

Vesalius College

Course description

Course title: International Communication

Course code: CMM 322E

Teacher responsible: George Terzis

Course description:

This course is an introduction to the subject of world news and it examines the theories, general issues, and problems related to the international function of the media. We will study the role of various media and their approach to global news, and in particular the 'western' news about 'non-western' countries, peoples and issues, analyzing the coverage in the social, cultural, and political domains.

Close examination of international media companies such as CNN, BBC, Time, Newsweek, The International Herald Tribune, Reuters, Associated Press, Agence France Presse, UPI, Bloomberg, Google and MTV will form the basis of classroom discussion and written analyses. We will also analyse issues of Global Media Governance and the recent NWICO debates. Students will thus gain a clear understanding of how the major international media organizations operate.

Course objectives:

The course aims to:

- provide a framework within which students will be better able to understand the complex interaction of cultures and national identities as they affect the international flow of news
- enable the student to describe ways in which communication media and techniques differ between nations according to cultural and political norms;
- enable the student to identify key potentially hazardous areas for the international media;
- enhance the student's ability to access various media operating on a global scale;
- enable the student to outline the current status of political, economic and social divisions and how they are communicated to the public on an international level.

Skills progression:

The Communications Curriculum Committee has created a list of specific skills for Communication majors that must be developed in 300-level, required courses.

Listening and note taking: in spite of the number of books to be read as part of the required reading, a sizeable amount of information will be given through the lecture format.

Research: Papers to be handed in require high-quality research. Though general guidelines are provided, the papers should demonstrate that students know how to make use of the relevant information they have found and the paper must prove that a significant number and variety of sources have been consulted.

Critical Thinking: The ability to understand and appreciate theories in their social and political context will be tested. Students are expected to explore issues in depth using their critical skills and qualify (and even challenge) some of the accepted assumptions.

Academic Writing: As this course is meant to provide students with the theoretical background and rigor that in turn will prove indispensable for writing the communication research project. Thus, it is expected that students show solid academic writing, in terms of content, form and style.

As a required 300-level course, students will need to show that they are becoming thoroughly familiar with the highly specialized jargon of the communications field.

Grade weighting scheme:

Homework Assignment 30%
Presentation 10%
Mid-Term Exam 20%
Final Exam 30%
Attendance 10%

Used course material (handbooks, readers, readings, newspapers, magazines) and references:

Textbooks:

Title: Understanding Global News

Authors: Jaap van Ginneken

Publisher: Sage

Date: 1998

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Title: Global Communication

Authors: Thomas Mc Phail

Publisher: Blackwell

Date: 2006

Suggested Reading:

Siochru S., Global Media Governance, Rowman & Littlefield, 2002

Hachten W, The World News Prism, Iowa State University Press, 1996

Mowlana Hamid, International Flow of Information: A Global Report and Analysis, Unesco, 1985

Raboy Marc, Global Media Policy in the New Millennium, University of Luton Press, 2002

Volkmer Ingrid, News in the Global Sphere, A study of CNN and its Impact on Global Communication, University of Luton Press, 1999