

## MEJO 490: International Media Markets: China

**Term:** Summer 2018

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**Office:** 212

**Office Hours:** By Appointment

**Instructor:** Joe Cabosky, JD, PhD

**Travel Dates:** 05/13/2018 to 05/25/2018

**Course Description:** In a large, growing and diverse world, it's imperative to better understand world markets, cultures, governments, and media systems. This course is designed to give you a better understanding of Chinese media realities. During this course, you will learn about all Media and Journalism School disciplines – from strategic communication to journalism – and examine how they operate in the Chinese media system. The class combines pre-departure meetings, a nearly two-week trip to China to visit professional media locations, and post-return assignments.

**Learning Objectives:** By the end of this class, you should have a better understanding of:

- The Chinese media landscape;
- Chinese culture, society and government;
- The relationship between culture and communication;
- The diversity of media realities between the United States and China;
- Ethical issues for media professionals in China;
- A current Chinese media issue.

### **Accrediting Council on Education in Journalism and Mass Communications Competencies**

Each School of Media and Journalism course attempts to help you meet some of the core competencies developed by our accrediting body. While the full list of competencies is linked to below, this course aims to particularly focus on building your competencies in the following areas:

- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- 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

The full list: <http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

## **Required Text and Readings**

- Shirk, S. L. (Ed.). (2010). *Changing media, changing China*. Oxford: Oxford University Press.
- Readings on Sakai

## **Sakai**

Other than this syllabus, important information can be found on Sakai. The UNC Sakai service can be found at <http://sakai.unc.edu>. Updates will be frequent, so check back often for important course information. You are responsible for any course changes that may be made on Sakai, including changes to the syllabus or assignments.

## **Class E-Mail**

Check your school e-mail. You are responsible for any course communications I send through email.

## **Extra Credit**

It's unlikely you will receive many, if any, extra credit opportunities in this course. In the rare event that they occur, they will be class wide, so don't ask for individual extra credit assignments.

## **Special Accommodations**

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Services website at <https://accessibility.unc.edu/>

## **Seeking Help**

If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, an illness, etc.

## **Honor Code**

I expect that each student will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean Charlie Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.



## **Media Organization Review**

**150 Points**

*Note: Pre-departure assignment*

*Due Date: May 5, 2018 by 11:59pm EST – Emailed to [cabosky@live.unc.edu](mailto:cabosky@live.unc.edu)*

Before departure, you will select one of the companies or organizations on our China itinerary. These organizations will be updated throughout April, but you should receive at least an initial list by mid-April. They will be shared in class and on Sakai. From that list, choose one organization. Then, take a deep dive into that organization by reading and researching about it.

From there, you will need to prepare a 1-2 page (single-spaced) write-up about the organization. It will include key facts that situate the organization. This will include a brief organizational history, its mission, its key personnel, a brief SWOT analysis, and a brief description of other considerations that you find relevant. It will end with questions for the class, as well as questions you may be able to ask upon our site visit. This is meant to help the class prepare for these location visits. These write-ups will then be combined into a group portfolio and distributed on our flight to China.

\*\*\*A full and detailed grading rubric will be posted on Sakai by April 15<sup>th</sup>. You are responsible for reviewing this rubric.

## **Reflection Journal**

**250 Points**

*Due Date: June 4<sup>th</sup> by 11:59pm EST*

One of the key goals of this class is for you to be able to learn outside of a traditional class setting. There are many ways to learn, and this class tries to teach you through an immersive cultural experience. Upon our landing in China, every experience is an opportunity to learn, from your interactions with Chinese people, terrain and locations, as well as all of our site visits with working Chinese media professionals. To demonstrate your learning and to provoke critical thinking, you will be required to write a daily journal while in China. Additionally, you must write at least one piece before departure.

Your journal writings should be at least 250 words a day. Each day without a journal entry will result in a 10% deduction, so make sure to keep up-to-date. Journals can be hand-written, typed, or a combination of the two. They will be turned into me once we get back to the United States – your last journal entry should document your time at least through your return trip home and/or our last class day in China.

Each journal entry must show critical thought. Show me that you're critically thinking about your experiences. Each entry must compare how your experiences from that day relate to our textbook and other readings, class discussions and/or other topics you've learned about or we've covered. These journals can document things you've learned from our site visits, readings, discussions and lectures, current event situations, cultural experiences and/or other things you've learned about yourself during this journey. While these pieces can be incredibly reflexive, make sure to always tie your writings back to those class lessons.

\*\*\*A full and detailed grading rubric will be posted on Sakai by April 15<sup>th</sup>. You are responsible for reviewing this rubric.

### **Book Review, Research Paper & Reflexivity**

**450 Points**

*Due Date: June 18<sup>th</sup> by 11:59pm*

All of your work this semester will culminate in a book review of our required text, coupled with a research paper that will combine final takeaways from your journal, as well as a deep dive into a particular media issue in China that interested you. In total, there are three parts to this process:

- 1) A 2-3 page research paper about a current Chinese media topic that interests you (200 Points);
- 2) A 2-page analysis of our class textbook, especially as it applies to the topical focus of your research paper (125 Points);
- 3) A 2-3 page reflexive conclusion that combines your final takeaways from your journal with your own critical lens of the readings from our textbook and the research you uncovered for your research paper (125 Points).

\*\*\*NOTE: I am okay with alternative and creative formats for your final, but please see the full rubric. All creative options must be pre-cleared, and you will need to develop an alternative rubric with me.\*\*\*

*Topics:* This can be of your choosing, but it must be cleared by me in advance of our departure.

**Failure to pre-clear topics before our departure will result in a 10-point deduction.** Topics can range from media censorship to propaganda to media regulations to opportunities or challenges for international media companies in China to market research about Chinese consumers. These are just a few examples, and I encourage you to come up with your own.

To write your *research paper*, you must cite primary and secondary resources. Secondary sources can include market research and industry reports, as well as academic reports and related data. Primary sources include any information you learned from on-site questions or other interactions in China. You will be expected to cite at least three primary sources, as well as at least 5-10 secondary sources. Note: The textbook should not be a source here.

To write your *book review*, you will offer a thorough analysis of what you learned from reading our class textbook. The book is written by Chinese media experts, and the goal here is for you to do an assessment of what you learned from those experts. Do not write a generic, super broad book review. Instead, the aim here is to focus specifically on how what you read in the textbook relates to, or informs, what you learned about your topic from your research paper. So, focus on analyzing the book through the lens of your topic.

Finally, your final will end with a *reflexive conclusion* that will apply your own thoughts and critiques to what you learned from the textbook and your research paper. These thoughts and critiques will be justified by your own experiences in the course, so use your journal as the base of your reflexive analysis.

\*\*\*A full and detailed grading rubric will be posted on Sakai by April 15<sup>th</sup>. You are responsible for reviewing this rubric.

Grading Scale:

A: 93-100%; A- 90-92.9%; B+ 88-89.9%; B 83-87.9%; B- 80-82.9%; C+ 78-79.9%; C 73-77.9%; C- 70-72.9%; D+ 68-69.9%; D 60-67.9%; F 59.9% and below

## Formatting Notes

All written assignments (other than your journal) will be graded for proper spelling, grammar and punctuation. Minor errors will result in a 5-10% deduction per assignment, depending on their severity. Substantial errors will result in a 10-20% deduction per assignment, depending on their severity. Errors that demonstrate a lack of professional focus and seriousness will automatically result in an assignment that cannot receive more than a 70%. All assignments should be in 12-point, Times New Roman font. Failure to do so will result in a 10% deduction on your assignment.

## Schedule (Subject to Change)

<b>05/03/2018:</b> Pre-Departure Meet-Up and Info Session
<b>05/12/2018:</b> Pre-Departure Class One
<i>A History of China</i>
Reading Due: None
<b>05/24/2018:</b> Pre-Departure Class Two
<i>The Chinese Media System</i>
<b>Reading Due: See Sakai</b>
<b>05/05/2018:</b> <b>Assignment Due: Media Org Review (by 11:59pm EST)</b>
<b>05/13/2018:</b> Depart for China ( <b>Remember to pre-clear your Research Paper Topic before departure</b> )
<b>05/13/2018 to 05/25/2018: DAILY GROUP DEBRIEF</b> These will occur at least once a day for every day we are in China. They may happen in the mornings, during transit, and/or at the end of our daily site visits or activities. You are required to attend all debriefs, and debrief times and locations will vary. We will coordinate our debrief times and locations on a daily basis. You are responsible for keeping up to speed, as this can adjust on the fly. So, if in doubt, make sure to check-in and confirm our daily times. **A full and detailed schedule will be posted on Sakai as our departure approaches **
<b>05/25/2018:</b> Return from China
<b>06/04/2018:</b> <b>Journal Due (by 11:59pm EST)</b>
<b>06/18/2018:</b> <b>Final Due (by 11:59pm EST)</b>

