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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Student hours: by appointment
Office: NAH8

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.

- Additional required course readings are available on the course’s Blackboard.

**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:

- **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/](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/](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/](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.

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<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>W1</td>
<td>Jan 13</td>
<td>Course introduction</td>
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**Module 1: History**

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<th>Week</th>
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<th>Topic</th>
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| W2   | Jan 20 | Historical context of international communication  
*Read:*  
• DKT, Chapter 1.  

*Pick your tutorial session*
### Module 2: Theories

#### W3 Jan 27
**Communication saving the world: Modernization theories**
*Read:*
- DKT, Chapter 2. (first one-third)

*Tutorial:* Discuss the assigned reading

#### W4 Feb 3
**Getting your money, owning your soul: Critical political economy theories**
*Read:*
- DKT, Chapter 2. (second one-third)

*Tutorial:* Discuss the assigned reading

#### W5 Feb 10
**One-way, two-way, or many-way: Globalization theories**
*Read:*
- DKT, Chapter 2. (third one-third)

*Tutorial:* Discuss the assigned reading

**Confirm three topics for one-on-one sharing (for W8)**

#### W6 Feb 17
No class. Chinese New Year. Lunar New Year.

#### W7 Feb 24
Mid-term assessment

#### W8 Mar 3
**Global communication research basics**

*Tutorial:* One-on-one sharing

### Module 3: Phenomena

#### W9 Mar 10
**It’s everywhere: Internet as the communication infrastructure**
*Student-led presentation T1*
*Read:*
- DKT, Chapter 3.
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<th>topic</th>
<th>task</th>
<th>readings</th>
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| W10  | Mar 17 | Why don’t we care about Belize? Globalization of news media | Student-led presentation T2 | - DKT, Chapter 4.  
| W11  | Mar 24 | Lost in translation: Globalization of marketing communications | Student-led presentation T3 | - DKT, Chapter 5.  
| W12  | Mar 31 | No class. Reading week. | | |
| W13  | Apr 7 | One-page proposal for final paper due by Apr 7 via Blackboard | | |
| W14  | Apr 14 | Another big hit: Globalization of popular culture | Student-led presentation T4 | - DKT, Chapter 6.  
| W15  | Apr 21 | Future development | | - DKT, Chapter 7.  

*Tutorial: Discuss the rise of BL movies in Asia.*
REFERENCES