

1	Course title	America and the World
2	Course number	3003711
3	Credit hours (theory, practical)	3 hours theory and practice
	Contact hours (theory, practical)	3 hours theory and practice
4	Prerequisites/corequisites	NA
5	Program title	American Studies
6	Program code	
7	Awarding institution	The University of Jordan
8	School	Prince Al Hussein Bin Abdullah II School of International Studies
9	Department	Department of International Relations Diplomacy & Regional Studies
10	Level of course	Masters
11	Year of study and semester (s)	Spring 2019
12	Final Qualification	Masters
13	Other department (s) involved in teaching the course	NA
14	Language of Instruction	English
15	Date of production/revision	February 1, 2019

#### 16. Course Coordinator:

Office numbers, office hours, phone numbers, and email addresses should be listed.

Office: Faculty Building, Room 110

Office Hours: Thursdays, noon-2 p.m. and by appointment

Email: brianjbowe@yahoo.com

Personal phone (mobile and Whatsapp): 079-047-8805

#### 17. Other instructors:

Office numbers, office hours, phone numbers, and email addresses should be listed

#### 18. Course Description:

*As stated in the approved study plan.*

The United States is a major player on the world stage. This course unpacks the ways in which the U.S. projects power and influence internationally. In particular, we will investigate the role played by mass media in communicating about American ideals to the world, while examining how American media communicates to Americans about the world. We will focus primarily on the 20th and 21st centuries, in the period from the rise of mass communications through today's hyper-connected digital world. This course studies the ways the media affects public opinion in America and exerts pressure on government officials. We will also discuss American media discourse about such topics as communism, Islam, the Arab world, and America's war on terror. Finally, we will examine the ways American cultural exports like movies and music contribute to the U.S.'s profile internationally.



media spectacle.					
Introduction to mass communication. Read McQuail, Chapters 1 & 2. Getting started inquiry question workshop. Possibly attend Reginald Golden Singers performance	February 13	“			
The Role of journalism in U.S. and globally. First Amendment and the role of journalism	February 20				Watch Khan Academy video overview ( <a href="https://www.youtube.com/watch?v=ck_L-TD1t2Y">https://www.youtube.com/watch?v=ck_L-TD1t2Y</a> ). Read Lichtenberg; Peters; Kovach & Rosenstiel. <b>Initial Inquiry Question due.</b>
Worlds of Journalism: who are American journalists, and how do they compare to journalists in other nations?	February 27				Read: Vos & Craft; Hanitzsch and assigned country report
Propaganda and the manufacture of consent	March 6				. (Lee & Lee; Chomsky & Hermann) Preliminary introduction

					due.
Midterm exam	March 13				
The Cold War, civil unrest and popular culture	March 20				(Kerner Commission report, other readings to be announced.). Finding & using sources workshop.
Post-Cold War and the “Clash of Civilizations	March 27				Read: Huntington (excerpt), Said.
Framing, cascading activation: 9/11 and the news	April 3				. Read Entman, Handley Draft literature review due
Framing Islam in the U.S.	April 10				(Bowe; Bowe & Makki; Bowe, Gosen & Fahmy, watch “The Death of an Imam”
Pop culture: Reel Bad Arabs (Shaheen)	April 17				First draft of paper due (bring two paper copies to class)
Revising and editing workshop	April 24				Peer reviews of final papers.
In-class presentations of final projects, final papers due (Last day of class)	May 1				
<b>Final Exam</b>	May 8		“		

## 21. Teaching Methods and Assignments:

Development of ILOs is promoted through the following teaching and learning methods:

### Class structure & attendance:

This is a seminar-style class, which means that the students are active contributors to the learning environment. You are expected to come to class having read the materials and prepared with questions or comments. We will have frequent in-class writing prompts that will help stimulate discussion. Because this is a seminar class, we need your presence to be successful. As such, attendance is mandatory and roll will be taken each class. Legitimate absences may be excused, but require documentation.

## 22. Evaluation Methods and Course Requirements:

### Course requirements:

The course will feature a midterm exam, a final exam and a term paper. The midterm will be March 13. The final exam will be May 8. The exams will be essay-based. We will be working on the term paper throughout the semester, making the journey as important as the destination.

The topic of the paper should be relevant to one of the topics in the Assignment Schedule. The paper should be 10-15 pages in length.

### Grading:

The total number of points that can be earned for the semester is 100 points. The points are distributed as follows:

Midterm Exam	25 points
Final Exam	25 points
Term Paper	40 points
Class Participation	10 points
	100 points
Term Paper	
Initial Inquiry Question	5 points
Preliminary introduction	5 points
Draft literature review	5 points
1st Draft	5 points
Final Draft	15 points
Presentation	5 points
	40 points

### Term Paper:

Your term paper should reflect both the course material and your own interests in the course topic. We will be working on the paper in pieces throughout the semester. Your paper should contain the following structure:

1. Introduction — This section introduces the topic, provides an overview of themes you will

- discuss and answers the all-important “so what” factor. It is intended to get the audience interested in what you’re doing and begin to explain why it matters. (Draft due Mach 6)
2. Inquiry Question — Your inquiry question guides your analysis. It should be interesting and important, multidimensional and complex, narrow in focus and specific in meaning. Furthermore, it must be related to the course topic. A major portion of our class will be devoted to the development of your question. In the final version of your project, you must clearly articulate your research question. (First version due February 20)
  3. Literature Review — Your project must be informed by consultation with at least 10 academic sources. This is an important part of your paper, in which you explain what work has been previously done on your topic. Your theoretical discussion will be evaluated for its accuracy, clarity, and appropriateness for your topic. (First draft due April 3)
  4. Discussion/Analysis — This is the most important part of your project. Provide your thesis (which is the answer to your research question). Wrestle with issues. Tell the reader what you think. This is where you can showcase your own informed views. Let us hear your voice. (First draft of paper due April 17)
  5. References — You also must include a properly formatted bibliography (in APA style) of the sources consulted in the project. We will discuss how to do this in class.

### 23. Course Policies:

#### A- Attendance policies:

Class attendance is mandatory. Attendance will be taken each session. Legitimate reasons for any absence will be accepted and must be accompanied with documentation

#### B- Absences from exams and handing in assignments on time:

#### C- Health and safety procedures:

#### D- Honesty policy regarding cheating, plagiarism, misbehavior:

Plagiarism **WILL NOT BE TOLERATED!** If it is determined one has plagiarized, loss of all points for TOTAL paper

#### E- Grading policy:

##### Grading:

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Draft literature review	5 points
1st Draft	5 points
Final Draft	15 points
Presentation	5 points
	40 points
F- Available university services that support achievement in the course:	

**24. Required equipment:** ( Facilities, Tools, Labs, Training....)

Laptop
Data show

**25. References:**

<p>Bibliography of class readings (more to come)</p> <p>Bowe, B. J. (2017). Permitted to Build? Moral Foundations in Newspaper Framing of Mosque-Construction Controversies. <i>Journalism &amp; Mass Communication Quarterly</i>, 107769901770925. <a href="https://doi.org/10.1177/1077699017709253">https://doi.org/10.1177/1077699017709253</a></p> <p>Bowe, B. J., &amp; Makki, T. W. (2016). Muslim neighbors or an Islamic threat? A constructionist framing analysis of newspaper coverage of mosque controversies. <i>Media, Culture &amp; Society</i>, 38(4), 540–558.</p> <p>Entman, R. (2003). Cascading Activation: Contesting the White House’s Frame After 9/11. <i>Political Communication</i>, 20, 415–432. <a href="https://doi.org/10.1080/10584600390244176">https://doi.org/10.1080/10584600390244176</a></p> <p>Handley, R. L. (2010). Cascading activation: Bush’s “war on terrorism” and the Israeli-Palestinian conflict. <i>Journalism</i>, 11, 445–461. <a href="https://doi.org/10.1177/1464884910367595">https://doi.org/10.1177/1464884910367595</a></p> <p>Kovach, B., &amp; Rosenstiel, T. (2014). <i>The elements of journalism: what newspeople should know and the public should expect</i> (Revised and updated third edition). New York: Three Rivers Press.</p> <p>Lichtenberg, J. (1987). Foundations and Limits of Freedom of the Press. <i>Philosophy &amp; Public Affairs</i>, 16(4), 329–355.</p> <p>McQuail, D. (2010). <i>McQuail’s mass communication theory</i> (6th ed.). Thousand Oaks Calif.: Sage Publications.</p> <p>Said, E. (1997). <i>Covering Islam: How the media and the experts determine how we see the rest of the world</i> (Rev. ed.). New York: Vintage Books.</p> <p>Shoemaker, P. J., &amp; Reese, S. D. (2014). <i>Mediating the message in the 21st century: a media Sociology perspective</i> (Third edition). New York: Routledge/Taylor &amp; Francis Group.</p> <p>Vos, T. P., &amp; Craft, S. (2016). <i>Journalists In the United States (Country Reports)</i>. <i>Worlds of Journalism Study</i>. Retrieved from <a href="https://epub.ub.uni-muenchen.de/34878/1/Country_report_US.pdf">https://epub.ub.uni-muenchen.de/34878/1/Country_report_US.pdf</a></p>
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**26. Additional information:**

Each student is expected to have read the assigned reading prior to attending class. **THIS IS A SEMINAR STYLE COURSE.** Each student must be prepared to participate in class discussion concerning the readings.

Name of Course Coordinator: Dr. Brian J. Bowe Signature: -----

Head of curriculum committee/Department: Dr. Walid Abu Dalbough Signature: -----  
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Head of Department: Dr. Walid Abu Dalbough Signature: -----

Head of curriculum committee/Faculty: ----- Signature: -----  
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Dean: Dr. Mohammed Al-Katatsheh -Signature: -----