



ARIZONA STATE UNIVERSITY
GENERAL STUDIES COURSE PROPOSAL COVER FORM

Course information:

Copy and paste **current** course information from Class Search/Course Catalog.

Academic Unit School of International Letters and Cultures Department _____

Subject RUS Number 440 Title Russian Mass Media Units: 3

Is this a cross-listed course? No
If yes, please identify course(s) _____

Is this a shared course? No If so, list all academic units offering this course _____

Course description: _____

Requested designation: Global Awareness-G

Note- a **separate** proposal is required for each designation requested

Eligibility:

Permanent numbered courses must have completed the university's review and approval process.

For the rules governing approval of omnibus courses, contact the General Studies Program Office at (480) 965-0739.

Area(s) proposed course will serve:

A single course may be proposed for more than one core or awareness area. A course may satisfy a core area requirement and more than one awareness area requirements concurrently, but may not satisfy requirements in two core areas simultaneously, even if approved for those areas. With departmental consent, an approved General Studies course may be counted toward both the General Studies requirement and the major program of study.

Checklists for general studies designations:

Complete and attach the appropriate checklist

- Literacy and Critical Inquiry core courses (L)
- Mathematics core courses (MA)
- Computer/statistics/quantitative applications core courses (CS)
- Humanities, Fine Arts and Design core courses (HU)
- Social and Behavioral Sciences core courses (SB)
- Natural Sciences core courses (SQ/SG)
- Global Awareness courses (G)
- Historical Awareness courses (H)
- Cultural Diversity in the United States courses (C)

A complete proposal should include:

- ☐ Signed General Studies Program Course Proposal Cover Form
- ☐ Criteria Checklist for the area
- ☐ Course Syllabus
- ☐ Table of Contents from the textbook, and/or lists of course materials

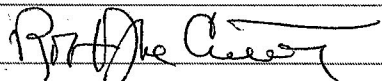
Contact information:

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Mail code 0202 E-mail: saule.moldabekova@asu.edu

Department Chair/Director approval: (Required)

Chair/Director name (Typed): Robert Joe Cutter Date: 1/29/14

Chair/Director (Signature): 

Arizona State University Criteria Checklist for

GLOBAL AWARENESS [G]

Rationale and Objectives

Human organizations and relationships have evolved from being family and village centered to modern global interdependence. The greatest challenge in the nuclear age is developing and maintaining a global perspective which fosters international cooperation. While the modern world is comprised of politically independent states, people must transcend nationalism and recognize the significant interdependence among peoples of the world. The exposure of students to different cultural systems provides the background of thought necessary to developing a global perspective.

Cultural learning is present in many disciplines. Exposure to perspectives on art, business, engineering, music, and the natural and social sciences that lead to an understanding of the contemporary world supports the view that intercultural interaction has become a daily necessity. The complexity of American society forces people to balance regional and national goals with global concerns. Many of the most serious problems are world issues and require solutions which exhibit mutuality and reciprocity. No longer are hunger, ecology, health care delivery, language planning, information exchanges, economic and social developments, law, technology transfer, philosophy, and the arts solely national concerns; they affect all the people of the world. Survival may be dependent on the ability to generate global solutions to some of the most pressing problems.

The word university, from universitas, implies that knowledge comes from many sources and is not restricted to local, regional, or national perspectives. The Global Awareness Area recognizes the need for an understanding of the values, elements, and social processes of cultures other than the culture of the United States. Learning which recognizes the nature of others cultures and the relationship of America's cultural system to generic human goals and welfare will help create the multicultural and global perspective necessary for effective interaction in the human community.

Courses which meet the requirement in global awareness are of one or more of the following types: **(1)** in-depth area studies which are concerned with an examination of culture-specific elements of a region of the world, country, or culture group, **(2)** the study of contemporary non-English language courses that have a significant cultural component, **(3)** comparative cultural studies with an emphasis on non-U.S. areas, and **(4)** in-depth studies of non-U.S. centered cultural interrelationships of global scope such as the global interdependence produced by problems of world ecology, multinational corporations, migration, and the threat of nuclear war.

Proposer: Please complete the following section and attach appropriate documentation.

ASU--[G] CRITERIA			
GLOBAL AWARENESS [G]			
YES	NO		Identify Documentation Submitted
<input checked="" type="checkbox"/>	<input type="checkbox"/>	1. Studies must be composed of subject matter that addresses or leads to an understanding of the contemporary world outside the U.S.	
		2. The course must match at least one of the following descriptions: (check all which may apply):	
<input type="checkbox"/>	<input type="checkbox"/>	a. In-depth area studies which are concerned with an examination of culture-specific elements of a region, country or culture group. The area or culture studied must be non-U.S. and the study must contribute to an understanding of the contemporary world.	
<input checked="" type="checkbox"/>	<input type="checkbox"/>	b. The course is a language course for a contemporary non-English language, and has a significant cultural component.	
<input type="checkbox"/>	<input type="checkbox"/>	c. The course is a comparative cultural study in which most, i.e., more than half, of the material is devoted to non-U.S. areas.	
<input type="checkbox"/>	<input type="checkbox"/>	d. The course is a study of the cultural significance of a non-U.S.-centered global issue. The course examines the role of its target issue within each culture and the interrelatedness of various global cultures on that issue. It looks at the cultural significance of its issue in various cultures outside the U.S., both examining the issue's place within each culture and the effects of that issue on world cultures."	

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Course Prefix	Number	Title	Designation
RUS	440	Russian Mass Media	Global Awareness (G)

Explain in detail which student activities correspond to the **specific** designation criteria.
Please use the following organizer to explain how the criteria are being met.

Criteria (from checklist)	How course meets spirit (contextualize specific examples in next column)	Please provide detailed evidence of how course meets criteria (i.e., where in syllabus)
SAMPLE: 2d: study the cultural significance of a non-U.S. centered global issue	SAMPLE: The course examines the cultural significance of financial markets Japan, Korea, and the UK.	SAMPLE: Module 2 shows how Japanese literature has shaped how Japanese people understand world markets. Module 3 shows how Japanese popular culture has been changed by the world financial market system. Modules 4 & 5 do the same for Korea and modules 6 & 7 do the same for the UK.
Studies must be composed of subject matter that addressess or leads to an understanding of the contemporary world outside the U.S.	The course explores the history of Russian mass media, the most significant Russian press and TV sources, the major structures and functions of the Russian government, Russia's foreign policy as well as modern Russian society, its armed conflicts both domestic and external, and its role in the fight against international terrorism.	Please refer to course description and the course objectives of the attached syllabus. The table of the contents of the textbook will also show that this course focuses on understanding of modern Russia, its life and Russian media.
2-b. Contemporary non-English language course that have a significant cultural component.	The course is designed to teach Russian Mass Media at ACTFL Intermediate and Advanced levels. The course examines the cultural and linguistic differences that shape the presentation of cultural, political and economic issues in the Russian mass media.	Please refer to course description and the course objectives of the attached syllabus.

RUSSIAN MASS MEDIA

Fall 2013

Arizona State University

Instructor	Saule Moldabekova
Office	SS 214
Phone	Cell: 480 710 7958
Office Hours	TTH 10:30 am- 1:00 pm and by appointment
Email	saule.moldabekova@asu.edu
Textbook	Andrei Bogomolov and Marita Nummikoski. <i>News from Russia. Language, Life and the Russian Media</i> (Yale University Press, 2004)

COURSE DESCRIPTION

This upper division course will explore various aspects of modern Russian life through printed mass media, especially Internet media sources, and will help students to develop advanced spoken, listening, reading and written skills in Russian.

Students will work with live television news broadcasts and investigate the most important general sources of electronic information, including electronic newspapers and the main Russian web sites.

Students will explore a wide range of the issues such as culture and the arts, government and politics, business and economics, armed conflicts, and accidents and catastrophes. Classes will be conducted in Russian language.

Student Learning Outcomes:

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

- describe both verbally and in writing the history of Russian mass media;
- identify and critique the most significant Russian press and TV sources, with an eye to identifying their major biases;
- critically utilize the most important significant digital media sources on the most significant current topics in Russian business, economics, government, politics, arts and culture;
- critically compare Russian and American mass media;

- describe both verbally and in writing the major structures and functions of the Russian government in contrast to the American system;
- discuss Russia's foreign policy and economic partners, as well as the most important economic issues in Russia at ACTFL intermediate high and advanced levels;
- discuss and critique modern Russian society, its armed conflicts both domestic and external, and its role in the fight against international terrorism;
- read and understand unadulterated advanced Russian texts, aurally understand unadulterated Russian audio and video, movies and stage productions, concerts and art exhibits, as well as interviews with prominent figures in the arts and sciences relating to the most interesting and significant events both in Russia and throughout the world;
- identify and discuss the cultural and linguistic differences that shape the presentation of cultural, political and economic issues in the Russian media and contrast them with their presentation in the American media.

GRADING POLICIES

Class Participation (15%)

Students are expected to actively participate in class discussions and to attend class regularly. Class participation will reflect the student's preparation and active participation in class discussions. Each day's participation earns the student from 0 to 5 points over 30 class sessions for a maximum of 150 points. The scale is:

- | | |
|---|---|
| 0 | Absence from class |
| 3 | Attending and responding to questions |
| 5 | Attending, responding to questions, and actively asking questions or commenting on discussion |

Please let the instructor know in advance if you must miss class. Absences due to religious holidays will be excused per university policy; absences for medical or other reasons will be excused with proper documentation. Absences due to university sanctioned events and activities will also be excused and students will be given the opportunity to make up examinations and other graded in-class work. Absences from class or examinations due to university sanctioned activities do not relieve students of responsibility for any required coursework during the period of absence.

Homework (25%)

There will be daily written homework. A completed assignment is worth 1 point; incomplete assignments or missing assignments are worth 0 points.

Chapter and news presentations (15%)

There will be five chapter presentations of 10-12 minutes by each student throughout the course of the semester. Each chapter presentation is worth 100 points and will focus on the topic of the chapter. There will be two news presentations of 5-7 minutes by each student through the course of the semester. Each news presentation is worth 50 points and will be a summary of that week's news from Russia (politics, economics, culture and foreign policy).

Use in your presentation as much new vocabulary and grammar as possible. If you are going to use Power Point, videos, or CD's, have them queued up before you begin to speak. Further information will be provided before each chapter presentation in Russian.

Tests and quizzes (25%)

There will be five tests worth 100 points each, for a total of 500 points; and five vocabulary quizzes worth 20 points each for a total of 100 points; and five unannounced quizzes worth 10 points each for a total of 50 points. Vocabulary quizzes and tests will be given at the end of each chapter. They will test knowledge of the material of each chapter. Make-ups for excused absences could be only with prior notification. All non-scheduled quizzes will be announced at least one day in advance. You are allowed to drop your lowest quiz grade.

Final examination (20%)

The final examination is worth 100 points and will be administered in our usual classroom from 7:30 am to 9:20 am on 12 December. It will consist of a written and listening component. The written portion will contain a reading section, a writing section and a grammar and vocabulary sections.

Grading scale:

The final grade is calculated as a percentage of weighted points. Grades will be assigned on the following scale:

- A = 90-100%
- B = 80 -89%
- C = 70- 79%
- D = 60 – 69%
- E = under 60%

For example, let us say a student has the scores shown on the next page. The final percentage of points earned would be 82.3%, and the student would be awarded a 'B'.

	<u>Points earned</u>	<u>Total possible</u>	<u>Subtotal</u>	<u>Weight (%)</u>	<u>Final weight</u>
Participation	136	150		15	13.6
Homework	25	40		25	15.6
Chapter presentations	100	100			
	90	100			
	85	100			
	90	100			
	95	100			
News presentations	45	50			
	43	50	548	15	13.7
Chapter tests	90	100			
	80	100			
	70	100			
	80	100			
	90	100			
Vocabulary quizzes	18	20			
	17	20			
	16	20			
	14	20			
	20	20			
Unannounced quizzes	6	10			
	7	10			
	5	10			
	9	10			
	9	10	531	25	20.4
Final examination	95	100	95	20	19.0

82.3

Final
percentage

Statement on academic dishonesty: Academic honesty is expected of all students in all examinations, papers, laboratory work, academic transactions and records. The possible sanctions include, but are not limited to, appropriate grade penalties, course failure (indicated on the transcript as a grade of E), course failure due to academic dishonesty (indicated on the transcript as a grade XE), loss of registration privileges, disqualification and dismissal. For more information, see <http://provost.asu.edu/academicintegrity>.

Classroom behavior: Turn off cell phones, tablets and laptops before entering the classroom. No eating or drinking is allowed during the class time. If you complete a group- or partnered-activity before others are done, please do not distract other students from their tasks.

A disruptive student may be withdrawn from a course with a mark of “W” or “E”, when the student’s behavior disrupts the educational process. Disruptive classroom behavior for this purpose is defined by the instructor. Disruptive behavior in any form (see <http://www.asu.edu/studentaffairs/safety/definitions.html>) will not be tolerated, and students are expected to be familiar with all relevant university policies. ASU Student Right and Responsibilities are located at: <http://eoss.asu.edu/dos/srr>

Disability Accommodations: Qualified students with disabilities who will require disability accommodations in this class are encouraged to make their request to me at the beginning of the semester either during office hours or by appointment. **Note:** Prior to receiving disability accommodations, verification of eligibility from the Disability Resource Center (DRC) is required. Disability information is confidential.

Establishing Eligibility for Disability Accommodations: Students who feel they will need disability accommodations in this class but have not registered with the Disability Resource Center (DRC) should contact DRC immediately. Their office is located on the first floor of the Matthews Center Building. DRC staff can also be reached at 480-965-1234(V), 480-965-9000 (TTY). For additional information, visit: www.asu.edu/studentaffairs/ed/drc. Their hours are 8:00am to 5:00pm, Monday through Friday.

Week 1: 08/22

Introduction to course Russian Mass Media. Vocabulary Development (p.2)

Week 2: 08/27- 08/29

History of Russian Mass Media (p.21). Structure of Russian press and television (pp.10-11, 15-17)

Week 3: 09/03-09/05

Description of the most popular Russian newspapers, magazines and TV stations and radio and their current ratings (pp.10, 16)

Week 4: 09/10 – 09/12

Difference between Russian and American newspapers (p.15). Oral presentation on a newspaper or magazine (Russian or American). Its structure, themes, layout, etc.

Vocabulary Quiz on Chapter 1.

Week 5: 09/17 - Exam on Chapter 1

09/19 Vocabulary Development on Chapter 2.

Week 6: 09/24 – 09/26

State symbols of Russian Federation (p.35). Functions of the President and Parliament (p.41). Constitution of Russia and Russian Federation history (p.46-47). The presidential oath and pledges it

contains (p.36). Follow the links of the Kremlin Web Site and the White House Web Site to find out when the current presidents of the two countries were elected and inaugurated. Oral presentation on the President of Russia.

Vocabulary Quiz on Chapter 2.

Week 7: 10/01 - Exam 2

10/3 Chapter 3. Vocabulary Development (p.52). Russia's foreign policy (pp.67-69)

Week 8: 10/8- 10/10

Articles on official visits and negotiations (p.65). Attitude of Russian citizens to a foreign policy (p.74). Newspaper and journalistic style (p.57).

Week 9: 10/17

Program of the first visit of the Russian President Vladimir Putin in the U.S. (p.64). News brief, the most popular journalistic genres (p.68).

Week 10: 10/22

Oral presentation on official meetings, visits and negotiations in Russia (p.70).

Vocabulary Quiz.

10/24 – Exam 3

Week 11: 10/29 – 10/31

Chapter 4. Vocabulary Development (p.78). Special economic language (pp.86-88).

Week 12: 11/4

Russia's current economic partners (p.98). Russia's export-import transactions (p.96). Russian and American attitudes toward work (pp.98-99). Oral presentation: Russian- American economic relations.

Vocabulary Quiz.

11/7 - Exam 4

Week 13: 11/12 – 11/ 14

Vocabulary Development on Chapter 5 (p.108). Armed conflicts in Russia and in the world (p.124)

Week 14: 11/19 -11/21

Attitude of Russians toward military operations (p.126). Fight against international terrorism (p.127). Discussion on military-political issues in the world.

Vocabulary Quiz.

Week 15:

11/26 – Exam 5

Week 16: 12/03 – 12/05

Review of chapters 1-5. Current news on Russia: politics, economics, culture, foreign policy. Russian-American current relations.



News From RUSSIA

Language, Life, and the Russian Media

Andrei Bogomolov and Marita Nummikoski

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 - Двуглавый орёл
 - Российский триколор
- Структура власти
 - Президент Российской Федерации
 - Правительство РФ
 - Федеральное Собрание
- Функции президента и парламента

Экстра: Конституция России и История Российской Федерации

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- Газетно-публицистический стиль
 - Verb + noun phrases
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 - Participles (Verbal adjectives)
 - Gerunds (Verbal adverbs)
- Acronyms

Class Activities 62

- Встречи и визиты
- Путин в США
- Заметки
- Учимся делать презентацию газетной публикации
- Мнения россиян

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- Самые дорогие города мира
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 - Вооружённые силы России
 - Призыв в РА
 - Альтернативная служба
- Военная техника
- Источник информации
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- Угроза войны
- Мнения россиян

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