

MEJO 490.003: Special Topics: Asian Entertainment Media and Marketing
Fall - 2021 - Room 338
Class Time: 5:00-7:45pm - Wednesdays

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

Office Hours: 11:00am-12:15pm on Mondays and Wednesdays, or by appointment - Room 223

Email: cabosky@live.unc.edu

Course Objectives

By the end of this course, you will be better equipped to:

- (1) Critique Asian entertainment content and related marketing materials;
- (2) Address today's cultural challenges and opportunities;
- (3) Research and examine a real-world entertainment marketing situation from Asia;
- (4) Practice effective written and presentation skills;
- (5) Demonstrate an understanding of the history and role of Asian media and marketing;
- (6) Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in society in relation to marketing materials;

Sakai

Other than this syllabus, important information can be found on Saka: <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.

Attendance

University Policy

No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences:

1. Authorized University activities
2. Disability/religious observance/pregnancy, as required by law and approved by Accessibility Resources and Service and/or the Equal Opportunity and Compliance Office (EOC)
3. Significant health condition and/or personal/family emergency as approved by the Office of the Dean of Students, Gender Violence Service Coordinators, and/or the Equal Opportunity and Compliance Office (EOC).

Class Policy

For situations when an absence is not University approved (e.g., a job interview or club activity), instructors determine their own approach to missed classes and make-up assessments and assignments: <http://catalog.unc.edu/policies-procedures/attendance-grading-examination/>

Honor Code

Each student will conduct themselves 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. 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 C. A. Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

ARS

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 barriers to fully accessing University courses, programs and activities. Accommodations are determined through the Office of Accessibility Resources and Service (ARS) for individuals with documented qualifying disabilities in accordance with applicable state and federal laws. See the ARS Website for contact information: <https://ars.unc.edu> or email ars@unc.edu.

Counseling and Psychological Services

CAPS is strongly committed to addressing the mental health needs of a diverse student body through timely access to consultation and connection to clinically appropriate services, whether for short or long-term needs. Go to their website: <https://caps.unc.edu/> or visit their facilities on the third floor of the Campus Health Services building for a walk-in evaluation to learn more.

Title IX

Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Reports can be made online to the EOC at <https://eoc.unc.edu/report-an-incident/>. Please contact the University's Title IX Coordinator (Elizabeth Hall, interim – titleixcoordinator@unc.edu), Report and Response Coordinators in the Equal Opportunity and Compliance Office (reportandresponse@unc.edu), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators (gvscc@unc.edu; confidential) to discuss your specific needs. Additional resources are available at safe.unc.edu.

Policy on Non-Discrimination

The University is committed to providing an inclusive and welcoming environment for all members of our community and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with this principle and applicable laws, the University's [Policy Statement on Non-Discrimination](#) offers access to its educational programs and activities as well as employment terms and conditions without respect to race, color, gender, national origin, age, religion, creed, genetic information, disability, veteran's status, sexual orientation, gender identity or gender expression. Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied. If you are experiencing harassment or discrimination, you can seek assistance and file a report through the Report and Response Coordinators (see contact info at

safe.unc.edu) or the Equal Opportunity and Compliance Office, or online to the EOC at <https://eoc.unc.edu/report-an-incident/>.

Diversity Statement

I strive to make this classroom an inclusive space for all students. Please let me know if there is anything I can do to improve; I appreciate any suggestions. More broadly, our school has adopted diversity and inclusion mission and vision statements with accompanying goals. These complement the University policy on prohibiting harassment and discrimination. The Dean of Students (Suite 1106, Student Academic Services Building, CB# 5100, 450 Ridge Road, Chapel Hill, NC 27599-5100 or [919] 966-4042) has been designated to handle inquiries regarding the University's nondiscrimination policies.

Mask Use

All enrolled students are required to wear a mask covering your mouth and nose at all times in our classroom. This requirement is to protect our educational community. If you choose not to wear a mask, or wear it improperly, I will ask you to leave immediately, and I will submit a report to the Office of Student Conduct. At that point, you will be disenrolled from this course for the protection of our educational community. Students who have an authorized accommodation from Accessibility Resources and Service have an exception. For additional information, see <https://carolinatogether.unc.edu/university-guidelines-for-facemasks/>.

Accreditation

Hussman's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here:

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

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on:

- 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;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.

Grading and Assignments

Each student is expected to have read assigned readings 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 cases. 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
Reflection 1	100
Reflection 2	100
Reflection 3	100
<u>Final Paper/Presentation</u>	<u>550</u>
	1000

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 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: 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 class in person, 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 cases. To count for attendance and participation, you must post your thoughts within 48 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 Attendance: I'll take attendance for in-person classes, 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 48 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.

NOTE: Below are brief descriptions of the assignments. Full grading rubrics and assignment instructions will be handed out for each assignment during the course of the semester. You are responsible for following these assignment rubrics and requirements.

Reflection Papers 100 Points (3x)

You will do three reflection papers throughout the semester, due about once a month. Each seeks to get your thoughts and discuss what you've learned from the last few weeks of content. Each will be a few pages in length, single-spaced.

Final Paper and Presentation 550 Points (450 Paper; 100 Presentation)

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 Asian entertainment marketing example. In total, there are three parts to this process: 1) A 4-5 page (single-spaced) research paper about an example campaign or topic, (350 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)

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.

Detailed rubrics will be provided throughout the semester -- your grades will be based on those rubrics.

Schedule
All Readings Will Be Posted on Sakai in Advance

August 18: Class Intro

Readings: None

August 25: Mothra vs. Godzilla - Japan - 1964

Readings: Sakai

September 1: In the Mood for Love - Hong Kong - 2000

Readings: Sakai

September 8: The Mermaid - China - 2016

Readings: Sakai

September 15: Wolf Warrior 2 - China - 2017

Readings: Sakai

Reflection 1 Due

September 22: Crouching Tiger, Hidden Dragon - China, Taiwan - 2000

Readings: Sakai

September 29: Spirited Away - Japan - 2001

Readings: Sakai

October 6: Parasite - South Korea - 2019

Readings: Sakai

October 13: Rashomon - Japan - 1950

Readings: Sakai

Reflection 2 Due

October 20: Spring, Summer, Fall, Winter... and Spring - South Korea - 2003

Readings: Sakai

October 27: Dangal - India - 2016

Readings: Sakai

November 3: Mismatched - India - 2020

Readings: Sakai

November 10: Cinderella and the Korean Knights - South Korea - 2016

Readings: Sakai

Reflection 3 Due

November 17: Travelers and Magicians - Bhutan - 2003

Readings: Sakai

December 1: Class Choice

Readings: None

Final: Presentations and Paper: December 3: 7:00-10:00pm; Papers due at 7:00pm