

# J480

## STUDY ABROAD Summer 2022 London, UK

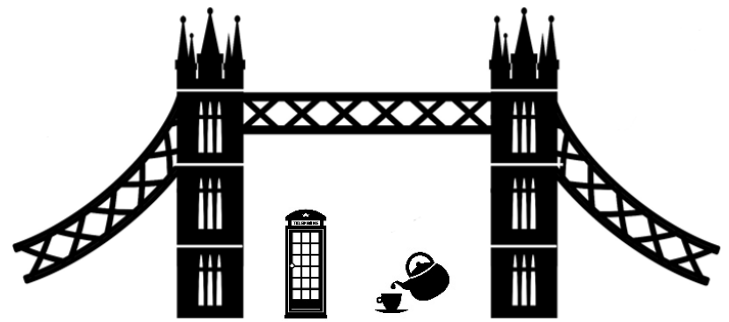
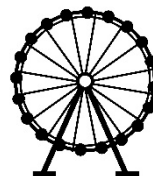
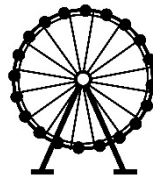
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Office hours via video chat. Schedule on  
[calendly.com/autumn\\_shafer](https://calendly.com/autumn_shafer)

### COURSE DESCRIPTION

This course examines how strategic communication is used to promote participation in global entertainment and culture, such as music, art, sports, film, and historical sites that operate as both as modern entertainment (i.e., tourism) and symbols of a region's cultural heritage. Concepts are taught within the context of strategic communication case studies. Students will apply course concepts to the creation of entertainment and culture promotion materials, critical analysis of strategies present in London related to entertainment and culture, and audience analysis through primary research with target publics in the program location.



## STRATEGIC COMMUNICATION in Entertainment and Culture

Language of Instruction: English

UO Credits: 4

Contact Hours: 40

Total Hours of Student Engagement  
(THSE) in all course activities: 120

### COURSE OBJECTIVES

This course will seek to answer two key questions:

What and how. As in, "What strategies are used in global entertainment and culture promotion?" and "How should entertainment and culture promotions be conducted?" within the context of the program location.

### STUDENT LEARNING OUTCOMES

By the end of this course students can expect to:

- Think critically about the role of strategic communication in entertainment and culture promotion
- Identify strategies used in entertainment and culture promotion
- Analyze audience needs and gratifications sought, media usage, opinions and attitudes related to entertainment and culture promotion
- Demonstrate knowledge of how to construct promotional materials to match audience culture



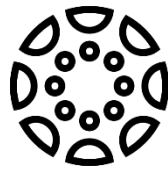
# EXPECTATIONS & PROCEDURES

*Instructional Methodology:* The course will include a mix of classroom lecture and activities (32 classroom hours) and excursions (16 excursion hours = 8 contact hours) to relevant entertainment and culture sites in the program location (e.g., sports venue, historic site). Excursions will include tours, but also meetings with on-site communication professionals. Readings will include articles, chapters, and case studies about strategic communication generally, but often with a focus on entertainment and culture communication. Readings and research relevant to excursions will also be assigned.



## TEAMWORK

Actively participate with your assigned or selected teams. You should be learning to work well with a variety of people.



## CANVAS

Our Canvas page is our home base. Announcements, assignments, and video lectures will be posted to our Canvas. **Check Canvas every weekday while abroad.**



## KINDNESS

Be courteous to your fellow students, abroad staff, and instructor. Read all course policies and assignment instructions. Act with integrity.



## SUBMISSIONS

Turn in assignments on Canvas by 11:59 p.m. on the course calendar date. Some assignments will be turned in on paper. **Late or emailed assignments are not accepted.**

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*Course Outline:* The basic structure of the course is outlined below. The instructor will fill in as excursion sites are booked and design the lecture order to compliment sites (e.g., if a music studio is booked, then the day before we will discuss cases studies specific to the music industry).

**Week 1:** (10 contact hours) London. Two days of in-class instruction (4 hours per day, 2 days a week = 8 weekly classroom hours). One afternoon excursion (2 total hours) + one Friday excursion (2 total hours) = 4 excursion hours or 2 classroom equivalent hours.

**Week 2:** (10 contact hours) London (same schedule as Week 1).

**Week 3:** (20 contact hours) London. Four days of in-class instruction (4 hours per day, 4 days a week = 16 weekly classroom hours). Two afternoon excursions (4 total hours) + one Friday excursion (4 total hours) = 8 excursion hours or 4 classroom equivalent hours.

### Course Topics Overview

- Introduction to entertainment and culture promotion
- Global public relations
- Entertainment and culture in Stockholm and London
- Writing strategic communication goals and objectives
- Audience research and targeting your publics
- Promotion strategies
- Message appeals
- Promotional tactics
- Ethics in strategic communication
- Case study analysis (specific to excursion site industries)

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*Instructor Communication Access:* While abroad you will have the instructor's cell phone number and email. You can text, call, or email as needed. There will also be an emergency contact at UO and local contacts. This information will be provided prior to trip departure.

# ASSESSMENT AND GRADING

## GRADES

Grades will be assigned based on the percentage you accumulate.

A- / A / A+ : 90.0 / 93.0 / 97.0

B- / B / B+ : 80.0 / 83.0 / 87.0

C- / C / C+ : 70.0 / 73.0 / 77.0

D- / D / D+ : 60.0 / 63.0 / 67.0

F : Below 60.0%

### Assignment Grading Standards

**A** = Excellent; mastery of concepts; professional quality work

**B** = Strong performance; near-professional quality work

**C** = Minimally acceptable performance; not near professional quality work

**D** = Poor performance; below expected quality of work

**F** = Failure; unacceptable performance or non-performance

## ESTIMATED WORKLOAD

Per university policy, 4 credits = 120 hours of student work. These are average estimates and some students may need more or less time to successfully complete course requirements. See “Instructional Methodology” section for details.

## ASSIGNMENT OVERVIEW

### **Attendance and Active Preparation/Participation** (35% of your total grade)

All students are expected to take part in classwork and excursion fieldwork abroad, which includes attending all classes and excursions. This includes in-class assignments and some secondary research to prepare for course topics and excursions. Attendance measures whether you show up, and active preparation/participation measures the quality of your presence and any preparation you were asked to do. Active participation includes contributing to the discussion, being respectful of our tour guides, peers, instructors, and other people we encounter during our activities, and also asking questions and showing an interest in learning during our activities.

### **Global Strategy Comparison** (10% of your total grade)

Each student is required to complete an analysis and comparison of entertainment or culture promotion conducted in the London vs. their hometown. The focus should be on cultural, regional, and audience-specific differences and how that affected the strategic decisions made in promotional efforts. This assignment will be presented to the class.

### **Social Media Ambassador** (10% of your total grade)

Each student will be assigned to be the social media ambassador for one of the activities or class sessions. The social media ambassador will have the responsibility of posting about the group’s experience of their assigned activity or daily learning on our course social media accounts. Students are expected to research sites and apply the promotional strategies they are learning in class when developing content.

### **Local Audience Media and Culture Research** (25% of your total grade)

Students will interview five people who live in London and ask them about their entertainment and culture promotion preferences, needs, and reactions. The conversation will include their impressions of how British culture and media have influenced America and vice versa throughout history to the present day. Students will turn in a written report.

### **Promotional Video** (20% of your total grade)

Working with a partner, students will apply their understanding from the course in strategic communication in entertaining and culture to create a video that could be used to promote our study abroad course to students for the next year. Students are expected to apply the promotional strategies they are learning in class coupled with ethical, inclusive, and authentic cultural communication when developing content.

# POLICIES & SUPPORTS

## ACCESSIBILITY, DIVERSITY, & INCLUSIVENESS

The University of Oregon is working to create inclusive learning environments. Please notify me if there are aspects of this course that result in disability related barriers to your participation. Contact the Accessible Education Center, <http://aec.uoregon.edu>, for more information. Diversity and inclusion are supported and valued at the University of Oregon. We respect the dignity and essential worth of all individuals; reject bigotry, discrimination, violence, and intimidation; practice personal and academic integrity and expect it of others; and promote a diversity of ideas, opinions, and backgrounds.

## DISCLAIMER AND COPYRIGHT NOTICE

Dr. Shafer reserves the right to make changes to the syllabus, schedule, assignments, etc. All lecture slides, handouts, videos, quizzes, and other materials created by the instructor are the property of the instructor and subject to copyright laws. Course materials should not be copied, posted, or distributed by students without explicit permission from the instructor.

## ACADEMIC INTEGRITY

The University Student Conduct Code (<https://dos.uoregon.edu/conduct>) defines academic misconduct. Students are prohibited from committing or attempting to commit any act that constitutes academic misconduct. For example, students should not give or receive (or attempt to give or receive) help with online quizzes. Students should properly acknowledge and document all sources of information. If there is any question about whether an act constitutes academic misconduct, it is the students' obligation to clarify the question with the instructor before committing or attempting to commit the act. It is my duty to report all suspected academic misconduct violations to Office of Student Conduct and Community Standards. Students who violate University guidelines on academic conduct will earn zero points on that assignment.

## SUPPORTING MENTAL HEALTH

Life at college can get very complicated. We all sometimes feel overwhelmed or stressed, experience anxiety or depression, struggle with relationships, or just need help navigating challenges in life. If you are facing such challenges, you don't need to handle them on your own—there's help and support at UO. The University Counseling Services (UCS) has a team of dedicated staff members to support you with your concerns, many of whom can provide identity-based support. All clinical services are free and confidential. Find out more at <https://counseling.uoregon.edu/> or by calling their care line, which is open 24 hours a day 541-346-3227. Getting help is a courageous thing to do—for yourself and for those you care about.

## SEXUAL VIOLENCE AND SURVIVOR SUPPORT

The UO is committed to providing an environment free of all forms of discrimination and sexual harassment. If you (or someone you know) has experienced or experiences gender-based violence (intimate partner violence, attempted or completed sexual assault, harassment, coercion, stalking, etc.), know that you are not alone. UO has staff members trained to support survivors in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more. Our goal is to make sure you are aware of the range of options available to you. If you wish to speak to someone confidentially, you can call 541-346-SAFE, UO's 24-hour hotline, to be connected to a confidential counselor to discuss your options. You can also visit the SAFE website at <https://safe.uoregon.edu/>.