CMM 221G
Global Communication

Number of ECTS credits: 6

Course Prerequisite
HUM101G, CMM101G

Course Description
The course introduces the historical context of the field of global communication and examines different approaches to global communication from the modernization and cultural imperialism theories to cultural studies and critical political economy perspectives. The course also examines the theories and problems related to the international function of the news media and the entertainment industry. Students also gain a clear understanding of the creation of the global media marketplace and how international communication evolves in the Internet age. Furthermore, the course discusses the international governance structures related to media, news, telecommunications and the Internet. With the help of a comprehensive textbook, seminal texts and videos, the course addresses the main political, economic, social and cultural themes intersecting the debate around the emerging global communication system.

Course Learning Objectives
At the end of this course, students should be able to:

Acquired Knowledge
1. To understand the complex interaction of local and global cultures and identities as they affect and are affected by the international flows of media contents.
2. To enable to compare global communication between nations or world regions according to cultural, economic and political structures, values and norms.
3. To enhance the ability to know and access various media operating on a global scale.
Applying Knowledge & Judgment
4. To critically engage with the major theoretical models on international and global communications.
5. To develop the ability to reflect on and react to the global communications field products.

Communication
6. To develop the ability to discuss the lectures’ content critically and creatively, while engaging in classroom discussions.

Course Materials
The course material consists of PowerPoint presentations, required readings, videos and suggested readings. Course materials (syllabus, slides, and support materials) will be uploaded on Canvas. Students are expected to visit the site regularly to keep abreast of any course changes and evolutions. The professor is expected to upload relevant material in a timely manner.

Textbook
Title: Global Communication
Author: Hamelink, Cees
Publisher: Sage, 2015

Course Assessment
The final grade will be based on the following components:
- Mid-Term Exam: 40%
- Final Exam: 40%
- Paper 20%
- Total: 100%

Grading Scale of Vesalius College
Vesalius College grading policy follows the American system of letter grades, which correspond to a point scale from 0 – 100. All assignments (including exams) must be graded on the scale of 0-100. To comply with the Flemish Educational norms, professors should on request also provide the conversion of the grade on the Flemish scale of 0-20. The conversion table below outlines the grade equivalents.

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<thead>
<tr>
<th>Letter grade</th>
<th>Scale of 20</th>
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<td>17.0-20.0</td>
<td>85-100</td>
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<tr>
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<td>16.1-16.9</td>
<td>81-84</td>
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<td>15.3-16.0</td>
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**Academic Honesty Statement**

Academic dishonesty is NOT tolerated in this course.

Academic honesty is not only an ethical issue but also the foundation of scholarship. Cheating and plagiarism (including self-plagiarism) are therefore serious breaches of academic integrity.

Following the College policy, cheating and plagiarism cases will be communicated in writing to the Associate Dean for Students and submitted to the Student Conduct Committee for disciplinary action.

If you refer to someone else’s work or your past work, appropriate references and citations must be provided. Grammar, spelling and punctuation count, so use the tools necessary to correct before handing in assignments.

**Course Schedule**

WEEK 1  Introduction to Globalization and International Communication: Key Concepts
WEEK 2  How to Study Global Communication
WEEK 3  History and Economy of Global Communication
WEEK 4  Flows of Global Content
WEEK 5  The Politics and Policies of Global Communication
WEEK 6  Inequality and the Global Divide
WEEK 7  Mid-Term Exam
WEEK 8  Propaganda, Diplomacy and Espionage
WEEK 9  Global Communication and Conflict I – The Basics
WEEK 10 Global Communication and Conflict II – The Role of Journalism
WEEK 11 Culture and Global Communication
WEEK 12 Global Communication On-line
WEEK 13 Futures of Global Communication
WEEK 14 Conclusions, Paper Feedback, and Final Exam Preparation
WEEK 15 Final Exam