

JOUR 4520-888 (5610)	Advertising and Public Relations Study Abroad (International Public Relations)
JOUR 5130-888 (5611)	International Advertising and Public Relations Study Abroad (Graduate Seminar in International Public Relations)
Summer 10W 2023	(1) Mayborn in Tokyo, Japan (MIT-J), for one week (2) Mayborn in Fukuoka, Japan (MIF-J), for four weeks Seinan Gakuin University, Fukuoka, Japan 1:30–4 p.m. <ul style="list-style-type: none"> • Monday/Tuesday: Room 2-606, Building 2 • Wednesday: Room 2-602, Building 2 • Thursday: Room 2-603, Building 2
Instructor:	Koji Fuse, Ph.D.
Office:	Room 216, Sycamore Hall
Office phone:	940-369-8083
Email:	Koji.Fuse@unt.edu (Always use the Canvas Inbox. I will try my best to respond within 24 hours on weekdays.)
Office hours:	Anytime after class; or by appointment
Website:	Canvas for JOUR 4520 / JOUR 5130

Overview:

This course, which is part of the Mayborn in Japan (MIJ) summer study-abroad program, is tailored for advanced undergraduate and graduate students who want to explore theory and practice of global public relations, with a focus on Japanese public relations practices. Students will take field trips to public relations agencies, newspapers, news agencies, TV station, and other places in Tokyo (MIT-J) and Fukuoka (MIF-J). After moving from Tokyo to Fukuoka, we will first review fundamentals of public relations, strategic planning and intercultural communication and then engage in more sophisticated analyses of issues and challenges facing the profession on a global scale. More specifically, we will compare Japanese and U.S. public relations practices to learn the logic behind those of each country, as well as successful strategies and tactics to use in each country. In addition, students work in groups to produce multimedia materials to promote the MIJ program.

By the end of this course, you should be able to:

1. Acquire fundamental knowledge of public relations and strategic planning;
2. Learn principles of intercultural communication;
3. Recognize ethnocentrism and take a step toward overcoming it;
4. Experience cultural differences between Japan and the United States;
5. Comprehend how culture influences public relations practices;
6. Function as a team player in international work groups; and
7. Realize what “professionalism” means (e.g., punctuality, accuracy, creativity, legwork).

Prerequisites:

No prerequisites. Open to all students.

Course Structure:

This course consists of in-depth discussion, critical thinking, intercultural communication,

international public relations practice, teamwork, and professional development. You must keep up with readings and actively participate in class discussion and activities. Visit Canvas at least once a day. Students taking this class for graduate credit must do additional work. Your final grade is based on the total score of 1,000 possible points allocated to the following items:

Projects (500 points)

- | | |
|------------------------------------|------------|
| 1. Intercultural research project: | 100 points |
| 2. MIJ 2023 video project: | 200 points |
| 3. Japanese “culture PR” paper: | 200 points |

Assignments (100 points)

20 points x 5 submissions	100 points
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Exam

200 points

Attendance, Preparation and Participation

200 points

Leadership

Graduate credit

Readings:

Readings and blogs are listed in the Course Schedule section.

Recommended Readings for U.S. Students Unfamiliar with Public Relations:

Freitag, Alan R., & Ashli Quesinberry Stokes. *Global Public Relations: Spanning Borders, Spanning Cultures*. New York: Routledge, 2009. (for international PR)

Guth, David W., and Charles Marsh. *Public Relations: A Values-Driven Approach*. 5th ed. Boston: Allyn and Bacon, 2012. (for principles of PR)

Wilcox, Dennis L., and Bryan H. Reber. *Public Relations Writing and Media Techniques*. 7th ed. Boston: Allyn and Bacon, 2012. (for a thorough introduction to PR writing techniques)

Useful Websites:

Arthur W. Page Society (U.S.): <https://page.org/>.

Institute for Public Relations (U.S.): <https://instituteforpr.org/>.

Public Relations Society of America (U.S.): <https://www.prsa.org/>.

Public Relations Society of Japan (Japan): <https://prsj.or.jp/en/>.

Nihon Koho Kyokai (Japan): <https://www.koho.or.jp/>.

Course Schedule (subject to change at the instructor’s discretion):

Week 1

Field Trips (MIT-J)

- *The Asahi Shimbun* (newspaper) (<http://www.asahi.com/ajw/>)
- Kartz Media Works (<https://kartzmedia.com/>)
- ADK Holdings (<https://www.adk.jp/en/>)
- Kyodo PR (<https://kyodo-pr.com/>)
- Japan National Press Club (<https://www.jnpc.or.jp/english/jnpc-e>)
- Edelman Japan (<https://www.edelman.jp/> [in Japanese])
- Bloomberg Japan (<https://www.bloomberg.co.jp/> [in Japanese])
- Kyodo News (news agency) (<https://www.kyodonews.jp/english/>)
- Jarman International KK (<https://www.jarman-international.com/>)

NOTE: Make sure to take detailed notes, video-record the tour and lecture if permitted, and organize them. You will work in groups, as well as alone, to use your acquired knowledge in some projects and assignments.

Week 2

Intercultural Communication and Public Relations (MIF-J)

Monday: Orientation (Room 3-403)

Introduction to Class.

- <https://www.youtube.com/watch?v=e281VvUepEg>
- <https://www.youtube.com/watch?v=voZI75TyeHI&t=4s>
- <https://www.knbcomm.com/blog/differentiating-goals-objectives-strategies-and-tactics-key-components-successful-strategic-plan>

Tuesday: Fundamentals of Public Relations.

- <https://www.forbes.com/sites/robertwynne/2016/01/21/five-things-everyone-should-know-about-public-relations/>
- <https://www.forbes.com/sites/forbesbusinesscouncil/2023/03/22/how-pr-professionals-can-use-artificial-intelligence-tools-to-enhance-their-work/?sh=12d1da4d65c8>

Assignment 1: Group Work on Interactive Learning and Video due (homework).

Wednesday: Intercultural Communication I.

- <https://www.hofstede-insights.com/intercultural-management>
- <https://www.hofstede-insights.com/country-comparison-tool>

Assignment 2: Japanese “Culture PR” Strategic Plan; Goal (1) / Objectives (2) and Strategies (2 for each O) / Tactics (2 for each S) due (homework).

Thursday: (Field Trip) RKB Mainichi Broadcasting (<https://rkb.jp/>)

Week 3

Japanese versus U.S. Culture, PR and Crisis Management (MIF-J)

Monday: Intercultural Communication II.

- <https://www.youtube.com/watch?v=eudGPLj8V-4>
- https://www.youtube.com/watch?v=qf1ZI-O_9tU
- <https://hbr.org/web/infographic/2014/04/comparing-management-cultures>
- <https://hbr.org/web/assessment/2014/08/whats-your-cultural-profile>

Tuesday: Japanese versus U.S. Culture and Public Relations I.

- (UNT) “Historic Evolution of Public Relations in Japan” (2013, *Public Relations Review*, 39(2), 147–155)
- (UNT) “Public Relations in Japan: The Cultural Roots of Kouhou” (2008, *Journal of Public Relations Research*, 20, 94–114)
- (UNT) “Public Relations Functions: Perspective from a Japanese Corporation” (2012, *Public Relations Review*, 38(1), 137–140)

Assignment 3: Japanese Media and Public Relations due (homework).

Wednesday: Japanese versus U.S. Culture and Public Relations II.

- (UNT) “CSR Communication in Japan: The Case of Kikkoman” (2017, *Corporate Communications*, 22(1), 60–79)
(Field Trip) *Nishinippon Shimbun* (<https://www.nishinippon.co.jp/>)

Exam.

Thursday: Japanese versus U.S. Crisis Management I.

- (UNT) “Antinuclear Radicals: Scientific Experts and Antinuclear Activism in Japan” (2016, *Science, Technology and Society*, 21(1), 88–109)
- <https://prjournal.instituteofpr.org/wp-content/uploads/2014PrattYanada.pdf>

Week 4

Japanese versus U.S. Media (MIF-J)

Monday: Japanese versus U.S. Crisis Management II.

- “A Cross-Cultural Examination of the Effects of Apology and Perspective Taking on Forgiveness” (2001, *Journal of Language and Social Psychology*, 20(1/2), 144–166)
- <https://www.japantimes.co.jp/news/2015/02/21/national/social-issues/apologizing-japan-sorry-seems-hardest-word/>

Assignment 4: Japanese and U.S. Apologies in Crisis Management due (in-class).

Tuesday: Japanese versus U.S. Media.

- <https://rsf.org/en/index>
- <http://www.latimes.com/world/asia/la-fg-japan-press-freedom-20160420-story.html>
- <https://freedomhouse.org/report/freedom-press/freedom-press-2017>
- <https://www.cnn.com/2017/04/28/politics/press-freedom-2017/index.html>

Assignment 5: Project 3 Progress Report due (homework).

Wednesday: MIJ 2020 Video/Photo Project.

Thursday: MIJ 2020 Video/Photo Project.

Project 1: Intercultural research project due (homework).

Week 5

Wrap-Up and Final Presentations (MIF-J)

Monday: Individual Project: Japanese “Culture PR” Paper.

Project 2: MIJ 2020 video/photo project due (homework).

Tuesday: Individual Project: Japanese “Culture PR” Paper.

Wednesday: Individual Presentations.

Thursday: Individual Presentations; Summary of the Course.

Project 3: Japanese “Culture PR” Paper due (homework).

Assignments and Assignment Policy

Apply 12-point Times New Roman font and double-spacing for all assignments unless otherwise specified. The deadline is the beginning of class on each due date. **Be sure to upload your assignment to Canvas Turnitin (e.g., a paper in Word) or Canvas Assignments (e.g., video) by the beginning of class on the due date.** Turnitin is a proactive academic integrity tool, and anything beyond the 30% similarity index is suspect, will be examined thoroughly, and may lead

to a disciplinary action even if the text similarity comes from your own previous work produced in this or any other class. **No email submission or handwritten materials will be accepted unless otherwise specified. Late assignments will drop one letter grade for each day.** In the event of a university closure caused by inclement weather or other emergencies, you still must submit all assignments on time via Canvas. Exceptions are the same as specified in the “Attendance, Preparation, and Participation” section below. Save your work on your computer in case it gets lost. Talk to me within a week of receiving your graded paper if you have questions. No consideration will be given after the one-week time limit. Too many grammatical and stylistic errors will lower your grade. I will try my best to complete grading your work within a week after submission except for some occasional difficult circumstances. **Read very carefully “Bad Writing Practices” and each assignment’s rubric on Canvas. Attach the cover, reference, and if appropriate, appendix pages, and staple your paper. The minimum page number of each assignment excludes the cover, reference, and appendix pages, and all page requirements refer to “full pages.”**

The University is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty, which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and contact the UNT Helpdesk at helpdesk@unt.edu or 940-565-2324 and obtain a ticket number. The instructor and the UNT Helpdesk will work with the student to resolve any issues at the earliest possible time.

Research Sources and Reference List

Do not rely on internet research by using unreliable materials. You can start with identifying scholarly journal articles and books via Google/Google Scholar searches, but then, you must use library resources to download and read them. Note that conference papers, theses, and dissertations are not publications in the traditional sense. In addition, some scholarly journals can be vanity-press publications. Ask a librarian about how to use electronic databases (e.g., EBSCOhost, JSTOR, and Sage Journals Online). The more reliable sources you use, the higher-quality information you can gather, which helps write a better paper. **However, dissertations/theses, conference papers, and paper abstracts do not count as legitimate academic materials in this class as they are not official publications.** Although you can use Wikipedia, Quora, Answers.com, and all other similar, unverified, user-generated sites as a starting point to look for ideas and academic literature, they are not acceptable research sources. Instead of making superficial references (e.g., a common definition of a profession, a generic statement about a culture, and a shallow explanation of an ethical theory), you must discuss substantive, content-related issues. Remember that incomplete citations or references will cost you one letter grade. **While the seventh edition of the American Psychological Association (APA) style manual for the paper format, reference list, and in-text citations is preferred for written assignments, you can use another style consistently.**

Intercultural Research Project (5 full pages minimum)

Each group will work with Japanese students to conduct literature review and academic research on the topic of your group video project. Every member of your group must make a significant contribution to this paper. If a group leader or anyone tells me about a group member’s low contributions, I will discuss the matter with the student. Depending on the severity of non-contribution, the group member must work alone. Equal contributions from Japanese and U.S.

students are expected. If interactive learning is successful, you are encouraged to write up a story and submit it to a media outlet, whether Japanese (English-language medium) or U.S.

MIJ 2023 Video Project (3 to 4 minutes)

Each group will produce a short video to capture the MIJ 2023 activities: the entire MIJ 2023 program, student-planned weekend trips, Tokyo JMC visits, and studying in Fukuoka. Your significant contribution to the project is expected. The gold standard is the MIJ 2016 video except for the music, which should have been chosen from copyright-free sites:

<https://www.youtube.com/watch?v=exFQ4fg9ma8>. We will share videos and pictures, and group leaders will discuss which materials each group will use to avoid having the same pictures and video clips. Your video must include VO, music, special effects and credit as a minimum. Simply concatenating video clips is a C-level video product. If a group leader or anyone tells me about a group member's low contributions, I will discuss the matter with the student. Depending on the severity of non-contribution, the group member must work alone.

Japanese "Culture PR" Paper (8 full pages minimum)

Choose a Japanese cultural topic that intrigues you the most (e.g., "yuru-kyara" mascots, visual-kei, pachinko, collective memories of atomic bombings), thoroughly research it to become a semi-expert on it, learn the logic behind Japanese cultural practices related to the topic, investigate how public relations has been used to promote and publicize it, and write an academic report on what you have discovered. Emailing and/or face-to-face interviewing will shed light on your topic. Visit some places and experience the aspect of the Japanese culture you have chosen. Make sure to include at least one well-researched PR case study. You also must produce PowerPoint and present your work in class. This is an individual project.

Assignments

They are individual work. Some are in-class exercises, and others homework. Also you're highly encouraged to write stories and pitch them to Japanese and/or U.S. media outlets while going through their editorial process.

Exam

The exam is a closed-book, closed-notes exam, which covers JMC visits in Tokyo, class materials, and everything discussed in class. You will have 67 multiple-choice questions with two bonus questions for 70 minutes. **Take meticulous notes during each class to perform well.** Once the exam starts, no one can leave the room without finishing it. Latecomers cannot take the exam after the first person finishes it and exits the room. **Except for valid excuses specified in the "Attendance, Preparation, and Participation" section, I will offer no make-up exam.** Also, if you have a valid time conflict, you must make an advance arrangement with me to take the exam before the scheduled exam time. Bring your laptop to class. Do not sit next to each other. Put everything other than your laptop in your bag and place it under the table before the exam starts.

Grading:

90 percent or higher of total possible points:	A
80 percent–lower than 90 percent:	B
70 percent–lower than 80 percent:	C
60 percent–lower than 70 percent:	D
Lower than 60 percent:	F

Course Technology & Skills

Minimum Technology Requirements

- Computer
- Reliable internet access
- Microsoft Office Suite
- [Canvas Technical Requirements](https://clear.unt.edu/supported-technologies/canvas/requirements) (https://clear.unt.edu/supported-technologies/canvas/requirements)
- Speakers (in case of remote learning)
- Microphone (in case of remote learning)
- Plug-ins

Computer Skills & Digital Literacy

- Using Canvas
- Using email with attachments
- Downloading and installing software
- Using presentation and graphics programs

Technical Assistance

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a help desk that you can contact for help with Canvas or other technology issues.

UNT Helpdesk: [UNT Helpdesk site](https://aits.unt.edu/support) (https://aits.unt.edu/support)

Email: helpdesk@unt.edu

Phone: 940-565-2324

In Person: Sage Hall, Room 330

Walk-In Availability:

- Monday–Friday: 8 a.m.–5 p.m.

Telephone Availability:

- Monday–Thursday: 8 a.m.–9 p.m.
- Friday: 8 a.m.–5 p.m.
- Saturday–Sunday: 11 a.m.–3 p.m.

For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/) (https://community.canvaslms.com/).

Rules of Engagement

Rules of engagement refer to the way students are expected to interact with each other and with their instructors. Here are some general guidelines:

- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.
- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Ask for and use the correct name and pronouns for your instructor and classmates.
- Speak from personal experiences. Use “I” statements to share thoughts and feelings. Try not to speak on behalf of groups or other individual’s experiences.
- Use your critical thinking skills to challenge other people’s ideas, instead of attacking individuals.

- Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”
- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
- Avoid using “text-talk” unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.
- Keep in mind that online posts can be permanent, so think first before you type.

See these [Engagement Guidelines](https://clear.unt.edu/online-communication-tips) (https://clear.unt.edu/online-communication-tips) for more information.

COURSE POLICIES

Attendance, Preparation and Participation

Research has shown that students who attend class are more likely to be successful. Students are expected to attend class meetings regularly and to abide by the attendance policy established for the course. It is important that you communicate with the professor and the instructional team prior to being absent, so you, the professor, and the instructional team can discuss and mitigate the impact of the absence on your attainment of course learning goals. Please inform the professor and instructional team if you are unable to attend class meetings because you are ill, in mindfulness of the health and safety of everyone in our community.

I take attendance twice each class day for two 1.5-hour sessions for record-keeping purposes. Your attendance, preparation, group work, and individual performance are evaluated. **The rule of thumb is up to four absences (i.e., four 1.5-hour sessions or two full classes), whether excused or not. Those who have more than four absences will not receive special assistance or consideration.** Coming late to class after the first 20 minutes and departing early before the last 20 minutes is considered an absence. Frequently leaving the room to take calls also constitutes an absence. Talk to me if you think I have failed to record your attendance. **If you must miss or missed a class for a legitimate reason (e.g., serious illness, family emergency, academic/professional conference presentations, and religious observance), submit third-party documentation within a week after an absence occurs.** Printer malfunctions, traffic accidents, difficulties in finding library materials, etc. are not legitimate. Take full responsibility for your class attendance and learning. Remember the following: First, the more classes you skip, the less education you receive and the worse grades you earn. Second, if you miss a class, you are still responsible for obtaining information about an assignment and class from your classmates and submitting the assignment on or before its due date. Third and finally, do not disturb class by showing up late, disappearing early, leaving the classroom for a long time or many times, using your mobile, or having chitchat. I retain my nonnegotiable right to evaluate your class preparation and participation.

Group leaders are also evaluated based on their performance in leading their group in various roles, such as communication, interactive learning, and research and creative projects.

Course Materials for Digital Learning

This course has digital components. To fully participate in this class, students will need internet access to reference content on the Canvas Learning Management System. If circumstances change, you will be informed of other technical needs to participate in fully remote portions of

the class. Information on how to be successful in a remote learning environment can be found at [Learn Anywhere](https://online.unt.edu/learn) (<https://online.unt.edu/learn>).

Basic Course Policy

This is a course in a professional field, and you are expected to abide by the dictates of professionalism in the workplace. You must follow rules regarding deadlines and attendance.

Get things right the first time because in the professional world, you will not have luxury to redo your work after the deadline. It would be extremely difficult for you to earn even a passing grade if you did not seriously and continually study by attentive listening, meticulous note-taking, active class participation, proactive professional attitudes, and timely submission of assignments. **Keep in mind that no study guide is available. Instead, I will only provide a very brief review for the exam.**

Submitting your work to this class is equivalent to stating that you have produced the entire work by yourself and you have not previously produced this work to submit to another class or any other outlet. Plagiarism, fabrication, copyright infringement, and similar uses of other people's work are unacceptable, leading to serious consequences for you. Read [UNT Policy 06.003](https://policy.unt.edu/policy/06-003) (<https://policy.unt.edu/policy/06-003>). Saying "I didn't know that," "He copied my work," or "Others also plagiarized" will not constitute a valid excuse. Plagiarism, which in a nutshell, is using other people's work as your own, is a serious offense in any discipline and a firing offense in the professional world. Any situations involving potential academic dishonesty will be handled through procedures established by the [UNT Office of Academic Integrity](https://vpaa.unt.edu/ss/integrity) (<https://vpaa.unt.edu/ss/integrity>). In this course, you must use quotation marks and refer to the original source for a string of seven or more consecutive words from other people's work. **You also must not use an extensive quote or too many quotes.** Always produce your original work.

Journalism Course Registration (for Undergraduate Students)

- Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program.
- By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.
- A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed all foundational courses. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses.

Re-Taking Failed Journalism Classes

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for one calendar year after the date you received the second failing grade. Once you have waited one calendar year after failing a course twice, you may submit a written appeal to the director of graduate studies and graduate academic advisor ("the graduate director" in the following) to be approved to enroll a third time. Students will not be allowed to re-take a failed journalism course more than three times.

Textbook Policy

The Mayborn School of Journalism does not require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

Office Hours

See the first page of this syllabus.

Attendance

See the Attendance, Preparation, and Participation section.

Final Exam Policy

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please mark your calendar early in the semester to avoid any schedule conflicts.

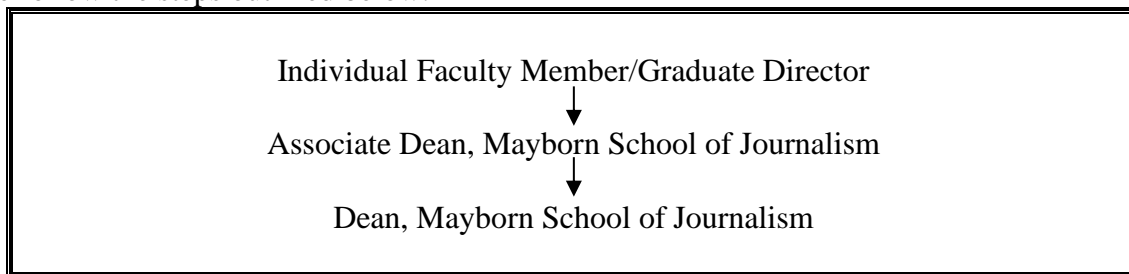
Academic Advising

Students must meet with the graduate director at least once per long semester (fall and spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

It is imperative that students have paid for all enrolled classes. Please check your online schedule daily through late registration to ensure you have not been dropped for nonpayment of any amount. Students unknowingly have been dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. The Mayborn School of Journalism will not be able to reinstate students for any reason after late registration, regardless of situation. It is the student's responsibility to ensure all payments have been made.

Academic Organizational Structure

Understanding the academic organizational structure and appropriate chain of command is important when resolving class-related or advising issues. When you need problems resolved, please follow the steps outlined below:



UNT Summer 2023 Semester Calendar*

Key Semester Dates	3 Week 1 Session May 15- June 2	5 Week 1 Session May 22- June 23	10 Week Session May 22- July 28	8 Week Session June 5- July 28	5 Week 2 Session June 26- July 28
Schedule of Classes Available on myUNT	March 6	March 6	March 6	March 6	March 6

Registration Opens for specifics by student group/class: https://registrar.unt.edu/when-can-i-register	March 20	March 20	March 20	March 20	March 20
Regular Registration Ends See Student Accounting for payment deadlines.	May 12	May 19	May 19	June 2	June 23
Late Registration - For Students not Registered for the Term Students registering late will incur a late registration fee of \$75. See Student Accounting for payment deadlines.	May 13- May 15	May 20- May 24	May 20- May 26	June 3- June 9	June 24- June 28
Last Day to Withdraw from Entire Term on myUNT Courses do not appear on the transcript. After this date see Dean of Students to withdraw from the entire term.	May 14	May 21	May 21	June 4	June 25
Classes Begin	May 15	May 22	May 22	June 5	June 26
Last Day to Add a Class Section See Student Accounting for payment deadlines.	May 15	May 24	May 26	June 9	June 28
Census - Official Enrollment Determined Last day to drop a course section to no longer appear on the official transcript. <i>(Dropping courses may impact financial aid and degree completion. See advisors.)</i>	May 16	May 25	June 7	June 12	June 29
Drop with a Grade of W Begins Beginning this date students can drop a course with a grade of W. The course appears on the transcript with a grade of W and tuitions fees remain. <i>(Dropping courses may impact financial aid and degree completion. See advisors.)</i>	May 17	May 26	June 8	June 13	June 30
Last day to change to pass/no pass grade option (undergrads)	May 19	June 2	June 16	June 23	July 7
Midpoint of the semester	May 24	June 7	June 23	June 30	July 12
Last day for a student to drop a course or all courses with a grade of W	May 30	June 15	July 12	July 14	July 20
First day to request a grade of Incomplete	May 31	June 16	July 13	July 15	July 21
Pre-Finals Days	NA	NA	NA	NA	NA
Last Regular Class Meeting	June 1	June 22	July 27	July 27	July 27
Reading Day - No Classes	NA	NA	NA	NA	NA
Final Exams	June 2	June 23	July 28	July 28	July 28
Last Day Session	June 2	June 23	July 28	July 28	July 28
University Grade Submission Deadline 4pm	June 5	June 26	July 31	July 31	July 31
Grades/Academic Standing posted on the Official Transcript.	August 2	August 2	August 2	August 2	August 2
Memorial Day- No Classes	May 29, 2023				
Juneteenth Observance-No Classes	June 19, 2023				
Independence Day- No Classes	July 4, 2023				

*Academic Calendar is subject to change. Check the registrar's website for updates:

<https://registrar.unt.edu/regISTRATION/summer-registration-guide>.

Adobe Access

UNT now has a new contract with Adobe. The following link contains all the information that students will need to purchase a subscription and opt out of an existing agreement that is at a higher price. Although the Adobe general educational offer is \$19.99–\$29.99 per month, our

offer is only \$55.55 in total. Go to <https://news.cvad.unt.edu/adobe> for more information. The email address for students to ask questions or report problems is untadobe@unt.edu.

Journalism Equipment Checkout

Checkouts are for 24 hours from the time of checkout unless specified differently from your assigned professor. If you need equipment for 48 hours or longer, please send an email with an approval from your professor to mayborn-equipment@unt.edu or ladaniel.maxwell@unt.edu. All equipment must be picked up and returned at a scheduled time within the following hours of operation:

- 10:00 a.m. to 4:00 p.m. — Monday through Thursday

Violations for late returns are as follows:

- First late infraction — 1-week ban from checking out equipment
- Second late infraction — 3-week ban from checking out equipment
- Third late infraction — Semester-long ban from any and all equipment checkout

If you are going to be late returning equipment, please email mayborn-equipment@unt.edu or ladaniel.maxwell@unt.edu. The equipment room phone number is 940-565-3580. Active communication brings leniency in many cases.

GAB 101 (the Computer Lab) will be unlocked only by request for enrolled Mayborn School of Journalism students.

Accreditation

The Mayborn, which is one of over 100 journalism programs across the world that are accredited, is renewing its credentials this year. Accreditation is important to you because it means your degree is more valuable than one that comes from an unaccredited school.

Accreditation has profound benefits. Accredited programs may offer scholarships, internships, competitive prizes, and other activities unavailable in non-accredited programs.

Accreditation also provides an assurance of quality and rigorous standards to students, parents, and the public. Students in an accredited program can expect to find a challenging curriculum, appropriate resources and facilities, and a competent faculty.

Accreditation is our promise that you will receive the best education possible in journalism and mass communication. With today's technology, anyone can present information to a mass audience. But not all are trained in the creation of ethical messages that reach and serve diverse audiences that our standards uphold. What you learn in an accredited program makes you more marketable and your degree more valuable.

The Mayborn School's accreditation is determined by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) through an extensive evaluation process. Accreditation by the ACEJMC means we embrace the value of a broad, multidisciplinary curriculum that nurtures critical thinking, analytic reasoning and problem-solving skills that are the essential foundation for all mass communication education.

UNT POLICIES

Financial Aid Satisfactory Academic Progress (SAP)

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial

aid. Students must maintain a minimum 2.67 cumulative GPA for the first term of enrollment and a 3.0 for all subsequent semesters. SAP will be measured according to graduate student classification, whether or not a bachelor's degree has been earned. The maximum timeframe cannot exceed the published length of the program measured by the number of years at UNT. For more information, visit the [SAP page](https://financialaid.unt.edu/sap) (<https://financialaid.unt.edu/sap>).

Academic Integrity Policy

Academic dishonesty includes, but is not limited to, the following: the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor; the acquisition of tests or other material belonging to a faculty member; dual submission of a paper or project; resubmission of a paper or project to a different class without express permission from the instructors; or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author or source. Academic dishonesty will bring about disciplinary action, which may include expulsion from the university. This is explained in the UNT Student Handbook.

Mayborn School of Journalism Academic Integrity Policy

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind — including plagiarism and fabrication — is incongruent with all areas of journalism. The school's policy aligns with [UNT Policy 06.003](https://policy.unt.edu/policy/06-003) (<https://policy.unt.edu/policy/06-003>) and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

ADA Policy

The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodation for students with disabilities. Students seeking reasonable accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with a reasonable accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request reasonable accommodations at any time. However, ODA notices of reasonable accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of reasonable accommodation for every semester and must meet with each faculty member prior to implementation in each class. **Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student.** For additional information, refer to the [Office of Disability Access website](https://studentaffairs.unt.edu/office-disability-access) (<https://studentaffairs.unt.edu/office-disability-access>). You may also contact ODA by phone at 940-565-4323.

Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

Survivor Advocacy

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex as well as sexual misconduct. If you are or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, campus resources are available to provide support and assistance. The [Dean of Students' Resources page](https://studentaffairs.unt.edu/dean-of-students/resources) (<https://studentaffairs.unt.edu/dean-of-students/resources>) offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565-2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or at 940-565-2648.

Emergency Notification and Procedures

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty, staff and students. Please make certain to update your phone numbers at the myUNT site. Some helpful emergency preparedness actions include the following: (1) ensuring you know the evacuation routes and severe weather shelter areas; (2) determining how you will contact family and friends if phones are temporarily unavailable; and (3) identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with you through Canvas regarding assignments, exams, field trips, and other items that may be impacted by the closure.

Course Safety Statements

Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, and handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate

insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at the [Student Conduct and Community Standards page](https://studentaffairs.unt.edu/dean-of-students/conduct) (<https://studentaffairs.unt.edu/dean-of-students/conduct>).

Access to Information — EagleConnect

Students' access point for business and academic services at UNT is located at [myUNT](https://my.unt.edu/) (<https://my.unt.edu/>). All official communication from the University will be delivered to a student's EagleConnect account. If you do not regularly check EagleConnect or link it to your favorite email account, please so do, as this is where you learn about job and internship opportunities, Mayborn School of Journalism events, scholarships, and other important information. The [Eagle Connect website](https://it.unt.edu/eagleconnect) (<https://it.unt.edu/eagleconnect>) explains how to forward your email.

Student Evaluation Administration Date

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The short SPOT survey will be made available to provide you with an opportunity to evaluate how this course is taught. You will receive an email from "UNT SPOT Course Evaluations via *IASystem* Notification" (no-reply@iasystem.org) with the survey link. Please look for the email in your UNT email inbox. Simply click on the link and complete your survey. Once you complete the survey you will receive a confirmation email that the survey has been submitted. For additional information, please visit the [SPOT website](https://vpaa.unt.edu/spot) (<https://vpaa.unt.edu/spot>) or email spot@unt.edu. SPOT survey dates for this semester are as follows:

Term	Survey Administration Dates
3W	5/26/23 – 6/1/23
5W1	6/14/23 – 6/22/23
5W2	7/19/23 – 7/27/23
8W	7/19/23 – 7/27/23

Important Notice for F-1 Students Taking Distance Education Courses

Federal Regulation

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the [Electronic Code of Federal Regulations website](http://www.ecfr.gov/) (<http://www.ecfr.gov/>). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

The decision may have serious immigration consequences. If F-1 students are unsure about their need to participate in an on-campus experiential component for this course, they should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

Retention of Student Records

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the

University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

Student Verification

UNT takes measures to protect the integrity of educational credentials awarded to students enrolled in distance education courses by verifying student identity, protecting student privacy, and notifying students of any special meeting times/locations or additional charges associated with student identity verification in distance education courses.

See [UNT Policy 07-002 Student Identity Verification, Privacy, and Notification and Distance Education Courses](https://policy.unt.edu/policy/07-002) (<https://policy.unt.edu/policy/07-002>).

Use of Student Work

A student owns the copyright for all work (e.g., software, photographs, reports, presentations, and email postings) he or she creates within a class and the University is not entitled to use any student work without the student's permission unless all of the following criteria are met:

- The work is used only once.
- The work is not used in its entirety.
- Use of the work does not affect any potential profits from the work.
- The student is not identified.
- The work is identified as student work.

If the use of the work does not meet all of the above criteria, then the University office or department using the work must obtain the student's written permission. Download the UNT System Permission, Waiver and Release Form.

Transmission and Recording of Student Images in Electronically-Delivered Courses

1. No permission is needed from a student for the student's image or voice to be transmitted live via videoconference or streaming media, but all students should be informed when courses are to be conducted using either method of delivery.
2. In the event an instructor records student presentations, the instructor must obtain permission from the student using a signed release in order to use the recording for future classes in accordance with the Use of Student-Created Work guidelines above.
3. Instructors who video-record their class lectures with the intention of re-using some or all of recordings for future class offerings must notify students on the course syllabus if students' images may appear on video. Instructors are also advised to provide accommodation for students who do not wish to appear in class recordings.

Example: This course employs lecture capture technology to record class sessions. Students may occasionally appear on video. The lecture recordings will be available to you for study purposes and may also be reused in future course offerings.

No notification is needed if only audio and slide capture is used or if the video only records the instructor's image. However, the instructor is encouraged to let students know the recordings will be available to them for study purposes.

Class Recordings & Student Likenesses

Some synchronous (live) sessions in this course may be recorded for students enrolled in this class section to refer to throughout the semester. Class recordings are the intellectual property of the university or instructor and are reserved for use only by students in this class and only for

educational purposes. Students may not post or otherwise share the recordings outside the class, or outside the Canvas Learning Management System, in any form. Failing to follow this restriction is a violation of the UNT Code of Student Conduct and could lead to disciplinary action.

ACADEMIC SUPPORT & STUDENT SERVICES

Student Support Services

Mental Health

UNT provides mental health resources to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the nature of an issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being (*services free to UNT students):

- [Student Health and Wellness Center](https://studentaffairs.unt.edu/student-health-and-wellness-center) (https://studentaffairs.unt.edu/student-health-and-wellness-center)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services)* (https://studentaffairs.unt.edu/counseling-and-testing-services)
- [UNT Care Team](https://studentaffairs.unt.edu/care)* (https://studentaffairs.unt.edu/care)
- [UNT Psychiatric Services](https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry) (https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry)
- [Individual Counseling](https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling)* (https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling)

If at any time you are feeling alone or in jeopardy of self-harm, reach out to any of the following:

- National Suicide Prevention Lifeline 800-273-8255 or [live chat](http://www.suicidepreventionlifeline.org) (http://www.suicidepreventionlifeline.org)
- Denton County MHMR Crisis Line 800-762-0157
- Denton County Friends of the Family Crisis Line (Family or partner violence) 940-382-7273
- UNT Mental Health Emergency Contacts
 - During office hours: M–F, 8 a.m. to 5 p.m. 940-565-2741
 - After hours: 940-565-2741
 - Crisis Line Text: CONNECT to 741741

Chosen Names

A chosen name is a name that a person goes by that may or may not match their legal name. If you have a chosen name that is different from your legal name and would like that to be used in class, please let the instructor know. Below is a list of resources for updating your chosen name at UNT.

- [UNT Records](#)
- [UNT ID Card](#)
- [UNT Email Address](#)
- [Legal Name](#)

**UNT EUIDs cannot be changed at this time. The collaborating offices are working on a process to make this option accessible to UNT community members.*

Pronouns

Pronouns (she/her, they/them, he/him, etc.) are a public way for people to address you, much like your name, and can be shared with a name when making an introduction, both virtually and in-person. Just as we ask and don't assume someone's name, we should also ask and not assume someone's pronouns.

You can [add your pronouns to your Canvas account](#) so that they follow your name when posting to discussion boards, submitting assignments, etc.

Below is a list of additional resources regarding pronouns and their usage:

- [What are pronouns and why are they important?](#)
- [How do I use person pronouns?](#)
- [How do I share my personal pronouns?](#)
- [How do I ask someone their personal pronouns?](#)
- [What if someone makes a mistake and mispronouns someone else?](#)

Additional Student Support Services

- [Registration](https://registrar.unt.edu/registration) (https://registrar.unt.edu/registration)
- [Financial Aid and Scholarships](https://financialaid.unt.edu/) (https://financialaid.unt.edu/)
- [Student Legal Services](https://studentaffairs.unt.edu/student-legal-services) (https://studentaffairs.unt.edu/student-legal-services)
- [Career Center](https://studentaffairs.unt.edu/career-center) (https://studentaffairs.unt.edu/career-center)
- [Multicultural Center](https://edo.unt.edu/multicultural-center) (https://edo.unt.edu/multicultural-center)
- [Counseling and Testing Services](https://studentaffairs.unt.edu/counseling-and-testing-services) (https://studentaffairs.unt.edu/counseling-and-testing-services)
- [Pride Alliance](https://edo.unt.edu/pridealliance) (https://edo.unt.edu/pridealliance)
- [UNT Food Pantry](https://studentaffairs.unt.edu/dean-of-students/resources/food-pantry) (https://studentaffairs.unt.edu/dean-of-students/resources/food-pantry)

Academic Support Services

- [Online Student Resources](https://clear.unt.edu/canvas/student-resources) (https://clear.unt.edu/canvas/student-resources)
- [Academic Success Center](https://success.unt.edu/asc) (https://success.unt.edu/asc)
- [UNT Libraries](https://library.unt.edu/) (https://library.unt.edu/)
- [Writing Lab](http://writingcenter.unt.edu/) (http://writingcenter.unt.edu/)
- [MathLab](https://math.unt.edu/mathlab) (https://math.unt.edu/mathlab)

Statement of Student Learning Outcomes, UNT Journalism

Since 1969, the UNT department of journalism, which is now the Frank W. and Sue Mayborn School of Journalism (effective Sept. 1, 2009), has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Frank W. Mayborn Graduate Institute of Journalism, the only accredited professional master's program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here because it certifies that the school and the graduate institute adhere to many standards established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences.

This course, JOUR 4520/5130, will help to meet the student learning outcomes that have been checked by your professor, Dr. Koji Fuse.

Each graduate must:

- ☐ Apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located.
- ☒ Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.
- ☒ Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.
- ☒ Present images and information effectively and creatively, using appropriate tools and technologies.
- ☒ Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- ☒ Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- ☒ Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.
- ☐ Effectively and correctly apply basic numerical and statistical concepts.
- ☐ Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- ☒ Apply tools and technologies appropriate for the communications professions in which they work.
- ☒ Contribute to knowledge appropriate to the communications professions in which they work (for graduate students only).