

University of Arkansas - Fort Smith
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General Syllabus

MCOM 4303 Social Media and Globalism

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Prerequisite: MCOM 2613 Writing Across the Media

Effective Catalog: 2018-2019

I. Course Information

A. Catalog Description

Advanced examination of social media within a global context. Examines global communication, the digital divide, and less industrialized nations' calls for equality in global information flow and use of social media communication and technology. Addresses global issues in social media, communication, and culture.

B. Additional Information - None

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Demonstrate understanding of globalism and social media use, and global new media industries.
2. Evaluate the complexity of social media use and its relationship with US American marketing and communication industries.
3. Apply connections between theory and practice of social media use for marketing and social justice campaigns.
4. Develop independent, original written research about the impact of social networking on global cultures.
5. Create digital and oral presentations of written work and ideas.

B. University Learning Outcomes (ULO)

This course enhances student abilities in the following areas:

Ethical Decision Making

Students will recognize and analyze ethical dilemmas associated with social media and global communication through oral presentation and/or written reports.

Global and Cultural Perspectives

Students will reflect upon cultural or global differences and their implications for interacting with people from cultures other than their own.

Analytical Skills

Critical Thinking Skills: Students will draw conclusions and/or solve problems associated with social media use through case studies and peer-review of student projects.

Communication Skills (written and oral)

Students will communicate effectively about the impact of globalism on social media, as well as the differences in social media usage throughout the world.

III. Major Course Topics

- A. Global Communication and New Media
- B. Politics of Global Communication
- C. Global Communication/Media Law
- D. The Global Digital Divide
- E. Global Advertising and Public Relations through Social Media
- F. Global Activism and Critical Citizenship in Use of Social Media

