School of Journalism, Michigan State University
Spring Y2K
Syllabus: Journalism 475
INTERNATIONAL NEWS MEDIA

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Office Hours: T, Th. 12:50 P.M. – 2:50 P.M. or by appointment.

Required:


   • Reporter’s Notebook and Pencil.
   • Case Book and Fact Sheet Folder

Course Description
This course covers the concepts and practices of the international news media. Typically, the course content varies each time I teach it, in response to the changing world of international news media and their impact on human affairs. This semester, the objective is to examine the role of the news media in national policy making. By this, we mean that our interest is in studying how the news media (especially newspapers, news magazines, and television news) influence domestic and foreign policy around the world.

Prior knowledge of international relations or international journalism is not a prerequisite for good performance in the class. However, the class demands rigor and attention to detail in doing assigned readings, case studies, a bibliography, and class presentations.

As an upper class, capstone seminar, I will not give lectures in the class. My role is to provide leadership and guidance in your ability to develop critical skills in research and analytic thinking. This will require a great deal of depth in both the reading of literature and the mastery of

* See last page of syllabus for citations of course packet readings.
important concepts. Assigned readings serve as frames of reference for examining specific topics that will be discussed in class. The readings also provide a foundation for doing case studies and case analysis.

Assignments: Examinations are in the form of written exercises and oral reports. You must provide an electronic copy by “Email, File Attached”, and two copies of all written exercises. All written reports are subject to publication on the Internet, at the discretion of the professor.

1) Case Analysis & Report 1 (Historiography): This involves U.S. newspaper or news magazine coverage of one of the following events:- The 1968 Tet Offensive (Vietnam); The 1962 Cuban Missile Crisis; The 1979 – 1981 Iran hostage Crisis; “Operation Restore Hope” (Somalia, 1992). You must obtain approval by Week 2, for your choice of publication and topic. The Case Report must be typed, double-space, 5 pages long. Other clarification about this assignment will be given in class.

2) Reading Analysis & Report. Beginning Week 2, students will be assigned leadership roles for assigned readings. This involves discussing the assigned readings in class. You will submit a typewritten, 2-page, single-spaced text, double-spaces between paragraphs, version of your reading analysis at the start of class. Because you will not be allowed to read your paper, you should prepare a presentation version of your paper for the oral report. Further clarification about this assignment will be given in class.

3) Case Analysis & Report 2 (Internet Review): This assignment involves the review of an Internet news publication’s coverage of a specific domestic or international news event. You are required to choose one country other than the United States from which you will examine its newspaper, news magazine, or broadcast station. This news outlet should have an active presence on the Internet, via an approved URL – such as the American Journalism Review site at http://www.newslink.org. Once you have determined your choice of country and news site, do a preliminary examination of this site, for information on the site’s coverage of international and domestic issues. You will be required to study the news outlet’s coverage of a specific domestic or international news event, provided coverage extends over at least four different dates within the last one year. You must obtain approval by Week 4, for your choice of publication, country, and topic for the case analysis and report. The Case Report must be typed, double-space, 5 pages long. Other clarification about this assignment will be given in class.

4) Bibliography: This assignment requires you to compile a 2-page extended bibliography (citation + abstract) of readings on press – state relations in any two countries other than the United States. No more than 3 citations in the bibliography can be obtained from non-refereed sources, including newspapers, magazines, or Internet citations. This means the bulk of your bibliography should be drawn from books and refereed journals.

5) Oral Reports: Your class presentations (Case Analysis & Reports, Reading Analysis) are graded separately. Every student will be given advance notice for oral presentations. You must present on the days for which you are scheduled or risk failure for this portion of the assignment.
Grading

Case Report & Analysis 1  25%
Case Report & Analysis 2  25%
Reading Analysis  15%
Bibliography  25%
Oral Reports  10%
Total  100%

Code of Professional Conduct

In general, I expect you to be at all classes. Most importantly, I frown on general tardiness, especially lateness to class and unexcused absences. The seminar room should be regarded as a conference room. As such, I ask you to approach each class as a policy forum where your contribution is essential for understanding the media’s contribution to the formulation of national policy. In order to simulate this experience, I ask you to observe the following specific rules:

- Be courteous and professional to everyone in the conference Room.
- Meetings begin promptly at 10:20 A.M. Be punctual.
- By the 4th class period, design and print your own business card. Bring 22 copies to class, for distribution. Business cards should have: your name, major, class standing (Y2K), phone number, email address.

- Observe a dress code. For men, blue jeans or slacks, buttoned-down shirt plus Sport Coat, clean jacket, or sweater will do. You don’t have to put on a tie. For women, dress with decorum, as befitting of a respected news woman.

The dress code requirement is unusual, but an important preparation for journalism students looking to impress and be taken seriously in the real world. Too often, we sell ourselves short by unimpressive attires at public events. So, I want you to dress professionally to every class. Nothing elaborate, but dress smartly.

- Excused absences are reserved for serious family and medical emergencies. Barring compelling need, I do not give incomplete in this course. Please do not use this option as an excuse for tardiness or a failing grade.

Warning on Plagiarism: The School of Journalism subscribes to the University policy on academic responsibility. Penalty for plagiarism is outright failure, regardless of performance on all other work. For information, consult relevant publications, including the Student Handbook, available at the Office of the Registrar.
READINGS

Part 1. The News Media and U.S. Foreign Policy

- Wk. 2 (Jan 18): Read Seib, pp. 48 – 101; W. Prochnau, pp. 16-32.
- Wk. 3 (Jan 25): Read Seib, pp. 103 – 152; S. Loory, pp. 165-164.
- Case Analysis #1 (Historiography) due February 1.
- Wk 5 (Feb. 8): Begin Oral Reports, Case Analysis #1.
- Wk 6 (Feb. 15): Continue Oral Reports, Case Analysis #1.


- Wk. 7 (Feb. 22). Read W. Joseph Campbell, pp. 1 – 28; L. Bogart, pp. 1-10; D. McQuail, 11-19.
- Wk. 8 (Feb. 29). Read Campbell, pp. 29 – 74; M. Schudson, pp. 27-32.
- Wk. 9 (Mar. 7). Spring Break.
- Wk. 10 (Mar. 14). Read Campbell, pp. 75 – 121; J. Davidson, pp. 53-60.
- Case Studies: Internet Reviews due March 16th.
- Wk. 11 (Mar. 21). Begin Oral Reports, Case Analysis #2.
- Wk. 12 (Mar. 28). Continue Oral Reports, Case Analysis #2.

Part 3. CNN and Global Communications.

- Wk. 13 (Apr. 4). Read Ingrid Volkmer, pp. TBA; J. Hoge, pp. 1-10.
- Wk. 15 (Apr. 18). Read Ingrid Volkmer, pp. TBA; L. Bocardi, pp. 41-47.
- Wk. 16 (Apr. 25). Read Ingrid Volkmer, pp. TBA; J.M. Hamilton, pp. 167-183
- Bibliography due, April 28th.
- Last Day of Classes, April 28th.
Course Packet Reader. Citations of selections in Reader.


