

New York University
Department of Media, Culture and Communication
East Asian Media, E59.1023
Syllabus v 2.2

Instructor:	Dr. Kenneth Farrall
Room:	BOBS LL143
Time:	W 4:55-7:35 PM
Office Hours	W 3:30-4:30, 726 Broadway, Rm 530 or by appointment
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Course Description

This course explores the evolving media and communication systems in East Asia from economic, political, cultural, technological and network perspectives. Particular attention is paid to the impact of Internet and mobile media on traditional media institutions, the changing role of transnational corporations, and the relations between states and their people. More than half of the course focuses on the Greater China region (Hong Kong, Taiwan, and the mainland). Japan and South Korea are also covered.

Evaluation

Participation 15%
Paper Proposal (10/27) 10%
Midterm Exam (10/20) 15%
Final Paper (12/8) 30%
Final Exam (12/22) 30%

Assignments

Reading: Students are asked to read selected academic journal articles, book chapters, government reports and news stories each week. Total page numbers will range from 35 to 90, with a median of approximately 55.

Reading summaries: students are asked to write short, 1-2 page summaries of their readings each week and submit them via email prior to class. These summaries are intended as tools to help you engage the reading and prepare yourself for the lecture and discussion that day. Students may freely choose one week to opt out of a reading summary.

Term paper: Papers are to be based on original research (drawn from at least ten independent sources, including books, journal articles and authoritative blogs) focusing on an area of the student's choice that falls within the general boundaries of the course. A two to three page proposal describing the plan of the paper and research is due in class on October 27th. The paper should be double-spaced, in 12-point font, and from 8 to 12 pages in length, not including bibliography. Students are encouraged to meet with or email me well before the proposal due date to discuss their paper topic.

Required Texts

Readings for this course are provided in PDF on Blackboard in individual week folders.

Schedule of Classes, Readings and Assignments

Week 1 (9/8) – Introduction to Course.

Week 2 (9/15) – Overview. The region and countries of East Asia. Defining and theorizing media. “Cliff note” intros to political economy, medium theory, and network theory. *Readings*: Students are asked to build and start using their own RSS feed page focused on East Asian media topics and bring a print out of their page to class.

Week 3 (9/22) – China (media system: early PRC origins). *Readings*: Zhao (1998), chs 1 & 2; Howse (1960); Sellner (2005).

Week 4 (9/29) – China (television). *Readings*: Zhu (2008); Chan (2009); Chan, (2003).

Week 5 (10/6) – China (control). *Readings*: Akhavan-Majid (2004); Hassid (2008); Latham (2000).

Week 6 (10/13) – China (Internet foundations, business & culture). *Readings*: Clark & Harwitt, (2001); Yang (2001); Deibert (2002).

Week 7 (10/20) – **Midterm exam | Paper Conferences**

Week 8 (10/27) – China (Internet and the public sphere). *Readings*: Mackinnon (2008); Esarey & Xiao (2008); Yang (2003); Downey (2010). **Paper proposals Friday. 10/29 at 5PM.**

Week 9 (11/3) – East Asian region. The unique roles of China, South Korea and Japan. *Readings*: TBA.

Week 10 (11/10) – Korea (1). *Readings*: Lee (2003); Kim (2003); Youm & Salwen (1990).

Week 11 (11/17) – Korea (2). *Readings*: Chung (2008); Russell (2008).

Week 12 (11/24) – Japan (1). *Readings*: Noble (2000); Ishi & Ogashahara (2007). **Class will not meet due to Thanksgiving holiday. Summaries are still due.**

Week 13 (12/1) – Japan (2). *Readings*: Tkach-Kawasaki (2003) and Young (2004).

Week 14 (12/8) – Conclusion.

Final exam. (12/15 5PM – 7:00 PM) Meyer 102. Final papers due at exam.

!!Exams will be based on both reading and lecture.

About this syllabus (version 2.2)

Changes in the schedule, readings or assignments may (and likely will) occur along the way given the specific needs of this semester’s class and students. Please make sure you are consulting the latest version of this syllabus available on Blackboard.

Bibliography

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Policies:

Absences and Lateness

More than two unexcused absences will automatically result in a lower grade. Chronic lateness will also be reflected in your evaluation of participation. Regardless of the reason for your absence you will be responsible for any missed work. Travel arrangements do not constitute a valid excuse for rescheduling exams. There are no extra credit assignments for this class.

Format

Please type and double-space your written work. Typing improves the clarity and readability of your work and double-spacing allows room for me to comment. Please also number and staple multiple pages. You are free to use your preferred citation style. Please use it consistently throughout your writing. If sending a document electronically, please name the file in the following format Yourlastname Coursenumber Assignment1.doc

Evaluation Rubric

A= Excellent

This work is comprehensive and detailed, integrating themes and concepts from discussions, lectures and readings. Writing is clear, analytical and organized. Arguments offer specific examples and concisely evaluate evidence. Students who earn this grade are prepared for class, synthesize course materials and contribute insightfully.

B=Good

This work is complete and accurate, offering insights at general level of understanding. Writing is clear, uses examples properly and tends toward broad analysis. Classroom participation is consistent and thoughtful.

C=Average

This work is correct but is largely descriptive, lacking analysis. Writing is vague and at times tangential. Arguments are unorganized, without specific examples or analysis. Classroom participation is inarticulate.

D= Unsatisfactory

This work is incomplete, and evidences little understanding of the readings or discussions. Arguments demonstrate inattention to detail, misunderstand course material and overlook significant themes. Classroom participation is spotty, unprepared and off topic.

F=Failed

This grade indicates a failure to participate and/or incomplete assignments

A = 94-100

A- = 90-93

B+ = 87-89

B = 84-86

B- = 80-83

C+ = 77-79

C = 74-76

C- = 70-73

D+ = 65-69

D = 60-64

F = 0-59

Grade Appeals

Please allow two days to pass before you submit a grade appeal. This gives you time to reflect on my assessment. If you still want to appeal your grade, please submit a short but considered paragraph detailing your concerns. Based on this paragraph I will review the question and either augment your grade or refine my explanation for the lost points.

General Decorum

Slipping in late or leaving early, sleeping, text messaging, surfing the Internet, doing homework in class, eating, etc. are distracting and disrespectful to all participants in the course.

Academic Dishonesty and Plagiarism

“Academic integrity is the guiding principle for all that you do...you violate the principle when you: cheat on an exam; submit the same work for two different courses without prior permission from your professors; receive help on a take-home courses without prior permission from your professors; receive help on a take-home that calls for independent work; or plagiarize. Plagiarism, whether intended or not, is academic fraud. You plagiarize when, without proper attribution, you do any of the following: copy verbatim from a book, article, or other media; download documents from the Internet; purchase documents; paraphrase or restate someone else’s facts, analysis, and/or conclusions...” (see Steinhardt School Bulletin 2008-2010 p. 177-8)

Student Resources

- Henry and Lucy Moses Center for students with disabilities
- Writing Center: 269 Mercer Street, Room 233. Schedule an appointment online at www.rich15.com/nyu/ or just walk-in.