

COMM 3321 • COMMUNICATION IN GLOBAL CONTEXTS • J-TERM 2013
SMU MEADOWS SCHOOL OF THE ARTS • DIVISION OF COMMUNICATION STUDIES
JANUARY 7-11 & 14-16, 9 AM – NOON & 1 – 4 PM • SMU PLANO CAMPUS

PROFESSOR

Sandra Duhé, Ph.D., APR

sduhe@smu.edu (the best way to reach me)

Office: 214 Umphrey Lee

Office phone: 214.768.1933

Office hours by appointment during J-Term. Just ask – I'm happy to help you succeed.

RATIONALE/AIM

This course investigates how the practice of public relations varies around the globe and explores how corporations, NGOs, and other entities navigate political, economic, and social landscapes to communicate with stakeholders in a variety of countries. The J-Term format offers an interactive blend of theory, practice, current events, and student presentations to share and broaden insights about the intricacies of global public relations in an interdisciplinary setting.

LEARNING OUTCOMES

By the end of this course, students will have expanded their understanding of global public relations by:

- Selecting two regions of the world and exploring their communication practices, challenges, and customs in depth
- Investigating how politics, economics, and civil society intertwine to affect public relations practice in various parts of the world
- Analyzing how editorial freedom and emerging media affect public relations practice
- Aligning current events with class discussions
- Interacting with guest speaker Dr. Krishnamurthy Sriramesh, the leading scholar in global public relations research

REQUIREMENTS, EXPECTATIONS, AND POLICIES

THREE REQUIRED TEXTS. 1) Sriramesh, K., & Verčič, D. (Eds.). (2009). *The global public relations handbook: Theory, research, and practice (expanded and revised edition)*. New York, NY: Routledge. 2) Friedman, M. (1982). *Capitalism and freedom*. Chicago, IL: The University of Chicago Press. 3) Chua, A. (2003). *World on fire: How exporting free market democracy breeds ethnic hatred and global instability*. New York, NY: Doubleday.

ALSO REQUIRED. Daily access to *The Wall Street Journal* or other national newspaper.

ATTENDANCE. I will take attendance at 9 a.m. and 1 p.m. each day. If absolutely necessary, you may miss one morning (9 a.m.- noon) or one afternoon (1-4 p.m.) session without penalty. Please note that you will be marked absent whether you miss 15 minutes or three hours, and three hours of absence may not be "accumulated" across sessions or over the course of several days. Given the condensed format of this course, any absences beyond one morning or one afternoon session can *each* result in a final grade reduction up to one letter grade (e.g., B- to C-). Regardless of the reason for your absence, you are responsible for all class work missed, and a missed class is *not* an excuse for missing a deadline.

PUNCTUALITY. I will start each class on time and finish on time. Please notify me in advance if you must arrive late or depart early, though these occurrences should be avoided. Otherwise, I will mark you as absent.

DEADLINES. To best prepare you for the realities of professional communication practice, I will not extend deadlines, and I will not accept late assignments. Assignments turned in late and/or scheduled presentations missed will receive a grade of 0. If you have a documented emergency, talk to me, but realize that I will uphold my policy to be fair to students who meet the deadlines. You are expected to schedule your other responsibilities and activities around the deadlines stated in this syllabus.

PERSONAL ELECTRONIC DEVICES. We all have them, and we all need them, but please use common courtesy while we are in class and keep them in silent mode. If you must take an emergency call, do so outside of the classroom.

CONDUCT. Whether online or in the classroom, our discussions will be guided by mutual respect for others and their opinions. Effective public relations practice is dependent on gathering, understanding, and learning from diverse points of view. Agreement is not essential, but civility is.

GRADING, ASSIGNMENTS, AND EXAMS. Your final course grade will be determined as follows:

Discussion questions	15%
News articles and essays (2)	20%
Dramatic presentation and essay	20%
Country presentations (2)	25%
Final exam	20%

Grading scale: 100-94 A; 93-90 A-; 89-87 B+; 86-84 B; 83-80 B-; 79-77 C+; 76-74 C; 73-70 C-; 69-67 D+; 66-64 D; 63-60 D-; 59 and below F

Please note: Details and grading rubrics for each assignment will be provided to students before class begins. Feel free to email Dr. Duhé at sduhe@smu.edu with any questions.

SMU COURSE POLICIES

ACADEMIC HONESTY AND MISCONDUCT. You are bound by the Honor Code and the SMU Student Code of Conduct. For complete details, see http://www.smu.edu/studentlife/PCL_01_ToC.asp.

DISABILITY ACCOMMODATIONS. Students needing academic accommodations for a disability must first be registered with Disability Accommodations & Success Strategies (DASS) to verify the disability and to establish eligibility for accommodations. Students may call 214-768-1470 or visit <http://www.smu.edu/alec/dass> to begin the process. Once registered, students should then schedule an appointment with the professor to make the appropriate arrangements.

RELIGIOUS OBSERVANCE. Religiously observant students wishing to be absent on holidays that require missing class should notify their professors in writing at the beginning of the semester, and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence. (See University Policy No. 1.9)

EXCUSED ABSENCES FOR UNIVERSITY EXTRACURRICULAR ACTIVITIES. Students participating in an officially sanctioned, scheduled University extracurricular activity should be given the opportunity to make up class assignments or

other graded assignments missed as a result of their participation. It is the responsibility of the student to make arrangements with the instructor prior to any missed scheduled examination or other missed assignment for making up the work. (University Undergraduate Catalog)

COURSE SCHEDULE

Monday, January 7	9 – 10:30	Fundamentals of public relations
	10:45 – noon	Models of public relations
	1 – 2:30	Ethical considerations
	2:45 – 4	Myers Briggs analysis and country selections
Tuesday, January 8	9 – 10:30	Global framework, Sriramesh & Verčič, Chapter 1
	10:45 – noon	Political economy, Sriramesh & Verčič, Chapter 2
	1 – 2:30	Culture, Sriramesh & Verčič, Chapter 3
	2:45 – 4	Dramatic presentations: Chua v. Friedman
Wednesday, January 9	9 – 10:30	Mass media, Sriramesh & Verčič, Chapter 4
	10:45 – noon	Activism, Sriramesh & Verčič, Chapter 5
	1 – 2:30	Public relations in the U.S., Sriramesh & Verčič, Chapter 30
	2:45 – 4	News article presentations
Thursday, January 10	9 – 10:30	Governments, Sriramesh & Verčič, Chapter 36
	10:45 – noon	MNCs, Sriramesh & Verčič, Chapter 37
	1 – 2:30	Country presentations
	2:45 – 4	Country presentations
Friday, January 11	9 – 10:30	Case study
	10:45 – noon	Case study
	1 – 2:30	NGOs, Sriramesh & Verčič, Chapter 38
	2:45 – 4	News article presentations
Monday, January 14	9 – 10:30	Public diplomacy, Sriramesh & Verčič, Chapter 39
	10:45 – noon	Agencies, Sriramesh & Verčič, Chapter 41
	1 – 2:30	Country presentations
	2:45 – 4	Country presentations
Tuesday, January 15	9 – 10:30	Model development
	10:45 – noon	Model development
	1 – 2:30	Roundtable discussion
	2:45 – 4	Final exam review
Wednesday, January 16	9 – 10:30	Dr. Krishnamurthy Sriramesh, guest speaker
	10:45 – noon	Dr. Krishnamurthy Sriramesh, guest speaker
	1 – 4	Final exam