



THE CHINESE UNIVERSITY OF HONG KONG
SCHOOL OF JOURNALISM AND COMMUNICATION
2ND TERM, 2020-2021

COMM2500 INTRODUCTION TO GLOBAL COMMUNICATION

Lecture: Wednesdays 10:30 am – 12:15 pm (Online)

Tutorial: Wednesdays 9:30 am – 10:15am, 12:30 pm – 1:15pm, or 1:30 pm – 2:15pm (Online)

Instructor

Prof. Chan, Lik Sam

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Student hours: Wednesday 2:30 pm – 4:00 pm (walk-ins) & by appointment

Office: NAH 201

Teaching Assistant

TBC

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COURSE OVERVIEW

This course introduces you to the most important phenomena in global communication as well as the basic concepts, theories, and approaches in studying these phenomena. The course covers issues, among others, the definition, history, and current status of globalization, how media communications (including the internet, news, marketing communication, and popular culture) relate to the social, cultural, economic, and political aspects of globalization, and the characteristics of the processes of the global information and media flows. This course is organized in three modules: history, theories, and phenomena.

COURSE OBJECTIVES

1. To define global communication in historical and theoretical terms;
2. To acquire a basic understanding of the “field” of global communication;
3. To analyze how global media shape our sense of cultures and identities;

COURSE MATERIALS

The following materials are required for this course.

- Thussu, D. K. (2019). *International communication: Continuity and change* (3rd ed.). London, UK: Bloomsbury Academic. (**DKT**; You can find the book at CUHK’s University Bookstore)
- Additional required course readings are available on the course’s Blackboard.

This course requires APA formatting for all written assignments. You may wish to consult American Psychological Association. (2019). *Publication Manual of the American Psychological Association* (7th ed.). Washington, DC: American Psychological Association.

COURSE FORMAT

In most of the meetings, I give a lecture, some of you do a presentation, and all of you participate. This is not my course. This is our course.

COURSE REQUIREMENTS

1. Mid-term assessment (20%). On Week 7, you will take a written, open-book assessment. Please help protect my eyes: use a decent font and 12 points, double-spaced. The maximum word count is 1,000 words (excluding references). Submit your answer through Blackboard. Late submission will not be accepted.
2. Participation (20%). There will be a lot of in-class activities, including posting discussion questions, discussions of the weekly readings in the tutorial sessions (starting from Week 3), one-on-one sharing, and reactions to your classmates' presentations. Respect your classmates. Defamatory comments against others will negatively impact your participation grade.
3. Student-led presentation and response (15% + 5%). In a team of two to three (depending on the final class size), you will do a presentation during the tutorial sessions on a predetermined topic. You must conduct research and search for and do extra readings for this presentation. This presentation should be 15–20 minutes plus Q&A from your classmates. Team members receive the same grade, but I reserve the rights to adjust individual grades if free riders are reported. Also, you will be a designated respondent to one of these presentations.
4. Final paper (40%). You will analyze any global communication issues—media products, media companies, and/or mediated cultures. This paper must be between 2,000 and 2,400 words (excluding references), typed (Times News Roman, 12 points, double-spaced), and properly referenced using APA style. Submit your final paper on Blackboard. You must attach a signed Academic Honesty Declaration statement (available after submitting to VeriGuide), or I will not grade it.

The deadline for submission is May 5, 11:59 pm. Every single day of late submission will result in a deduction of one sub-grade (e.g., from B+ to B); an unfinished paper is better than an unsubmitted paper. The best final paper will receive the Clarks Award.

FINAL GRADES

Final grades are based on the following grade descriptors:

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| A: | Outstanding performance on all learning outcomes. |
| A-: | Generally outstanding performance on all (or almost all) learning outcomes. |
| B+/B/B-: | Substantial performance on all learning outcomes, or high performance on some learning outcomes which compensates for less satisfactory performance on others, resulting in overall substantial performance. |
| C+/C/C-: | Satisfactory performance on the majority of learning outcomes, possibly with a few weaknesses. |
| D+/D: | Barely satisfactory performance on a number of learning outcomes |
| F: | Unsatisfactory performance on a number of learning outcomes, or failure to meet specified assessment requirements. |

CLASS POLICIES

Academic Honesty

I have zero tolerance for any academic dishonesty. If you violate this code, you will receive an F for the entire course. Details can be found at <http://www.cuhk.edu.hk/policy/academichonesty/>.

Learning Support from Independent Learning Centre (ILC)

If you find writing, reading, and presenting challenging, I recommend that you contact ILC. The ILC offers group workshops and one-on-one consultation to help you succeed at CUHK. The service is free. Visit <https://www.ilc.cuhk.edu.hk/EN/> for details.

Communication via Emails

My primary means of getting in touch with you outside of class is through emails. So, check your emails regularly. Because I receive a lot of emails every day, please help me identify your email by using [COMM2500] as the subject line. Feel free to send me a follow-up email if you do not hear from me after 48 hours.

Laptops/Tablets

You are permitted to bring your laptop/tablet to class provided that you are using it for class purposes. Please be a responsible user.

Wellness Support and Counselling Services

CUHK provides psychological counseling, professional consultation, and development programs to everyone in need. It is free. For counseling services, your personal information is kept confidential. Details can be found at <http://www2.osa.cuhk.edu.hk/wacc/en-GB/>.

Feedback for Evaluation

Students are welcome to give comments and feedback at any time during the class. Talk to me or our teaching assistant. You can also send us emails.

Reference Letters

While I support your academic endeavors in applying for an exchange program or graduate programs, I think the strongest reference letter would come from a faculty member knowing you well. Therefore, I welcome you inviting me as your reference after you complete at least one course with me.

CLASS SCHEDULE

Complete the required readings before class. Readings and lectures complement each other.

Week	Date	Topic
W1	Jan 13	Course introduction

Module 1: History

W2	Jan 20	Historical context of international communication <i>Read:</i> <ul style="list-style-type: none"> • DKT, Chapter 1. • https://interestingengineering.com/the-invention-and-history-of-the-printing-press
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Pick your tutorial session

Module 2: Theories

W3	Jan 27	Communication saving the world: Modernization theories <i>Read:</i> <ul style="list-style-type: none"> • DKT, Chapter 2. (first one-third) • Rogers, E. M. (1974). Communication in development. <i>The annals of the American academy of political and social science</i>, 412(1), 44–54. https://doi.org/10.1177/000271627441200106 <i>Tutorial:</i> Discuss the assigned reading
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W4	Feb 3	Getting your money, owning your soul: Critical political economy theories <i>Read:</i> <ul style="list-style-type: none"> • DKT, Chapter 2. (second one-third) • Read: Boyd-Barrett, O. (1977). Media imperialism: Towards an international framework for the analysis of media systems. In Curran, J., Gurevitch, M., & Woollacott, J. (Eds.). <i>Mass communication and society</i>, pp. 116–135. London, UK: Edward Arnold. <i>Tutorial:</i> Discuss the assigned reading
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W5	Feb 10	One-way, two-way, or many-way: Globalization theories <i>Read:</i> <ul style="list-style-type: none"> • DKT, Chapter 2. (third one-third) • Appadurai, A. (1996). <i>Modernity at large</i>. Minneapolis, MN: University of Minnesota Press. Chapter 2. <i>Tutorial:</i> Discuss the assigned reading
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Confirm three topics for one-on-one sharing (for W8)

W6	Feb 17	No class. Chinese New Year. Lunar New Year.
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W7	Feb 24	Mid-term assessment
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W8	Mar 3	Global communication research basics <ul style="list-style-type: none"> • Flew, T. (2018). <i>Understanding global media</i> (2nd ed.). London, UK: Palgrave. Chapter 1. <i>Tutorial:</i> One-on-one sharing
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Module 3: Phenomena

W9	Mar 10	It's everywhere: Internet as the communication infrastructure Student-led presentation T1 <i>Read:</i> <ul style="list-style-type: none"> • DKT, Chapter 3. • De Gregorio, G., & Stremlau, N. (2020). Internet shutdowns and the limits of law. <i>International Journal of Communication</i>, 14, 4224–4243. https://ijoc.org/index.php/ijoc/article/view/13752/3183
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Tutorial: No tutorial

W10	Mar 17	<p>Why don't we care about Belize? Globalization of news media Student-led presentation T2</p> <p><i>Read:</i></p> <ul style="list-style-type: none"> • DKT, Chapter 4. • Boumans, J., Trilling, D., Vliegenthart, R., & Boomgaarden, H. (2018). The agency makes the (online) news world go round: The impact of news agency content on print and online news. <i>International Journal of Communication</i>, 12, 1768–1789. https://ijoc.org/index.php/ijoc/article/view/7109/2330 <p><i>Tutorial:</i> What is the role of the internet in social movements? Cite examples from different regions.</p>
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W11	Mar 24	<p>Lost in translation: Globalization of marketing communications Student-led presentation T3</p> <p><i>Read:</i></p> <ul style="list-style-type: none"> • DKT, Chapter 5. • Calzati, S. (2020). China, Africa, and the West: A geopolitical assessment of Huawei's crisis communication on social networks. <i>International Journal of Communication</i>, 14, 4952–4972. https://ijoc.org/index.php/ijoc/article/view/15031/3226 <p><i>Tutorial:</i> Is news good for combating COVID-19? Cite examples from different regions.</p>
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W12	Mar 31	No class. Reading week.
W13	Apr 7	One-page proposal for final paper due by Apr 7 via Blackboard
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W14	Apr 14	<p>Another big hit: Globalization of popular culture Student-led presentation T4</p> <p><i>Read:</i></p> <ul style="list-style-type: none"> • DKT, Chapter 6. • Lee, J. J., Lee, R. K. Y., & Park, J. H. (2020). Unpacking K-pop in America: The subversive potential of male K-pop idols' soft masculinity. <i>International Journal of Communication</i>, 14, 5900–5919. https://ijoc.org/index.php/ijoc/article/view/13514/3281 <p><i>Tutorial:</i> Is the branding of Tokyo 2020 successful? Compare it to a previous Summer Olympics.</p>
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W15	Apr 21	<p>Future development</p> <p><i>Read:</i></p> <ul style="list-style-type: none"> • DKT, Chapter 7. • Flew, T. (2018). <i>Understanding global media</i> (2nd ed.). London, UK: Palgrave. Chapter 8. <p><i>Tutorial:</i> Discuss the rise of BL movies in Asia.</p>

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