

COM 310 International Communication

Credit Hours: 3

In-Class Instructional Hours: 3

Labs: 0

Field Work: 0

Catalog Description:

Prerequisite. Junior or Senior status

Comparative study of mass media in a global context; examination of various models of media relationship to government and society; role of media in developing nations and in international relations.

Reasons for Revision:

(Spring 2006) This course was last revised in 1988. This revision is part of a general program review, through which Communication seeks to update its courses in light of departmental experience with the previous program version, evolving departmental needs, expanding scholarship in the field. Additionally, the department is undertaking this revision to position itself for accreditation by the Accrediting Council for Education in Journalism and Mass Communication.

| Student Learning Outcomes: On completion of this course, students will be able to: | Course Content References: | Assessment: |
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| 1. Analyze and explain the role of international communication in a global society | I, II, III | 1. Exams, papers, applied projects, presentations |
| 2. Demonstrate familiarity with major media entities (newspapers, magazines, television, radio, and Web sites) and media-related organizations having international significance | IV, VI | 2. Exams, papers, applied projects, presentations |
| 3. Critically analyze the impact of various social and political philosophies on the media | III | 3. Exams, papers, applied projects, presentations |
| 4. Evaluate the process of international communication within the framework of social, cultural, economic, religious and political divisions of the early 21 st Century | III | 4. Exams, papers, applied projects, presentations |
| 5. Demonstrate familiarity with several key figures in international communication | V | 5. Exams, papers, applied projects, presentations |

Course Content:

I. Globalization

- A. Development
- B. Colonialism & post-colonialism
- C. Nationalism
- D. Cultural imperialism

II. International Communication

- A. McLuhan's "global village"
- B. Planet Earth
- C. Communication and social movements
- D. Technological developments
- E. National and geographic hot spots in international communication

III. Relationships Between Media and Government/Society

- A. Authoritarian Model
- B. Libertarian Model
- C. Social Responsibility Model
- D. Communist Model
- E. Socialist Model
- F. National Development Model

IV. Major Media Entities

- A. Newspapers
- B. Magazines
- C. Television
- D. Radio
- E. Internet
- F. Miscellaneous

V. Key figures in international communication (examples)

- A. Noam Chomsky
- B. Jacques Ellul
- C. Buckminster Fuller
- D. Marshall McLuhan
- E. Alvin Toffler

VI. International/Transnational Media Organizations

- A. Wire services
- B. Broadcast networks
- C. Professional journalistic associations
- D. Media advocacy organizations
- E. Media watchdog organizations

Required:

Resources:

Classic Scholarship in the Field.

Current Scholarship in the Field.

Periodicals:

Columbia Journalism Review

Editor & Publisher

Journalism Quarterly

Washington Journalism Review

Electronic and/or Audiovisual Resources