THE EDUCATION UNIVERSITY OF HONG KONG

Course Outline

Part I

Programme Title	: All undergraduate programmes
Programme QF Level	: 5
Course Title	: Media, Politics and Power in International Communication
Course Code	: SSC3203
Department	: Social Sciences and Policy Studies
Credit Points	: 3
Contact Hours	: 39
Pre-requisite(s)	: Nil
Medium of Instruction	: EMI
Course Level	: 3

Part II

The University's Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Undergraduate, Taught Postgraduate and Research Postgraduate students consist of the following three domains (i.e. in short "PEER & I"):
- **P**rofessional **E**xcellence;
- **E**thical **R**esponsibility; **&**
- **I**nnovation.

The seven GILOs are:
1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
4a. Oral Communication Skills
4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives

1. **Course Synopsis:**

This course is designed to examine a broad range of issues and debates presently taking place in international communication. The course will look into the historical background, theoretical framework which can provide students with contextual as well as analytical foundations to approach topics related to international communication. It examines the role of media as an increasingly important aspect in political life of states and societies. It also enquires how political and economic infrastructure is affecting the development of media systems. The course also explores the current development the emerging trend of media systems in the world in the Greater China region, its role in the global media system; and how the change in the global media system instigates changes within the Greater China region.

2.   Course Intended Learning Outcomes (CILOs)

Upon completion of this course, students will be able to:

CILO$_1$:   explain the development key concepts and major theories of international communication

CILO$_2$:   examine the development of the political and economic infrastructure underpinning the global system and communication

CILO$_3$:   critically evaluate the debates about international communication and the extent of its influence on social change

CILO$_4$:   examine the role of the Greater China region and its position in global communication

3.   CILOs, Content and Teaching & Learning Activities

Course Content	CILOs	Suggested Teaching & Learning Activities
International Communication vs Global Communication; Evolution of International Communication; Development theory; postcolonial theory; cultural imperialism; critical theory and modernization theory; Feminist perspectives	*CILO$_1$*	Lecture and tutorial discussion that explores the concepts and the applications of theories, readings
Studying Global media systems: Infrastructure and technological advancement; political economy of global communication; free trade in global communication; news agencies and alternate media organizations; international news flow; [De]propagandizing; Globalization vs Glocalization; national vs international communication e.g Hollywood vs Bollywood; advertising	*CILO$_{2,3}$*	Lecture and tutorial discussion on the recent phenomenon; using cases in the current news and talks and seminars by industry workers, readings
Policy and regulation: The New World Information and Communication Order; Digital Divide; regulation and deregulation of [media]policy; international governance of the media intellectual property rights; universal declaration of human rights and right to communication; national media policy; Gender sensitive communication policy; Cultures of Pornography	*CILO$_{2,3}$*	Lecture, tutorial discussion and seminars, readings

Greater China's global role, its role in global and international communication; diversity of communications in the Greater China region; the impact of media on bringing convergence and divergence	*CILO$_{1-4}$*	Lecture, tutorial discussion and seminars

4. Assessment

Assessment Tasks	Weighting (%)	CILOs
(a) One individual reaction paper of around 1,500 words, on two of the assigned readings specified by the course examiners	30%	*CILO$_{1-4}$*
(b) Tutorial discussions relating to specific topics assigned by the tutor	20%	*CILO$_{1-4}$*
(c) Group presentation on current issues relating to international communications. Student are required to submit a written report (around 1,000 words) based on the presentation	50%	*CILO$_{1-4}$*

5. Required Text(s)

Thussu, D.K. (2006). *International Communication: Continuity and Change* (2nd). New York: Hodder Arnold.

6. Recommended Readings

Adorno, Theodor.W., & Horkheimer, Max. (1972). The culture industry: Enlightenment as mass deception. In *Dialectic of Enlightenment* (J. Cumming, Trans.). (pp.120167). New York: Herder and Herder.

Atkin, David. J. (2003). The Americanization of global film. In K. Anokwa, & C. A. Lin, & M. B. Salwen (Eds.), *International communication: Concepts and cases* (pp. 175189). Belmont: Wadsworth.

Bourdieu, P. (1984,2010) Distinction: A Social Critique of the Judgment of Taste. London and New York: Routledge.

Carey, James. W. (1989). A cultural approach to communication. In *Communication as culture: Essays on media and society* (pp.1336). New York: Routledge.

Curran, James & Park, Myung-Jin. (2000). De-westernizing Media Studies. London and New York: Routledge.

Dayan, Daniel & Katz, Elihu. (1992). Defining media events: High holidays of mass communication. In *Media events: the live broadcasting of history* (pp.124).

Cambridge, MA: Harvard University Press.

Dorfman, Ariel & Mattelart, Armand. (1975). *How to read Donald Duck: Imperialist ideology in the Disney comic* (pp.2732, 4860).New York: International General Editions.

Frey, Lawrence & Carragee, Kevin. (2007). *Communication Activism: Communication for Social Change.Vol. 1*. Cresskill, NJ: Hampton Press, Inc.

Friedman, M., & Schultermandl, S. (2016). (Eds.). *Click and kin: Transnational identity and quick media.*Toronto; Buffalo; London: University of Toronto Press.

Frith, Katherine. (2003). International advertising and global consumer culture. In K. Anokwa & C. A. Lin, & M. B. Salwen (Eds.), *International communication: Concepts and cases* (pp. 190204).Belmont: Wadsworth.

Fung, Anthony Y.H. and Lee Chin-Chuan (1994). Hong Kong's changing media ownership: Uncertainty and dilemma. *International Communication Gazette*. February. Vol. 53 No. 1-2, pp. 127-133.

Ginneken, Jaap. V. (1998). Introduction. In *Understanding global news: A critical Introduction* (pp.121). London: Sage Publications.

Golan, Guy, Johnson, Thomas & Wanta, Wayne. (2010) *International media communication in a global age*. New York, NT: Routledge.

Gupta, V.S. (2005) *International communication: Contemporary issues and trends in global information revolution.* New Delhi, India: Concept Publishing.

Fung, Anthony. (2006). Think Globally, Act Locally: China's Rendezvous with MTV. *Global Media and Communication.* April. Vol.2 No.1. pp.71-88.

Hanson, Elizabeth.(2008). *The information revolution and world politics.* Lanhan, MD: Rowman and Littlefield.

Hall, Stuart. (1997). The local and the global: Globalization and ethnicity. In A. McClintock, & A. Mufti, & E. Shohat. (Eds.), *Dangerous liaisons: Gender, nation, and postcolonial perspectives* (pp.173187).Minneapolis: University of Minnesota Press.

Harp, Dustin, Bachman, Ingrid, Lei Guo.(2012). The Whole Online World is Watching: Profiling Social Networking Sites and Activists in China, Latin America and the United States. *International Journal of Communication*, Vol. 6.

Sarikakis, Katherine and Shade, Leslie Regan (ed). *Feminist Interventions in International Communication.* Lanham, Maryland: Rowman &Littlefield Publishers, Inc.

Schiller, Herbert. (1976). Cultural domination: Sources, context and current styles. In

Communication and cultural domination (pp.523).White Planins, NY: M.E. Sharpe.

Shim, Doobo. (2006). Hybridity and the rise of Korean popular culture in Asia. *Media, Culture & Society, 28* (1). 2544.

Wei, Ran and Louis Leung. (1998). A Cross-Societal Study on the Role of the Mass Media in Political Socialization in China and Taiwan. *International Communication Gazette.* October. Vol. 60 No.5. p.377-393.

Yu Shi. (2008). The Rise of China's Media Supermarket: An Appraisal of Cultural Imperialism's Relevance to the Chinese TV Industry. *International Journal of Communication*. Vol. 2.

7. Related Web Resources
http://www.global.asc.upenn.edu/fileLibrary/PDFs/moderncommenglish.pdf

8. Related Journals
Global Media and Communication
International Communication Gazette
International Journal of Communication
Journal of International Communication

9. Academic Honesty
The University adopts a zero tolerance policy to plagiarism. For the University's policy on plagiarism, please refer to the *Policy on Academic Honesty, Responsibility and Integrity with Specific Reference to the Avoidance of Plagiarism by Students* (https://www.eduhk.hk/re/modules/downloads/visit.php?cid=9&lid=89). Students should familiarize themselves with the Policy.

10. Others
The New Yorker
ICA – International Communication Association

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