

COM5102: GLOBAL MEDIA IN THE DIGITAL ERA

Effective Term

Semester B 2024/25

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	Develop comprehension of the basic concepts and theories on global communication	25			x
2	Analyze trends of contemporary global communication and international media systems	25	x	x	
3	Apply global communication theories to the analysis of various issues in global communication	25		x	
4	Conduct independent research on global communication and its impact	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 class discussions	Examine the basic theories and concepts on global communication and international media system in lectures and class discussions	1	2 (for 6 weeks)
2	Lectures and class discussions	Analyze the trends of global communication in the globalizing world in lectures and class discussions	2	2 (for 6 weeks)
3	Presentations and discussions	Explore and examine issues in global communication through presentations and discussions	3, 4	1 (for 12 weeks)

4	Research	Conduct research on topical papers on themes and issues of global communication; Apply theories to the analysis of such important issues as the world communication and information order; philosophy and ideology of various mass communication systems; the nature and content of international news; the imbalanced 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; the media and international conflict; and direct satellite communication and its implications	3, 4	NA
---	----------	---	------	----

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	In-Class Participation	1, 2, 3, 4	10	
2	Work on a group assignment about global communication from practical and theoretical point of views	1, 2, 3, 4	20	
3	Design and conduct a research project and write a full-blown research paper as an individual or a group project (20-25 pages)	1, 2, 3, 4	40	
4	Quizzes	1, 2, 3, 4	30	

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

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

Work on a group assignment about global communication from practical and theoretical point of views (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & 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

Assessment Task

Design and conduct a research project and write a full-blown research paper as an individual or a group project (20-25 pages) (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

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

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

Assessment Task

Work on a group assignment about global communication from practical and theoretical point of views (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

Assessment Task

Design and conduct a research project and write a full-blown research paper as an individual or a group project (20-25 pages) (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

Additional Information for AR

More specific grading criteria for selected assessment tasks/activities are as follows:

Course assignment:

- Originality
- Critical ability
- Organization
- Clarity in presentation
- APA style

Research paper

- Originality
- Critical ability
- Application of theories
- Data/evidence
- APA style

Weighting of the different criteria and other details will be given to the students during class.

Part III Other Information**Keyword Syllabus**

Global communication, new information and communication order, comparative media systems, international propaganda, cultural imperialism, media and globalization, media and international conflict.

Reading List**Compulsory Readings**

Title	
1	McPhail, T. L. (2014). Global communication: Theories, stakeholders, and trends (4th ed.). Chichester, U.K.: Wiley.
2	Kamalipour Y. R. (2019). Global communication: A multicultural perspective (3rd ed.). Lanham, MD: Rowman & Littlefield.
3	Thussu D. K. (2019). International communication: Continuity and change (3rd ed.) London, UK: Bloomsbury.
4	A reading packet compiled by the instructor.

Additional Readings

Title	
1	Chakravartty P., & Zhao, Y. (2008). Global communications: Toward a transcultural political economy. Lanham: Rowman & Littlefield Publishers, Inc.
2	Fortner, R. S., & Fackler, M. (2011). The handbook of global communication and media ethics. Chichester, West Sussex, U.K.; Malden, MA: Wiley-Blackwell.
3	Frederick, H. H. (1993). Global communication & international relations. Belmont, Calif.: Wadsworth Pub. Co.
4	Hager, P. J., & Scheiber, H. J. (2000). Managing global communication in science and technology. New York: John Wiley.
5	Mowlana H. (1997). Global information and world communication: New frontiers in international relations (2nd ed.). London ; Thousand Oaks, Calif.: Sage.
6	Newsom, D. (2007). Bridging the gaps in global communication. Malden, MA, USA: Blackwell Pub.

7	Petrilli S. (2008). Approaches to communication: Trends in global communication studies. Madison, WI: Atwood Pub.
8	Taylor, P. M. (1997). Global communications, international affairs and the media since 1945. London; New York: Routledge.
9	Tehrani M. (1999). Global communication and world politics: Domination, development, and discourse. Boulder, Colo.
10	Volkmer I. (1999). News in the global sphere: A study of CNN and its impact on global communication. Luton: University of Luton Press.
11	Wilkin, P. (2001). The political economy of global communication: An introduction. London; Sterling, Va.: Pluto Press.