

**General Education Curriculum (GEC)
The Ohio State University
Request for Course Approval**

Summary Sheet

Department submitting request: School of Journalism and Communication

Course name and number: JCOM 597 – Global Issues and Mass Communication

GEC area(s) for which course is to be considered: “Issues Of The Contemporary World”

How does the course proposed meet the general principles of the model curriculum and the specific goals of the category for which it is being proposed?

The proposed Journalism and Communication (JCOM) 597, “Global Issues and Mass Communication” is designed to meet a growing demand among Ohio State students for courses that address important contemporary world issues, trends, events, and developments. This type of academic course is often grouped under the rubric of “globalization,” a term that describes the convergence of technology, systems, science, economics, and commerce worldwide, and how this convergence affects political systems, diplomacy, social organization, and even the quality of daily life. Mass communication, as a social/cultural and commercial institution, influences all of the aforementioned aspects of convergence because it plays an important role not only in the near instantaneous transmission of news of events worldwide, but also in the transmission of commercial, economic, political, scientific, and cultural information on a global scale. Because of the rapid exchange of information through the media and other information systems, political turmoil in one part of the world affects the confidence of stock traders in markets in other parts of the world on the same day. The stability or weakness of one nation’s monetary system influences valuations of currency in other monetary systems. And, the future prospects of candidates for public office in countries such as Spain or the United States, may be more affected by events and issues thousands of miles away than by events taking place at home.

In the modern world mass communication is often the common denominator in cross-cultural and multinational issues. In fact, in its modern usage, “mass communication” is, by definition, cross-cultural and multinational, i.e., a system of linked technologies that is unbounded by national borders or language barriers.

The study of mass communication as a scholarly discipline is, by nature, interdisciplinary. Scholars of communication bring the expertise of various older academic disciplines to their study of communication at the interpersonal and mass society levels. Among the fields of study which have influenced, and continue to influence, the study of communication are: political science, sociology, psychology, culture, anthropology, economics, history, literature, and the arts. Therefore, the proposed course would be appealing to students from an array of academic majors campus-wide and would afford the opportunity for those students to meet and exchange ideas with others from different academic backgrounds.

The proposed course is designed to address the central role played by mass communication in globalization and the contemporary world. The proposed course title, "Global Issues and Mass Communication," provides a rubric under which various relevant topics, problems, and issues related to globalization and global concerns in the contemporary world can be addressed thematically in course content that reflects faculty and student interests. For example, among the themes that could be addressed in a ten-week class are:

1. International Terrorism and the Mass Media
2. Multiculturalism and Global Mass Communication
3. New Media, Networks, and International Information Flow
4. The Impact of Global Communications on National Economies
5. Global Communication and Social (or Political, or Cultural) Change
6. Mass Media, Mass Markets and Global Commerce

For the purposes of this proposal, the sample syllabus outlines a course on "International Terrorism and Mass Media," which would be the first offering of this new 597 course if approved. The course would be taught by Dr. Joseph P. McKerns.

The following questions are to be addressed as part of the proposal:

- 1. What contemporary world issues will the course address? Does the issue have worldwide significance and illustrate global interdependence?**

The course will address contemporary world issues involving the role mass communication plays in geopolitical situations, diplomacy, social organization, cultural identity, and international relations. Advances in mass communication have been a major stimulant of contemporary globalization and the study of it clearly has worldwide significance.

- 2. Is the course based within a single discipline or is it interdisciplinary?**

The course will be offered within the academic discipline of communication, however the literature the course utilizes will be drawn from political science, history, cultural studies, psychology, international relations, as well as communication.

- 3. What features of the course will promote the interaction among students from different academic backgrounds?**

Vigorous classroom discussion will be encouraged, and instigated by the instructor. Because of the interdisciplinary nature of mass communication study, and because the impact of mass communication on globalization has been cross-cultural, and cross-national, students from various academic majors, ranging from political science and sociology to history and economics will be able to contribute ideas from their disciplines into the general mix of ideas exchanged in the classroom.

4. What prerequisites will be specified for this course?

None

5. What writing and research component will be required as part of this course?

Students will research and write a 15-20 page term paper, formally footnoted and referenced, that is a case study and analysis of an actual terrorist incident, from the past or present, and the media treatment of it, or students may choose to write their paper on how media, such as film or TV portray terrorists and the ethnic group, ideology or religion the terrorists are associated with.

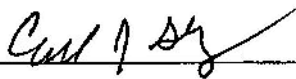
6. Will class size be limited to a maximum of 40 students?

Yes.

Proposed effective date: Winter 2005

APPROVALS:

Department/Center/School: _____



College: _____

Colleges of the Arts and Sciences: _____

Office of Academic Affairs: _____