

COMM 410 Final Paper General Guidelines and Topics/Questions (Spring 2020)

You should submit your paper as a WORD document. Include a cover page at the beginning of your file and add only the following information [*do not include any of this information in the subsequent pages*]:

Last Name, Name

COMM 410: International Mass Communications

The Pennsylvania State University

Final Paper

May, 2020

[Include the question you are answering here](#)

General Guidelines

The final paper (a critical, and analytical essay) is a take-home assignment, and counts for 300 points (35%) of your final grade. You are expected to use knowledge (theories, concepts, skills, strategies, style, examples, etc.) to build an essay based on ONE of below topics/questions.

The final paper is due on **May 4, 2020 @ 11:59 PM EST**. You have a 24-hour grace period; so, the Dropbox (on Canvas) for this assignment will effectively close on **May 5, 2020 at 11:59 PM EST**. Since you are in different time zones and in different parts of the world, this 24-hour grace period should compensate for any delays and inconveniences.

Please, note that while you are required to follow these guidelines, they are ***only guidelines***, not a rubric. There is a diversity of choice of question/topics for you to write your paper on just one. These guidelines apply, regardless of your choice of question/topic.

Do not hesitate to ask for clarification if you don't understand any of the guidelines.

Please, upload your paper to the appropriate Dropbox by the due date. Do not email your paper to me.

Stylistics (Please, stick to these style guidelines; points will be taken off otherwise)

Page size: 8.5 x 11

Minimum number of pages: Four (4) full pages (1.5 line spacing), excluding references' page (list of references and sources should go on a separate page).

Maximum number of pages: Six (6) full pages (1.5 line spacing), excluding references page

Font type: Times New Romans (please, do not use a font different from the one specified)

Font size: 12 pt.

Paragraphing: Indented

Margins: One inch; left, right, top, bottom margins

Title Page: Include a title page as above

*****Number your pages**

Approaching your paper

Your paper, regardless of the question you choose to answer, should be well written/structure with a logical flow and consistency in the presentation of ideas and arguments. Check for grammatical and spelling errors. Plan well, so you have enough time at end of your paper to proofread. Your paper must have an *Introduction*, a *body*, a *conclusion*, and a list of references/citations/sources (on a separate page).

Before you begin writing, think through these guidelines to help you prepare:

- Read and examine the question thoroughly & focus your analysis (what you will argue)
- Take notes, highlight relevant facts, underline key problems.
- Identify key contentious issues at stake in your question.

- What is the core of the issue in the question you have chosen to answer? What is peculiar about these contentious issues?
- What international communication theory can be used to explain/analyze your case study?
- Review course readings, discussions, outside your experience.

Introduction

The purpose of the introduction is to tell your reader (in this case, me) about your topic, your argument, and its importance. You may define specific concepts related concepts and stress the importance of their importance and context in your argument. Do not start with your findings online or a quick google search, or a dictionary definition. Reflect on why you are writing the paper in order to formulate a strong introduction, with a thesis statement that will guide and sustain the rest of your paper.

- Identify the key problems and issues in the essay you are writing.
- Formulate and include a thesis statement, summarizing the outcome (what your analysis will do, and what you hope to achieve/show/demonstrate at the end) of your analysis
- As you introduce your paper, avoid overgeneralization of any facts or information or statements

***Usually after the introduction you should have a paragraph that comments generally on relevant (scholarly) background. Here, you should provide a framework (which may be a specific theory or a concept) that you will use (it may already be obvious in the question you choose to answer) in your paper.

Body

In the body of your essay/paper, you present your arguments; each point/argument in a new paragraph. The body can be as many paragraphs as your arguments (of course ensuring that you are following the page limit. Note that the pages must be full pages). The body section is not a descriptive list of the summarized articles/lessons (sources) that you have researched. Use specific examples and events that focus on your question and present a relationship among existing evidence, and relating them to your paper, leading to the focal interest of the paper. We have discussed a lot in class that you should be able to go through your notes and use. The body of your paper is where your ‘critical voice’ comes in. Your critical and analytical voice is a key part of the whole paper. Don’t just write sweeping statements or opinions without any evidence. Use any such evidence as relevant to your paper to analyze any contentious issues that may be at stake in your paper. Again, each new idea should start on a new paragraph.

Conclusion

What can you conclude from making the analysis you have made in your paper? What have you shown? What have you not shown? Briefly restate what you set out to do and how you have achieved it. Here, think about, and connect back to your thesis statement.

- Reflect on the objective(s) you stated for your case study. Link them to the conclusion
- Extrapolate implications of the arguments you have made in your paper.

- Connect your conclusion to the theory (framework) that you used to analyze your case.
- Acknowledge the limitations of your paper.

Use of Examples

All examples used in your answer/essay must be clearly, and briefly/concisely (yet, contain enough facts to aid comprehension) stated. Do not assume that I (in this case, as your reader) know what you are trying to say. Avoid saying “like we discussed in class...”. You must explain any example you are using (if you use any of the examples we saw in class) as if your reader (me) were hearing of it for the first time.

All examples used should be international in context, except if you are using a national (U.S.) example to illustrate/explain an international bearing. This means that while you are allowed to use examples of happenings/situations in the U.S., you must put any of such examples in an international context (recap our definition of international). Think beyond the United States.

At the end of your essay/answer/paper

After writing your paper, read through it to check for any gaps or inconsistencies in content or structure: Is your thesis statement clear and direct? Have you provided solid evidence? Is any component from the analysis missing? Is your document free of typos and grammatical errors? Check properly and thoroughly before submitting your paper. Once you submit, you cannot change the submission.

The rules for academic integrity/dishonesty according university policy apply to this assignment. Do not plagiarize. Submit individual/independent work.

References/Citations

- Your paper should have at least 6 sources/references. These sources **MUST** be scholarly articles or peer-reviewed sources (academic research articles).
- All references and citation (including in text citation) **MUST** follow the [APA Citation Style](#) . **The entire paper should in fact be organized in APA format.**
- Of the six required sources, four of them must be sources that we have discussed in class (the assigned materials)
- If you directly quote other authors’ ideas, you should provide quotation marks and page number clearly in your in-text citation. For instance: *According to Kim (2009), “students often had difficulty using APA style, especially when it was their first time” (p. 199). “Students often had difficulty using APA style, especially when it was their first time” (Kim, 2009, p. 199).*

Essay/Paper Questions

Choose and answer only ONE of the questions blow. This means that your paper should be the answer to only one question from the list below.

Question one

In the age of continued advancement in communication technologies and information superhighway, arguments and counterarguments have been made for their merits and demerits in various aspects and issues around the world. Write a paper (following guidelines above) in which you critically analyze WHETHER or NOT international communication flows and technologies empower or undermine grassroots, regional, and global social movements?

Question Two

In class, we watched and discussed a video titled: [The Danger of a Single Story](https://www.youtube.com/watch?v=D9Ihs241zeg) (<https://www.youtube.com/watch?v=D9Ihs241zeg>) in relation to theories and concepts such as media imperialism, cultural imperialism and hegemony, in international communication. Using this video as a case (and feel free to include other relevant examples, but your main unit of analysis should be the video), critically discuss ONE of the three (media imperialism, cultural imperialism, and hegemony) concepts, including their relevance or irrelevance in today's world.

Question Three

In our discussion of propaganda, nation branding and public diplomacy, we stressed that while there are similarities between these concepts, they (nation branding and public diplomacy) are often superficially likened to propaganda. We also discussed counter-arguments to the assertion that Western media (in their broad sense) are propaganda tools, with a particular focus on the intent feature of propaganda. Using examples to illustrate your answer, discuss the assertion that Western media (because of their power, values, and structure) are used to call global attention to issues around the world, more than they used for propaganda.

Question Four

In the wake of the Coronavirus Pandemic, international media and international communication technologies have been playing different roles. Using any key concept or theory (of your choice) that we have learned in class, as a framework/basis, critically discuss the role of the international media during global health pandemic such as COVID-19.

Courage, my friends; do not STUMBLE. Finish Strong! Stay Healthy