lines
Times New Roman	12	1 inch all sides	All text pages	Header	Sakai	Double Spaced

Attendance/Absences: You will be required to attend all the pre-departure classes, site visits and daily debriefing.

Honor Code: All work submitted for this course must be your work. All sources used for information must be properly cited. Students should adhere to the University's Honor Code: honor.unc.edu. You can find a link to this site on Sakai. The ideas and content within your materials must be original and not copied from others. In our industry, we are expected to be original and creative all of the time. All written content submitted for this course will be processed by plagiarism detection software. My policy is to investigate all documents having greater than 15% of content from other sources as measured by TurnItIn.com. Assignments that appear to have content from other than the author will be turned over to the University.

Diversity: The University of North Carolina does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran status, sexual orientation, gender identity, or gender expression.

Harassment: We all have the right to our opinions. Everyone should feel comfortable expressing his or her opinions. We do not need to agree but we do need to respect others' thoughts. The University does not tolerate harassment. Please support your classmates' and others' right to worship, act, look, and think, in their own way. Originality is valued in our industry; we should always appreciate everyone's originality. Harassment is a violation of the Honor Code, Title VII of the Civil Rights Act (1964), and Title IX. If you are harassed or feel threatened, please bring it to my attention at an appropriate time or contact the Dean of Students (dos@unc.edu, 919-966-4042).

Special Needs Policy: If you need accommodations based upon a disability, under the terms of the Americans with Disabilities Act, or Section 504 of the Rehabilitation Act of 1973, please email me your needs by the second pre-departure class. This includes physical needs as well as less apparent needs such as testing anxiety. If you need information about disabilities, please visit the Learning Center website at <http://learningcenter.unc.edu/ldadhd-services/>

Technology Policy: Please turn off your cell phone and all other communication devices/applications when you are in class AND when we are meeting with people at agencies and media outlets.

Email and Communication: I check email regularly every day between 6 a.m. and 9 p.m. I cannot guarantee an immediate response but will guarantee a response within 24 to 48 hours. You should treat emails to me as professional correspondence. Correspondence deemed unprofessional will not receive a response. All communication should include your name, your class, and a professionally worded message.

Grade Questions: If you have concerns about a grade, please inform me of this concern via email. I ask that you wait 24-hours after receiving your grade. Please outline your concern(s) and provide evidence to support your claim.

DATE	AGENDA	ASSIGNMENT DUE
3/31	UNC Study Abroad Orientation at 5 p.m.	Location: FedEx Global Education Center, Room GEC 2009
4/6	PRE-DEPARTURE MEETING (ROOM CA 21)	Introductions, Syllabus Review, Meet the Dean Selection of Visit Leaders Guest Lecture: Jock Lauterer, <i>Community Journalism in China</i>
4/13	PRE-DEPARTURE MEETING (ROOM CA 21)	JoAnn Sciarrino, <i>Chinese v. American consumerism and brand affinity</i> Lecture: Chinese History and Culture Overview
4/20	PRE-DEPARTURE MEETING (ROOM CA 21)	Penny Abernathy, <i>Recent Chinese History, Marco Economic of China and Challenges of Media Companies</i> Lecture: China's Media, Censorship, etc.
4/27	PRE-DEPARTURE MEETING (ROOM CA 21)	Robert (Bob) Lauterborn, Professor Emeriti, Guest Lecture Topic TBD Lecture: Tips for Traveling in China
5/4	PRE-DEPARTURE MEETING (ROOM CA 21)	SITE VISIT PRESENTATIONS, 1st BOOK REVIEW DUE
5/8	Leave	
5/9	Arrive in Beijing	
5/10	Cultural Tour	GROUP DEBRIEF
5/11	Site Visits	GROUP DEBRIEF
5/12	Site Visits	GROUP DEBRIEF
5/13	Cultural Tour, Train to Shanghai	
5/14	Site Visits	GROUP DEBRIEF
5/15	Site Visits	GROUP DEBRIEF
5/16	Cultural Tour, Fly to Hong Kong	
5/17	Cultural Tour	GROUP DEBRIEF
5/18	Site Visits	GROUP DEBRIEF
5/19	Site Visits	GROUP DEBRIEF
5/20	Leave and arrive back in United States	
5/27	Assignment Due	REFLECTION JOURNALS DUE
6/13	Assignment Due	POST IMMERSION BOOK REVIEW DUE
6/20	Assignment Due	RESEARCH PAPER/PROJECT DUE

Accrediting Council on Education in Journalism and Mass Communications Competencies Complete List

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be able to:

- Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass 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 basic numerical and statistical concepts;
- Apply tools and technologies appropriate for the communications professions in which they work.