MMC 4302 Social Media and Globalization
School of Communication+Journalism
Florida International University

Spring 2017

Instructor Information
Instructor: Allan Richards, associate professor
Class Location: Glenn Hubert Library, Room 170
Class Time: Tues/Thurs 11:00 a.m.-12:15 p.m.
Office Hours: Tuesday 9:30-10:30 a.m.
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Course Description
Introduces globalization processes, social movements, new technologies and regulation within
digital communications, while exploring implications for access to information and freedom of
expression on an international level.

This semester’s theme is: The President’s First 100-Days. We will examine how social media is
used by: President Trump, Congress, the Republican National Committee, Democratic National
Committee, media organizations and the public.

Course Objectives
This course is designed to help students:

- Identify trends in social media use in political contexts.
- Collect and analyze social media data using analytic tools.
- Identify audiences and engagement strategies.
- Evaluate potential impacts of social media, as a relatively new form of global communication, in
  a political context.
- Explore how social media strategies affect and shape important global issues such as
  immigration, global economy and geopolitical diplomacy.
- Analyze social media strategies for political policy.

Student Learning Outcomes
Upon completion of this course, students will be able to:

1). Apply social media concepts to global issues.
2). Demonstrate an understanding of professional ethical principles in social media contexts.
3). Demonstrate an ability to effectively use various social media platforms appropriate for the communications professions.
4). Demonstrate knowledge of social media impacts on globalization.
5). Demonstrate an ability to work collaboratively.
6). Demonstrate an ability to analyze social media data.

Readings

Readings will be assigned by the professor.

Required book: “Here Comes Everybody,” by Clay Shirky

http://ethics.npr.org/tag/social-media/

http://www.pewinternet.org/2016/06/22/social-media-and-the-workplace/


Diversity

The School of Communication and Journalism (SCJ) fosters an environment of inclusivity and respect for diversity and multiculturalism. The SCJ educates students to embrace diversity and
understand the root causes of discrimination, as well as social, ethnic, sexual, disability and gender-based exclusion.

**Class Attendance and Participation**

The School of Communication+Journalism is a professional school and part of your training is to learn and uphold a code of conduct. This class imposes expectations on its students. Students are expected to complete all readings and assignments prior to the class where they will be discussed. Students are also expected to conduct themselves in a professional manner. This includes respecting the rights of fellow students and promoting an environment conducive to learning.

The major expectation of students concerns class attendance. There is a high correlation between attendance and grades in this class. Please make every effort to attend class regularly and on time. This will be especially important on days that we have guest speakers and advisers who will help mentor students on this project. Speakers will be announced in advance.

Attendance will be taken every class period. If a student misses more than three (3) **class periods**, the instructor reserves the right to lower the student’s final grade one letter grade. It is also very distracting when students arrive late. Please be on time.

**Excused absences are given for three situations only:**

1. Personal or family health conditions, certified by a physician or counselor and approved by the instructor;
2. Personal or family legal conditions, warranting your attention during class time and certified by an attorney or judge and approved by the instructor;

**Final Grades** will be allocated as follows (projects will be explained by professor)

- Attendance and class discussion/participation: 15%
- Readings: 20%
- Social media research and curation portfolios (group projects including online collaboration): 20%
- Trending and analyzing social media strategy re: Presidential Policy Part I: 20%
- Social media strategy Part II (Final Project): 25%

The following grade scale will be used:

- A = 93-100
- A- = 90-92
- B+ = 87-89
- B = 83-86
- B- = 80-82
- C+ = 75-79
- C = 70-74
- C- = 65-69
- D = below 65

**Academic Honesty**

As FIU students, you are expected to strictly follow the honor code regarding academic honesty. Florida International University outlines your responsibilities as follows:
Florida International University is a community dedicated to generating and imparting knowledge through excellent teaching and research, the rigorous and respectful exchange of ideas and community service. All students should respect the right of others to have an equitable opportunity to learn and honestly to demonstrate the quality of their learning. Therefore, all students are expected to adhere to a standard of academic conduct, which demonstrates respect for themselves, their fellow students, and the educational mission of the University. All students are deemed by the University to understand that if they are found responsible for academic misconduct, they will be subject to the Academic Misconduct procedures and sanctions, as outlined in the Student Handbook.

Misconduct includes: Cheating – The unauthorized use of books, notes, aids, electronic sources; or assistance from another person with respect to examinations, course assignments, field service reports, class recitations; or the unauthorized possession of examination papers or course materials, whether originally authorized or not. Plagiarism – The use and appropriation of another’s work without any indication of the source and the representation of such work as the student’s own. Any student who fails to give credit for ideas, expressions or materials taken from another source, including internet sources, is responsible for plagiarism.

Any students who fail to meet these expectations will receive an “F” for the course grade and will be reported to the Chair of the Department, as well as the Dean of the School.