

Subject overview

This subject provides a critical discussion and analysis of the social, cultural, economic, political, technological and institutional forces governing the exchange of mediated information across national frontiers. The course covers an introductory venture into contemporary issues and debates in international communication, a survey of development communication, and the study and analysis of various media systems around different regions in the world.

Learning Outcomes

By the completion of this subject, students will be able to:

- Analyze the basic political, economic, and social structures that shape international communication
- Evaluate the normative and working theories and frameworks used to explain the nature and conduct of communication across national frontiers
- Examine the nature and dynamics of global news services and information flow
- Recognize the issues arising from uneven distribution of communication resources in the emerging global society
- Understand the context and content of the New World Information Order and its aftermath
- Examine international news before and after the Cold War, and before and after 9/11

Assessment overview

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| • Class participation and Attendance | 15% of total assessment |
| • Quizzes | 10% of total assessment |
| • Reaction papers | 25% of total assessment |
| • Midterm exam | 10% of total assessment |
| • Monitoring world news | 10% of total assessment |
| • World media report | 15% of total assessment |
| • Final exam | 15% of total assessment |

Subject modules

- An historical survey of international communication
- Theories of international communication
- World media systems
- Global communication infrastructure
- Global trade in world communication
- Globalization of Western culture
- International communication and the Internet
- Approaches to development communication
- Indicators of development
- Case study, television and development in India
- The world's regions

Required readings

- De Beer, A. S. & Merrill, J. C. (2004). *Global journalism: Topical issues and media systems* (4th Ed.). Boston, USA: Pearson Education.
- Nair, K. S. & White, S. A. (1993). *Perspectives on development communication*. New Delhi, India: Sage Publications.
- Thussu, D.K. (2006). *Continuity and change* (3rd Ed.). New York City, USA: Oxford University Press.
- Students will also read a variety of journal articles assigned by Academic Teaching Staff.

Questions?

If you have any questions about any of the course summaries, please contact us.