

COM3119: INTERNATIONAL COMMUNICATION

Effective Term

Semester A 2024/25

Part I Course Overview

Course Title

International Communication

Subject Code

COM - Media and Communication

Course Number

3119

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

EN3565 International Communication OR COM2104 International Communication

Exclusive Courses

Nil

Part II Course Details

Abstract

This course is designed to teach students the theories and practices of international communication. By the end of the semester, they are expected to demonstrate knowledge of contemporary issues and identify key perspectives in

international communication and the political, sociological, cultural, psychological and economic forces that shape the form and content of international communication, including media organizations, professional journalists, national markets and cross-national relations; to critically explore, discover and evaluate the role of media in regions and countries including, but not limited to, Hong Kong and mainland China in the context of international communication; and to apply relevant concepts or theoretical perspective to their research problems and use appropriate methods to collect data to answer the questions. As part of the scholarly inquiry, they will also learn to present and share the results in a professional manner.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 app.)		DEC-A2	DEC-A3
1	Demonstrate knowledge of general theories and principles of international communication: geography, philosophy, history, politics, economics, and culture	30	x		
2	Identify and compare major perspectives and theoretical approaches in international communication	20	x	x	
3	Apply research concepts/perspectives to a research project, using appropriate method	30		x	
4	Present research findings in a professional manner	20			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	Students will discuss through lectures on the literature: major concepts and evidence	1, 2	90 minutes/per week
2	Group exercise	Students will explore and analyse major issues in international communication: relevant cases and examples to illustrate the concepts	1, 2	30 minutes/per week
3	Projects	Students will discuss through tutorials on student research projects	3	Throughout the semester

4	Presentation	Students will present research findings in class	4	30-40 minutes
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Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Participation: Students will take part in individual and group in-class exercises and present their work to class.	2, 3, 4	10	
2	In-Class Debate: Students will work in groups to debate a topic in class.	1, 2, 4	20	
3	Group Research Project Presentation: Students will present a group research project relating to issues of international communication.	3, 4	10	
4	Group Research Project: Students will submit the results of their group research in written format.	2, 3	30	
5	Final Quiz Students will take a final quiz for testing their ability to analyze the theories and concepts covered in the lectures, readings, and class discussions.	1, 2	30	

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

Participation

Criterion

Attend lectures and participate in class discussions actively

Excellent (A+, A, A-)

Students attend all lectures and participate in class discussions frequently

Good (B+, B, B-)

Students attend all lectures and participate in class discussions sometimes

Fair (C+, C, C-)

Students attend all lectures and participate in class discussions occasionally

Marginal (D)

Students attend all lectures

Failure (F)

Students miss more than one third of the classes without legitimate excuses

Assessment Task

In-class debate

Criterion

Ability to apply the theories and concepts of international communication to analyze real-world cases; Ability to present arguments in a logic and persuasive way; Strong oral communication skills

Excellent (A+, A, A-)

Work involved profound insights, adequate analyses, clear/logical arguments, and good presentation

Good (B+, B, B-)

Work involved adequate analyses, clear/logical arguments, and good presentation

Fair (C+, C, C-)

Work involved adequate analyses, and clear presentation

Marginal (D)

Work involved basic analyses, and clear presentation

Failure (F)

Work that has no logic or unclear

Assessment Task

Group Research Project (Presentation)

Criterion

Ability to demonstrate and explain with technical details, accuracy, clarity, and presentation skill

Excellent (A+, A, A-)

Work involved profound insights, adequate analyses, clear/logical arguments, and good presentation

Good (B+, B, B-)

Work involved adequate analyses, clear/logical arguments, and good presentation

Fair (C+, C, C-)

Work involved adequate analyses, and clear presentation

Marginal (D)

Work involved basic analyses, and clear presentation

Failure (F)

Work that has no logic or unclear

Assessment Task

Group Research Project (Paper)

Criterion

Evidence of a) quality of the ideas (originality and significance), b) appropriateness and logical coherence of the arguments and hypotheses, c) appropriateness of the analysis and the interpretations of the results, and d) format, style, writing and length of paper

Excellent (A+, A, A-)

Work involved profound insights, adequate analyses, clear/logical arguments, and good writing

Good (B+, B, B-)

Work involved adequate analyses, clear/logical arguments, and good writing

Fair (C+, C, C-)

Work involved adequate analyses, and clear writing

Marginal (D)

Work involved basic analyses, and clear writing

Failure (F)

Work that has no logic or unclear

Assessment Task

Final quiz

Criterion

Comprehensive understanding of the lectures and course materials

Excellent (A+, A, A-)

High (Full understanding of all concepts and theories related to international communication)

Good (B+, B, B-)

Significant (Good understanding of all concepts and theories related to international communication)

Fair (C+, C, C-)

Moderate (Adequate understanding of all concepts and theories related to international communication)

Marginal (D)

Basic (Minimal understanding of all concepts and theories related to international communication)

Failure (F)

Not even reaching marginal levels (Fail to distinguish different concepts and show little understanding on the theories related to international communication)

Additional Information for AR

Research Project and Presentation:

1. The class will be divided into groups. Each group is required to conduct a research project on an approved topic.
2. Each group is expected to present research findings to the class.

3. Each group is expected to write a data-based research paper, following the appropriate academic style and requirements. Attention will be paid to the quality of writing, including the spelling, syntax, and grammatical structure of the paper.

Organization of the Paper

1. **Problem:** What is your research problem? Why is it important? What is your argument? (1-1.5 pages)

2. **Concepts or perspectives:** Reflect on the theoretical concepts or perspectives you have learned, see what they mean, and apply them to your case. (2-3 pages)

This part is admittedly most difficult, especially for beginners. It is optional. But bonus points will be given if you try to apply theoretical concepts to your analysis.

3. **Research Methods and Data:** Describe the methods of data collection, including the sample selection, the study period and the kind of data needed. Why do you choose certain media outlets and/or international contexts? What is the study period (from when to when)? How big is the sample (big enough to be generalizable)? Is your sample “representative”? What type of analysis to be used? What elements will be examined? (1.5-2 pages)

4. **Analysis:** Use the theoretical perspective or concept you choose to compare and contrast how different media cover world events and how they affect audience’s attitudes. What are the key frames or themes in their coverage? How are they articulated? How and why do they differ? How does the media content affect audience attitudes and behaviour? How is the media content related to the larger context? Are the media comparable across national borders? (4-5 pages)

5. **Conclusion and implications:** Is your argument supported by evidence? What are the implications of your study for better understanding of the processes and structure of international communication? What new knowledge or insights does your research make to the literature? What are the limitations of your study? (2 pages)

Part III Other Information

Keyword Syllabus

Mass media in the world and global communication patterns; Construction of national images; Influence of Western cultural products on indigenous cultures; Challenges to cultural imperialism; Hollywood and international entertainment; Impact of the Internet on global communication; Communication and international conflict; International advertising and public relations; Public opinion on international issues; Role of stereotypes in international communication; Media effects in international communication.

Reading List

Compulsory Readings

Title	
1	McPhail, T. & Phipps, S. (2019). Global communication: Theories, stakeholders, and trends (5th ed.). Wiley.
2	Thussu, D. K. (2019). International communication: Continuity and change (3rd ed.) London, UK: Bloomsbury.
3	A reading packet compiled by the instructor.

Additional Readings

Title	
1	Nil