

# COM5102: GLOBAL MEDIA IN THE DIGITAL ERA

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## Effective Term

Semester B 2025/26

## Part I Course Overview

### Course Title

Global Media in the Digital Era

### Subject Code

COM - Media and Communication

### Course Number

5102

### Academic Unit

Media and Communication (COM)

### College/School

College of Liberal Arts and Social Sciences (CH)

### Course Duration

One Semester

### Credit Units

3

### Level

P5, P6 - Postgraduate Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

Nil

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

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)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Understand the basic concepts and theories on international communication and global media	25			x
2	Analyze trends of contemporary international communication and global media systems	25	x	x	
3	Apply the concepts and theories to the analysis of various issues in international communication and global media	25		x	
4	Conduct independent research on the selected topics on international communication	25	x	x	x

#### A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

#### A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

#### A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

### Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures and in-class discussions	Students will survey the basic concepts and theories on international communication and global media in lectures and in-class discussions	1, 2
2	Quizzes	Students will take a quiz to check their understanding of international communication and global media, based on the lecture and assigned readings.	1, 2

3	Presentations and discussions	Students will examine an issue in international communication, based on lectures and in-class activities. Students will present it and discuss with other classmates.	3, 4	
4	Research	Students will conduct research on the selected topics in international communication: Apply the concepts and theories to the analysis of the topics, such as global communication and information order, philosophy and ideology of various global media systems, the nature and content of international news, the 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, global media and international conflict, and direct satellite communication.	3, 4	

**Assessment Tasks / Activities (ATs)**

	ATs	CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?
1	In-Class Participation	1, 2, 3, 4	10	-	Yes
2	Case Study: Examine and present the analysis of an issue in international communication and global media	1, 2, 3	20	-	Yes

3	Research: Design and conduct a research project and write a full-blown research paper as an individual or a group project	1, 3, 4	40	-	No
4	Quizzes	1, 2, 3	30	-	No

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Assessment Rubrics (AR)****Assessment Task**

In-Class Participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 &amp; thereafter)

**Criterion**

Attend lectures and participate in class discussions actively

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Not even reaching marginal levels

**Assessment Task**

Case Study: Examine and present the analysis of an issue in international communication and global media (for students admitted before Semester A 2022/23 and in Semester A 2024/25 &amp; thereafter)

**Criterion**

ABILITY to EXPLAIN in DETAIL and with ACCURACY methods of inquiry useful in analyzing research data

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

Research: Design and conduct a research project and write a full-blown research paper as an individual or a group project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

CAPACITY for SELF-DIRECTED LEARNING to understand the principles of global communication

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

Quizzes (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

ABILITY to demonstrate clear understanding of concepts related to global communication

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Not even reaching marginal levels

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**Assessment Task**

In-Class Participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

Attend lectures and participate in class discussions actively

**Excellent**

(A+, A, A-) Highly active, constructive, and meaningful participation in and contribution to in-class activities

**Good**

(B+, B) Adequate participation in and contribution to in-class activities

**Marginal**

(B-, C+, C) Moderate participation in and contribution to in-class activities

**Failure**

(F) No participation and contribution

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**Assessment Task**

Case Study: Examine and present the analysis of an issue in international communication and global media (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

ABILITY to analyse social affairs with global communication theories

**Excellent**

(A+, A, A-) Demonstrated excellent ability to analysing social affairs with global communication theories

**Good**

(B+, B) Demonstrated adequate ability to analysing social affairs with global communication theories

**Marginal**

(B-, C+, C) Demonstrated moderate ability to analysing social affairs with global communication theories

**Failure**

(F) Fail to use the knowledge taught in the course in the project

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**Assessment Task**

Research: Design and conduct a research project and write a full-blown research paper as an individual or a group project (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

CAPACITY for SELF-DIRECTED LEARNING to understand the principles of global communication

**Excellent**

(A+, A, A-) Demonstrated excellent ability to evaluate the topic/problem by utilizing appropriate theories and concepts, conduct appropriate data analysis, and draw logical conclusions

**Good**

(B+, B) Demonstrated adequate ability to evaluate the topic/problem by utilizing appropriate theories and concepts, conduct appropriate data analysis, and draw logical conclusions

**Marginal**

(B-, C+, C) Demonstrated moderate ability to evaluate the topic/problem by utilizing appropriate theories and concepts, conduct appropriate data analysis, and draw logical conclusions

**Failure**

(F) Fail to use the knowledge taught in the course in the project

**Assessment Task**

Quizzes (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

ABILITY to demonstrate clear understanding of concepts related to global communication

**Excellent**

(A+, A, A-) Comprehensive understandings of the course materials

**Good**

(B+, B) Adequate understandings of the course materials

**Marginal**

(B-, C+, C) Moderate understandings of the course materials

**Failure**

(F) Fail to demonstrate basic understandings of the course materials

**Part III Other Information****Keyword Syllabus**

Global communication, new information and communication order, flow of information in the world, comparative media systems, international news, cultural imperialism, media and globalization, media and international conflict, media and national development

**Reading List****Compulsory Readings**

	Title
1	McPhail, T. L., Phipps, S. (2019). <i>Global communication: Theories, stakeholders, and trends</i> (5th ed.). Wiley.
2	Stevenson, R. (1992). Defining international communication as a field. <i>Journalism and Mass Communication Quarterly</i> , 69(3), 543-553.
3	Berglez, P. (2008). What is global journalism? <i>Journalism Studies</i> , 9(6), 845-858.
4	Guo, L., Mays, K., & Wang, J. (2017). Whose story wins on Twitter? Visualizing the South China Sea dispute. <i>Journalism Studies</i> , 20(4), 563-584.
5	Mokry, S. (2017). Whose voices shape China's global image? Links between reporting conditions and quoted sources in news about China. <i>Journal of Contemporary China</i> , 26, 650-663.
6	Hetsroni, A., Elphariach, H., Kapuza, R., & Tsfonti, B. (2007). Geographical proximity, cultural imperialism, and the cultivation effect. <i>Communication Monographs</i> , 74(2), 181-199.
7	Boyd-Barrett, O. (2010). Media imperialism reformulated. In D. K. Thussu (ed.), <i>International Communication: A Reader</i> (pp. 139-153).

8	Lee, W-S., Lee, M-K., Kang, S., & Yoo, J-W. (2018). The Samsung-Apple patent war: Socio-cultural comparative study of news frames in a business conflict issue. <i>International Communication Gazette</i> , 81(1), 46-65.
9	Hart, P. S., Chinn, S., & Soroka, S. (2020). Politicization and polarization in COVID-19 news coverage. <i>Science Communication</i> , 42(5), 679-697.
10	Chonka, P., Diepeveen, S., & Haile, Y. (2022). Algorithmic power and African indigenous languages: Search engine autocomplete and the global multilingual Internet. <i>Media, Culture &amp; Society</i> . Online first.
11	Wagner, K. B. (2022). TikTok and its mediatic split: The promotion of ecumenical user-generated content alongside Sinocentric media globalization. <i>Media, Culture &amp; Society</i> . Online first.
12	Stathakopoulos, N. P. V. (1997). Standardization versus adaptation of international advertising strategies: Towards a framework. <i>European Journal of Marketing</i> , 31(7), 504-527.
13	Kim, S., Luk, K. Y., Xia, B., Xu, N., & Yin, X. (2019). Brand name and ethnicity of endorsers in luxury goods: Does a glocalization strategy work in China? <i>International Journal of Advertising</i> , 39(6), 824-842.
14	Nye, J. S. (2010). Public diplomacy and soft power. In D. K. Thussu (ed.), <i>International Communication: A Reader</i> (pp. 333-344).

### Additional Readings

	Title
1	Li, K., & Zhang, Q. (2022). A corpus-based study of representation of Islam and Muslims in American media: Critical discourse analysis approach. <i>International Communication Gazette</i> , 84(2), 157-180.
2	Waisbord, S. (2004). McTV: Understanding the global popularity of television formats. <i>Television &amp; New Media</i> , 5(4), 359-383.
3	Vu, H. T., Jiang, L., Chacon, L. M. C., Riedl, M. J., Tran, D. V. & Bobkowski, P. S. (2019). What influences media effects on public perception? A cross-national study of comparative agenda setting. <i>International Communication Gazette</i> , 81(6-8), 580-601.
4	Park, J. H., Lee, Y. S., & Seo, H. (2019). The rise and fall of Korean drama export to China: The history of state regulation of Korean dramas in China. <i>International Communication Gazette</i> , 81(2), 139-157.
5	Willnat, L., Tang, S., Shi, J., & Zhan, N. (2022). Media use and national image: How Americans and Chinese perceive the U.S.-China trade war. <i>International Communication Gazette</i> . Online first.