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

Fall 2017  

Instructor Information  
Instructor: Allan Richards, associate professor  
Class Location: Glenn Hubert Library, Room 160  
Class Time: Monday/Wednesday 5 p.m.-6:15 p.m.  
Office Hours: By appointment or before and after class  
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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.  

Student Learning Outcomes:  
At the end of the semester, students will be able to:  

- Understand the responsibility of developing a social media voice.  
- Understand the impact of social media on individuals, media, business and society.  
- Identify different social media tools and audience engagement strategies.  
- Demonstrate how social media strategies affect and shape important global issues such as immigration, global economy and geopolitical diplomacy.  
- Demonstrate an understanding of professional ethical principles in social media contexts.  
- Demonstrate an ability to effectively use various social media platforms appropriate for the communications professions.  
- Demonstrate an ability to work collaboratively.  

The following are ACEJMC Student Learning Outcomes that are targeted in this course:  

- Understand and apply the principles and laws of freedom of speech and press in the United States.  

- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;  
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;  
- Understand concepts and apply theories in the use and presentation of images and information;
• Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
• Think critically, creatively and independently;
• Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
• Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
• Apply tools and technologies appropriate for the communications professions in which they work.

**Readings**

Required textbook:

Social Media Communication—Concepts, Practices, Data, Law and Ethics (Routledge, 2015) by Jeremy Harris Lipschitz

**Class participation/performance**

The professor will assign readings from the textbook and additional articles. Students will prepare 2-3 insights on weekly readings for class discussion. The insights should identify key concepts or ideas that are relevant to the contemporary use of social media.

Class participation/performance will be evaluated on the basis of preparedness to discuss assigned readings and the quality and substance of contributions to class discussions.

Additional readings (below) will be assigned by the professor.


http://apps.prsa.org/AboutPRSA/guidelineslogos/socialmediapolicy/

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

http://medialiteracyproject.org/learn/media-literacy/

https://namle.net/publications/media-literacy-definitions/

https://namle.net/publications/media-literacy-week-november-2nd-6th-2015/

http://www.postandcourier.com/opinion/commentary/fake-news-among-the-least-of-facebook-s-ethical-minefields/article_65321b50-10c2-11e7-ab04-6b86e39964c7.html

http://www.business2community.com/social-media/7-fundamental-ethics-social-media-marketing-01571504#KQdIXevq2GbyCh1j.97

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


https://www.scu.edu/ethics/focus-areas/business-ethics/resources/facebook-and-our-fake-news-problem/


https://techcrunch.com/2017/08/03/facebook-related-articles/

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

Class Participation/Performance: 15%
Mid-term (based on assigned readings and class discussions): 35%

Social media team project: researching/monitoring a social media messaging campaign (part I): 25%
Social media team project: final report evaluating social media campaign (part II): 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
D=65-69 or F=below 65

**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. Students are expected to complete all readings and assignments prior to the class. 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. Students are fully responsible for lecture notes and the content of class discussions.

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.

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;

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.