



THE UNIVERSITY OF ARIZONA  
COLLEGE OF SOCIAL & BEHAVIORAL SCIENCES

## Center for Middle Eastern Studies

### \*Project Instructions

#### TEAM ORAL PRESENTATION AND TEAM PAPER PROJECT:

**Intercultural Communication Case Study Comparative Analysis: How women from the Middle East and Latin America are portrayed in different mass media communication messages?**

**Objective:** Apply Chapter 8 concepts with an Intercultural Case Study Comparative Analysis: How women from the Middle East and Latin America are portrayed in different mass media communication messages?

**Format:** A 15 to 30-minute ICC (Intercultural Communication) presentation + a 5 to 7-pages team paper, typewritten, well-organized, professionally polished, creative, and well-proofread paper. Double Space / Arial or Times New Roman font / 12 font size.

**Due date:** Monday May 9, 2016. No exceptions!

**Graded points:** 80 points, (30 pts. Team presentation / 50 pts. Team Paper submitted in MOODLE. Bring one copy to the classroom the day of your presentation)

This assignment asks you to apply two to three key ideas from Chapter 8 (on outgroup biases), and to analyze and compare 2 case studies where these concepts are clearly identified. For example, you might select concepts such as ethnocentrism/ethnorelativism development, stereotype/counter stereotype messages, prejudice, racism, hate crimes, etc. **Your case study selection will consist of two current intercultural news stories where you can identify outgroup biases against woman: one from to the Middle East and one from Latin America.**

This assignment is one in which you will work in a small group. A group can be constituted with a minimum of 3 and a maximum of 4 students. How well you perform in this assignment depends on how well you work collaboratively with your group. TEAM PRESENTATIONS are as follows:

1. Adhere strictly to the 15-30-minute timeline of delivery;
2. Pick two to three meaningful concepts from Chapter 8;

3. Discuss in your team how to present the two to three concepts in an educational, interesting, and “memorable” manner; Work your presentation in Power Point.
4. Design two objectives you want to accomplish in your presentation;
5. Everyone needs to play a vital role in the ORAL TEAM PRESENTATION;
6. Present your two current intercultural news stories in a creative manner. The mass media communication messages to be considered are: news with photos in newspapers or magazines; movies; or videos presented as part of news programs or internet version.
7. Be original and creative and MINDFUL - utilize each individual talent and diversity to contribute to a mindful communication process and a creative communication product. ENJOY!!!

**WRITTEN TEAM ASSIGNMENT—Suggested format**

COVER: Cover page with clear title, team members’ names, instructor’s name, submission date.

- I. **INTRODUCTION:** In this section you will begin by defining the basic concepts of culture and Intercultural Communication.
- II. **CULTURAL BACKGROUND:** In this section you will present the general characteristics of both cultures: Middle East and Latin American. Include a subsection on the cultural expectations and roles for woman in both cultures. Compare both. Remember to use concepts learned and discussed in class for example: Cultural values dimensions: Identity-Collectivism or Individualism; Cultural Value patterns; Power Distance: Verbal/ High or low content communicators /and Nonverbal Communication Styles, etc.
- III. **RATIONALE:** Articulate the importance of your selected ICC concepts. Briefly, define key terms and explain the theory or concepts via your own summary and interpretations.
- IV. **ICC DEBRIEFING:** Use the concepts you have selected to debrief the news stories that you choose. How can you identify the ICC concepts in the news story? Compare the identify concepts in both cultures.
- V. **CONCLUSIONS:** Discuss any insightful ideas you have gained on the topic via working with your team members. Conclude with 3 – 4 new points that move beyond the chapter materials—based on working with your teammates via your collaborative and case study analysis.
- VI. **REFERENCES:** Minimum 5 resources. APA style.
- VII. **APPENDICES:** Separate handouts, figures, artwork, photos, ICC effective communication guidelines, etc.

**NOTE:** All team members are expected to participate fully in the writing of the paper. All members of the team will receive the same grade. The instructor, however, will reserve the final right and decision to adjust the group grade versus the individual grade (if needed—with compelling reasons from other team members). The oral presentation will be graded on a 30-point scale, and the written paper will be graded on a 50-point scale.

**Grading criteria:**

A coherent Power Point Presentation + well-crafted news stories presentation (ORGANIZATION)  
Informative + clear explanations and conceptual connections among concepts, (FLOW)  
Creative, relevant, thought-provoking, or emotionally challenging + meaningful facilitation  
(ORIGINALITY)  
Effective presentation format and delivery—oral and written (EXECUTION)  
Team collaborative spirit and coordination (POSITIVE SYNERGY)

\*The basic idea and instructions for this Final Research Paper and Team Oral Presentation was taking from the authors of the Textbook use in the course Understanding Intercultural Communication by Toomey, Stella Ting & Leeva C, Chung. The adaptation for the topic and the guidelines for the paper and presentation are mine.

### RESEARCH PAPER GUIDELINES

#### WRITTEN TEAM ASSIGNMENT—Suggested format

COVER: Cover page with clear title, team members' names, instructor's name, submission date.

- I. **INTRODUCTION:** In this section you will begin by defining the basic concepts of culture and Intercultural Communication.

**Guidelines:**

1. What is culture?
2. What is Intercultural Communication?
3. What is the importance of studying Intercultural Communication?

- II. **CULTURAL BACKGROUND:** In this section you will present the general characteristics of both cultures: Middle East and Latin American. Include a subsection on the cultural expectations and roles for women in both cultures. Compare both. Remember to use concepts learned and discussed in class for example: Cultural values dimensions: Identity-Collectivism or Individualism; Cultural Value patterns; Power Distance: Verbal/ High or low content communicators /and Nonverbal Communication Styles, etc.

**Guidelines:**

**Country 1: Middle East:** \_\_\_\_\_

1. Considering the modern history (20th-21st centuries) of the country, write down the most IMPORTANT facts someone would need to know in order to understand the country as it is today.
2. Give an overview of your Middle Eastern Country? Describe important cultural factors: Name, geography, politics, language, religion, population, etc. Offer some statistics to support your overview. Include in this section the cultural value dimensions and cultural value patterns.
3. Offer specific details about woman in your Middle East Country. Include formal traditions, dress code and symbols of the dress code, how woman is perceived by the society, etc. Offer important and interesting facts someone would need to know in order to understand the country as it is today.

**Country 2: Latin America:** \_\_\_\_\_

1. Considering the modern history (20th-21st centuries) of the country, write down the most IMPORTANT facts someone would need to know in order to understand the country as it is today.
2. Give an overview of your Middle Eastern Country? Describe important cultural factors: Name, geography, politics, language, religion, population, etc. Offer some statistics to support your overview. Include in this section the cultural value dimensions and cultural value patterns.
3. Offer specific details about woman in your Middle East Country. Include formal traditions, dress code and symbols of the dress code, how woman is perceived by the society, etc. Offer important and interesting facts someone would need to know in order to understand the country as it is today.

**III. RATIONALE:** Articulate the importance of your selected ICC concepts. Briefly, define key terms and explain the theory or concepts via your own summary and interpretations.

**Guidelines:**

1. After you successfully introduce each of your countries and their particular facts about woman, name and define the 2 or 3 concepts that you are going to analyze in the news story.

**IV. ICC DEBRIEFING:** Use the concepts you have selected to debrief the news stories that you choose. How can you identify the ICC concepts in the news story? Compare the identify concepts in both cultures.

**Guidelines:**

1. Present the Mass Media that you select to analyze the news story for the Middle East. Offer important facts about this media.
2. Present the Mass Media that you select to analyze the news story for the Middle East. Offer important facts about this media.
3. How can you identify the ICC concepts in the news story?
4. Compare the ICC concepts in both cultures.
5. Compare how woman is portrayed in your news stories in both cultures using the ICC concepts?

**V. CONCLUSIONS:** Discuss any insightful ideas you have gained on the topic via working with your team members. Conclude with 3 – 4 new points that move beyond the chapter materials—based on working with your teammates via your collaborative and news story analysis.

**Guidelines:**

1. If you work with print media, newspaper, magazine, internet story, pay attention to the by line or the journalist who wrote the news. It is a female or male journalist? Do you think it will make a difference if the news was written by a male or a female? Why?

**VI. REFERENCES:** Minimum 5 resources. MLA style.

- VII. **APPENDICES:** Separate handouts, figures, artwork, photos, ICC effective communication guidelines, etc.

### FINAL PRESENTATION GUIDELINES

#### Preparing for your presentation:

- Organize your ideas effectively and in a logical order. Use some information from your background section.
- Be sure the presentation is not less than 15 minutes, not longer than 30 minutes. To get it right, PRACTICE.
- As a group presentation, be sure that each person speaks an equal amount (approximately).
- Use visuals (drawings, models, maps, PowerPoint images, photos of the females of your Middle East and Latin America Country, your print or video news story)
- Be careful to balance your presentation. The visuals should enhance and illustrate what you are saying.
- **You may use a few notes, but you should not be reading directly off a paper or the slides.** That makes it look like you don't know your subject. The notes should remind you of the order of presentation or of a few key facts, but you need to be comfortable with your topic.
- Practice effective speaking: enthusiasm, clear speech, formal language, confidence. (Practice these skills with a friend or in front of a mirror; you will need the skills in the future.)
- Dress professionally.
- How you will be evaluated: See the judging sheet on the next page.
- If you are absent during the day of your presentation you will missed 30 points of this section.

#### Final PowerPoint Presentation—Suggested format

**\*Slide 1:** Title of the project including both countries: For example: How women are portrayed in print media from Saudi Arabia and Mexico?: or How women are portrayed in television news from Egypt and Colombia?

Include in this first slide the name of the students in your group.

**\*Slide 2-5: INTRODUCTION:** In this section you will begin by defining the basic concepts of culture and Intercultural Communication.

1. What is culture?
2. What is Intercultural Communication?
3. What is the importance of studying Intercultural Communication?

**\*Slide 6-12 CULTURAL BACKGROUND:**

Middle East Country

Important Facts about the Middle East Country (include photos, maps, and other images)

Important Facts about women in the Middle East Country (include photos)

Latin America Country

Important Facts about the Latin American Country (include photos, maps, and other images)

Important Facts about women in the Latin America Country (include photos)

**\*Slides 13-14 RATIONALE:**

Present and define the Intercultural Communication Concepts to be analyze from Chapter 8. Write the important facts about the concept. Memorize the definition. Do not read from the slide.

**\*Slide 15 -18 ICC DEBRIEFING:** Use the concepts you have selected to debrief the news stories that you choose. How can you identify the ICC concepts in the news story? Compare the identify concepts in both cultures.

1. Present the Mass Media that you select to analyze the news story for the Middle East. Offer important facts about this media. If is print media, include an image or photo.
2. Present the news story of the Middle East and explain how you identify your ICC concept in the story.
3. Present the Mass Media that you select to analyze the news story from Latin America. Offer important facts about this media. If is print media, include an image or photo.
4. Present the news story of Latin America and explain how you identify your ICC concept in the story.
5. Compare how women are portrayed in your news stories in both cultures using the ICC concepts?

**\*Slides 19-22 CONCLUSIONS:**

1. Discuss any insightful ideas you have gained on the topic via working with your team members.
2. Conclude with 3 – 4 new points that move beyond the chapter materials—based on working with your teammates via your collaborative and news story analysis.

3. If you work with print media, newspaper, magazine, internet story, pay attention to the bylines or the journalist who wrote the news. It is a female or male journalist? Do you think it will make a difference if the news was written by a male or a female? Why?

**\*Optional last slide:** You can end your presentation with a final quote that reflects what you learned during this process.

**\*Final slide: REFERENCES:** Minimum 5 resources. MLA style.

**\*NOTE: THE NUMBERS OF SLIDES ARE ONLY FOR ORGANIZATION PURPOSES.**

### Judging Sheet for the Presentation

Name(s) of Presenter(s):

1 \_\_\_\_\_  
2 \_\_\_\_\_  
3 \_\_\_\_\_  
4 \_\_\_\_\_

You will use a scale from 1-4 based on the following: 1 = basic 2 = fair 3 = good 4 = excellent

#### **ORGANIZATION \_\_\_\_\_ / 8 points**

A coherent Power Point Presentation, well-crafted news stories presentation. The presentation is well organized and logical with all members of the group doing an equal amount of the work.

1 2 3 4

The visuals contribute to the presentation.

1 2 3 4

#### **DELIVERY/EXECUTION \_\_\_\_\_ / 12 points**

Effective presentation format and delivery—oral and written

The presenter(s) are dressed professionally:

1 2 3 4

The presenter(s) appear confident and seem to know the material well. The presenter(s) delivery was convincing.

1 2 3 4

#### **ORIGANLITY**

The presentation was creative, relevant, thought-provoking, or emotionally challenging + meaningful facilitation.

1 2 3 4

**FLOW & POSITIVE SYNERGY \_\_\_\_\_ / 10 points**

The presentation lasted 15-30 minutes (without any wasted time).

1 2 3 4

Team collaborative spirit and coordination.

1 2 3

The presenters offer clear explanations and conceptual connections among concepts

1 2 3

**Total points: \_\_\_\_\_ / 30**

Countries considered part of the Middle East - Make sure you know the capital of your designated country. Map attached.

1. Afghanistan
2. Iran
3. Turkey
4. Iraq
5. Lebanon
6. Syria
7. Jordan
8. Israel
9. Palestinian Territories
10. Egypt
11. Morocco
12. Tunisia
13. Libya
14. Algeria
15. Saudi Arabia
16. Oman
17. United Arab Emirates
18. Yemen
19. Qatar
20. Bahrain
21. Cyprus
22. Armenia
23. Azerbaijan
24. Georgia (the country, NOT the state!)
25. Kazakhstan
26. Turkmenistan
27. Tajikistan
28. Sudan
29. Mauritania



Latin American Countries- Make sure you know the capital of your designated country. Map attached.

1. Argentina
2. Belize
3. Bolivia
4. Brazil
5. Chile
6. Colombia
7. Costa Rica
8. Cuba
9. Dominican Republic
10. Ecuador
11. El Salvador
12. Falkland Islands
13. French Guiana
14. Guatemala
15. Guyana
16. Haiti
17. Honduras
18. Mexico
19. Nicaragua
20. Panama
21. Paraguay
22. Peru
23. Puerto Rico
24. Suriname
25. Uruguay
26. Venezuela

COUNTRIES AND MASS MEDIA DESIGNATED BY GROUP:

GROUP 1:

EGYPT

Egypt Daily News: <http://www.dailynewsegypt.com/>

Mada Masr, the Egyptian paper run by a woman <http://www.madamasr.com/>

COLOMBIA- Media Select by the group

GROUP 2:

KUWAIT

Kuwait Times <http://news.kuwaittimes.net/website> or

<http://news.kuwaittimes.net/category/e-paper>

VENEZUELA- Media Select by the group

GROUP 3:

JORDAN

Jordan Times: <http://www.jordantimes.com/>

MEXICO- Media select by the group

GROUP 4:

OMAN

Times of Oman: <http://timesofoman.com/Oman>

CHILE – Media select by the group

GROUP 5:

QATAR-

Gulf Times Qatar- <http://www.gulf-times.com/>

DOMINICAN REPUBLIC-Media select by the group

