

MEJO 437: Media in Asia

Spring – 2021 -- Class Time: 9:30am to 10:45am, Tuesdays and Thursdays

Instructor: Joseph Czabovsky, J.D., Ph.D.

Office Hours: 4:45-6:00pm on Tuesdays and Thursdays; or by appointment

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Learning Objectives:

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

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

Required Text and Readings

All readings will be posted on Sakai a few weeks in advance of a particular class. No textbook is required.

Sakai

Other than this syllabus, important information can be found on Sakai. 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.

Diversity

UNC is committed to providing an inclusive and welcoming environment for all members of our community and 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's status, sexual orientation, gender identity, or gender expression. Please see more about our MJ Diversity and Inclusion plan here: <http://mj.unc.edu/diversity-and-inclusion> .

Honor Code

All students must follow University Honor Code policies. Information, including your responsibilities as a student, is outlined in the Instrument of Student Judicial Governance (<http://instrument.unc.edu>).

Student Accommodations

The University of North Carolina at Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in difficulties with accessing learning opportunities. All accommodations are coordinated through the Accessibility Resources and Service Office (919-962-8300 or accessibility@unc.edu). Detailed information about the registration process is available at <https://ars.unc.edu/accommodations> .

Accrediting Council on Education in Journalism and Mass Communications Competencies

All Hussman courses attempt 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>

Grading and Assignments

In-Person/Online Course Structure and Preparation

Class discussion of readings is the heart of the class. Each student is expected to have read the assigned readings for that day and be ready to discuss them critically come class time or in the forums if doing asynchronous.

NOTE: Class attendance is essential. It will be impossible to get an "A" in this course without active and thoughtful participation in the discussion of the readings. Students will also be called on to present facts from the readings and offer their thoughts. Asynchronous options are also below, if unable to attend live.

Late assignments will lose 10% for every class day that they are late.

Assignments are late if they are turned in after the start of class when assignments are due.

Course Grading

Class Participation 150

Country and Culture Presentation 150

Interview Assignment 150

Film Report and Reflection 150

Final Project – Research Paper and Final Presentation 400

Total: 1000 Points

Class Participation 150

This is a discussion-based course. To promote interesting and insightful discussion, you must be prepared to discuss the assigned reading.

Synchronous: The 150 points will be based on live in-person and/or online class discussion and attendance. Class discussion points will be based on voluntary actions, such as offering your thoughts or asking questions. You will also be graded on me asking you questions in class. I will call on you and ask you questions about the reading and about your thoughts beyond the reading. So, do the reading and be prepared to answer questions. Negative participation, i.e., non-active participation, distracting others, or not treating the course or others with respect will result in a loss of points.

NOTE: Unlike some courses, do not think participation points are a cushion or a pad to your grade. You will not get an "A" in the participation section just by doing nothing wrong. You have to earn an "A" in participation, just as you would by studying for the exams in other courses.

Asynchronous: In a Covid environment, I know not all of you will always be able to attend class live. To help accommodate any issues you may have, if you do not attend live classes, you can participate via forums for that day's class.

To earn your participation points in an async fashion, you can post a 200-word post showing critical thought about that day's readings. To count for attendance and participation, you must post your thoughts within 24 hours of that particular class, unless you've received instructor approval.

An additional rubric will be posted after the first day of class for this option.

Attendance: I consider this a professional environment. In the professional world, attendance is a requirement. That said, I understand that life happens, and, especially in

2021, family issues, health issues, and other concerns may, and do, occur. So, everyone will get THREE absences with no penalty. They can be excused or unexcused.

Sync/In-Person Attendance: I'll take attendance, so all you need to do is show up.

Async Attendance: If unable to attend a class live, you can also attend via your 200-word forum post for that day's class, as long as it's posted within 24 hours of that class, unless you've received instructor approval.

For every class beyond three that you don't attend and/or post via forum, you will lose 10 points from your Participation grade.

Country and Culture Presentation 150

You will be assigned to a small group and asked to present for about 15 minutes to open up a class one day. The presentations relate to basic cultural history about a country and something you find of note, as it relates to that country's media landscape. Dates to be assigned after the first day of class.

Interview Assignment 150

You will interview a person from any Asian country of your choosing. While not required, you may be able to find someone in the media profession and/or an alum. The goal of the assignment is to find out more about their life, cultural experiences and how they interact with media in their home country. **Due February 25th.**

Film Report and Reflection 150

You will view a film from an Asian country. Based on our readings and discussions from class, as well as anything you've read on your own about that country, you'll be asked to dissect the film with regards to that country's culture, history and implications for media. **Due March 30th.**

Research Paper and Presentation 400

All of your work this semester will culminate in a research paper that will combine final takeaways from the class, as well as a deep dive into a particular media issue in Asia that interests you. In total, there are three parts to this process:

- 1) A 4-5 page (single-spaced) research paper about a current Asian media topic that interests you (200 Points);
- 2) A 2-3 page (single-spaced) reflexive conclusion that combines your final takeaways from the class with your own critical lens of the research you uncovered for your research paper (100 Points);
- 3) A 10-Minute presentation to the class (100 Points)

Topics: This can be of your choosing. 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 any guest speakers we've had, as well as your interview assignment. You will be expected to cite at least one primary source, as well as at least 5-10 secondary sources.

Your final will end with a *reflexive conclusion* that will apply your own thoughts and critiques to what you learned from your research and experiences in the class.

Due: Presentation dates will be assigned. All papers are due by the start of our finals block at 8am, May 11th.

NOTE ON ASSIGNMENTS: Additional Grading Rubrics will be handed out throughout the semester to assist you with your assignments; those rubrics will be the basis of your grade for each assignment, so make sure to follow those rubrics when completing assignments. The information in this syllabus merely acts as a summary of each assignment.

GRADING SCALE

A = 93.0-100% -- C+ = 78.0-79.99%. -- F = <60.0%

A- = 90-92.99% -- C = 73.0-77.99%

B+ = 88.0-89.99%. -- C- = 70-72.99%

B = 83.0-87.99%. -- D+ = 68.0-69.99%

B- = 80-82.99%. -- D = 60.0-67.99%

Note: I do not round up.

Schedule

Tuesday, January 19th

Introduction

Due: Nothing

Thursday, January 21st

Introduction to China

Due: Sakai Readings

Tuesday, January 26th

Chinese Media Landscape

Due: Sakai Readings

Thursday, January 28th

Press Freedoms in China

Due: Sakai Readings

Tuesday, February 2nd

Social Media and Ad/PR Campaigns in China

Due: Sakai Readings

Thursday, February 4th
Hong Kong Media
Due: Sakai Readings

Tuesday, February 9th
Taiwan Media
Due: Sakai Readings

Thursday, February 11th
Introduction to Japan
Due: Sakai Readings

Tuesday, February 16th
Wellness Day!

Thursday, February 18th
Japanese Media Landscape
Due: Sakai Readings

Tuesday, February 23rd
Japanese Media Case Studies
Due: Sakai Readings

Thursday, February 25th
Introduction to Korea
Due: Sakai Readings; **Interview Assignment**

Tuesday, March 2nd
Korean Media Landscape
Due: Sakai Readings

Thursday, March 4th
Korean Media Case Studies
Due: Sakai Readings

Tuesday, March 9th
Introduction to India
Due: Sakai Readings

Thursday, March 11th
Wellness Day!

Tuesday, March 16th
Indian Media Landscape
Due: Sakai Readings

Thursday, March 18th
Indian Media Case Studies
Due: Sakai Readings

Tuesday, March 23rd
Introduction to Vietnam
Due: Sakai Readings

Thursday, March 25th
Vietnam Media Landscape and Cases
Due: Sakai Readings

Tuesday, March 30th
Introduction to Thailand
Due: Sakai Readings; **Film Report Assignment**

Thursday, April 1st
Thailand Media Landscape
Due: Sakai Readings

Tuesday, April 6th
Thailand Media Case Studies
Due: Sakai Readings

Thursday, April 8th
Introduction to the Philippines & Indonesia
Due: Sakai Readings

Tuesday, April 13th
Philippines & Indonesia Media Landscape
Due: Sakai Readings

Thursday, April 15th
Philippines & Indonesia Media Case Studies
Due: Sakai Readings

Tuesday, April 20th
Bhutan and Media
Due: Sakai Readings

Thursday, April 22nd
Countries of our Choice and Media
Due: Sakai Readings

Tuesday, April 27th
Countries of our Choice and Media
Due: Sakai Readings

Thursday, April 29th
Final Presentations
Due: Presentations for those assigned

Tuesday, May 4th
Final Presentations
Due: Presentations for those assigned

Final Block: May 11th: 8:00am-11:00am
Due: Papers at 8:00am; Presentations for those assigned