

**City University of Hong Kong**

**Information on a Course  
offered by Department of Media and Communication  
with effect from Semester A in 2014 / 2015**

---

---

**Part I**

Course Title: Global Communication

Course Code: COM5102

Course Duration: 1 semester

Credit Units: 3

Level: P5

Medium of Instruction: English

Prerequisites: Nil

Precursors: Nil

Equivalent Courses: Nil

Exclusive Courses: Nil

**Part II**

**Course Aims:**

This course aims to equip students with knowledge of contemporary global communication and international media systems and the critical abilities to analyze contemporary issues in global communication. It will examine the political, economic, cultural and sociological forces behind global communication activities, including gathering and disseminating news, cross-border data transmission, and entertainment content among various mass communication systems in the world. From an interdisciplinary perspective, it introduces key concepts and theories on global communication and international media systems, and analyzes the impact of global communication on international relations, global economy, and social and cultural changes as well as national communication policies.

## Course Intended Learning Outcomes (CILOs)

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

No.	CILOs	Weighting (if applicable)
1.	Develop comprehension of the basic concepts and theories on global communication	25%
2.	Analyze trends of contemporary global communication and international media systems	25%
3.	Apply global communication theories to the analysis of various issues in global communication	25%
4.	Conduct independent research on global communication and its impact	25%

## Teaching and learning Activities (TLAs)

*(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)*

CILO No	TLAs	Hours/week (if applicable)
1	Examine the basic theories and concepts on global communication and international media system in lectures and class discussions	2 (for 6 weeks)
2	Analyze the trends of global communication in the globalizing world in lectures and class discussions	2 (for 6 weeks)
3 & 4	Explore and examine issues in global communication through presentations and discussions	1 (for 12 weeks)
3 & 4	Conduct research on topical papers on themes and issues of global communication; Apply theories to the analysis of such important issues as the world communication and information order; philosophy and ideology of various mass communication systems; the nature and content of international news; the imbalanced flow of information in the world; mass media as an agent for national development; transborder data flow and its impact; the flow of entertainment material and accusations of cultural imperialism; the media and international conflict; and direct satellite communication and its implications	NA

## Assessment Tasks/Activities

*(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)*

CILO No	Type of assessment tasks/activities	Weighting (if applicable)	Remarks
1-4	Work on a group project about international media and write a report from practical and theoretical point of views (10-15pages)	30%	

1-4	Design and conduct a research project and write a full-blown research paper as an individual or a group project (20-25 pages)	40%	
1-4	Written exam (Two hours)	30%	

**Grading of Student Achievement:** Refer to Grading of Courses in the Academic Regulations for Taught Postgraduate Degrees.

Grading pattern: Standard (A+, A, A-...F). The overall grade is based on student's overall performance in all assessment tasks/activities considered together. The meanings of the overall letter grades will be in line with those listed in the Academic Regulations.

More specific grading criteria for selected assessment tasks/activities are as follows:

Media report:

- Originality
- Critical ability
- Organization
- Clarity in presentation
- APA style

Research paper

- Originality
- Critical ability
- Application of theories
- Data/evidence
- APA style

Weighting of the different criteria and other details will be given to the students during class.

Courses are graded according to the following schedule:

Letter Grade	Grade Point	Grade Definitions	
A+	4.3	Excellent:	Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.
A	4.0		
A-	3.7		

B+ B B-	3.3 3.0 2.7	Good:	Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.
C+ C C-	2.3 2.0 1.7	Adequate:	Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.
D	1.0	Marginal:	Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.
F	0.0	Failure:	Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited or irrelevant use of literature.
P		Pass:	"Pass" in a pass-fail course. Courses to be graded on a pass-fail basis for a programme are specifically identified under the programme in the course catalogue.

### Part III

#### Keyword Syllabus:

Global communication, new information and communication order, comparative media systems, international propaganda, cultural imperialism, media and globalization, media and international conflict.

#### Recommended Reading:

##### Texts

- McPhail, T. L. (2010). *Global communication: Theories, stakeholders, and trends* (3rd ed.). Chichester, West Sussex, U.K.; Malden, MA: Wiley-Blackwell.  
 Kamalipour, Y. R. (2007). *Global communication* (2nd ed.). Belmont, Calif.: Thomson Wadsworth.

A reading packet compiled by the instructor.

Other reference / online resources

- Chakravartty, P., & Zhao, Y. (2008). *Global communications: Toward a transcultural political economy*. Lanham: Rowman & Littlefield Publishers, Inc.
- Fortner, R. S., & Fackler, M. (2011). *The handbook of global communication and media ethics*. Chichester, West Sussex, U.K.; Malden, MA: Wiley-Blackwell.
- Frederick, H. H. (1993). *Global communication & international relations*. Belmont, Calif.: Wadsworth Pub. Co.
- Hager, P. J., & Scheiber, H. J. (2000). *Managing global communication in science and technology*. New York: John Wiley.
- Mowlana, H. (1997). *Global information and world communication: New frontiers in international relations* (2nd ed.). London ; Thousand Oaks, Calif.: Sage.
- Newsom, D. (2007). *Bridging the gaps in global communication*. Malden, MA, USA: Blackwell Pub.
- Petrilli, S. (2008). *Approaches to communication: Trends in global communication studies*. Madison, WI: Atwood Pub.
- Taylor, P. M. (1997). *Global communications, international affairs and the media since 1945*. London; New York: Routledge.
- Tehrani, M. (1999). *Global communication and world politics: Domination, development, and discourse*. Boulder, Colo.
- Volkmer, I. (1999). *News in the global sphere: A study of CNN and its impact on global communication*. Luton: University of Luton Press.
- Wilkin, P. (2001). *The political economy of global communication: An introduction*. London; Sterling, Va.: Pluto Press.