

GLOBAL COMMUNICATION

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OUTLINE OF THE COURSE

This course aims to bring together diverse issues and perspectives in the rapidly evolving and changing area of international/global communication. Through a multidimensional, historical perspective with local insights, a framework is established for the appreciation of the immense scope, disparity, and complexity of this field. Students will be encouraged to critically assess shifts in national, regional, and international media patterns of production, distribution, and consumption in the larger context of globalization. Essential concepts of global communication will be examined, including trends in national and global media consolidation, cultural implications of globalization, international content flows, supranational communication law and regulation, and trends in communication and information technologies.

GRADING POLICY

Criteria	Value	Due Date	Details
Engagement	15%	Daily	<i>Contribution to class activities.</i>
The Global Communication Assembly (Case Study)	30%	TBA (based on sign-up)	<i>Participating in debates on global communication issues</i>
Midterm Exam	25%	TBA	<i>Based on: Classes 1 - 5</i> (Lecture, discussion and required readings)
Final Exam	30%	TBA	<i>Based on: Classes 7 - 11</i> (Lecture, discussion and required readings)

Engagement: As a grade, engagement is similar to participation, but it means more than just active involvement in the classroom (although that is a basic tenet). Being engaged means demonstrating the following knowledge and skills: (a) being accountable and taking responsibility; (b) leadership; (c) integrity and honesty; (d) being engaged with the topic and the class, and refraining from using personal electronic devices during class time; (e) communicating clearly; and (f) striving for excellence in all endeavors. Specifically, it means things like following up without being told to follow up; doing what you are supposed to do when you are supposed to do it and as well as you can do it; arriving on time and ready to “work;” keeping the faculty member aware of any situations that might impinge upon your performance; and fostering a relationship of mutual respect. School policy on attendance applies to this category of evaluation. Please familiarize yourself with this policy or see the administration for clarification. We will not use personal electronic devices (mobile phones, laptops, etc.) for non-academic purposes in the classroom. While we value technology, we also believe these devices can detract from and weaken the communication process inside the classroom. Communication involves more than just a person speaking. By using a computer or texting, students are sending nonverbal messages that can be deeply distracting, both to the professor and fellow students.

Case Study: One of the requirements in the Global Communication course is for students to actively participate in a forum for the discussion of problems in international/global communication. Students will be required to take part in and lead discussions based on contemporary communication issues affecting different countries. They will need to research an issue, present the problem to the class, and take part in discussions on a variety of

problems weekly. The goal of this assignment is for students to critically examine controversial, 'real-world' issues affecting national media today in a simulated, international context.

Exams: Two examinations will be taken, one during week six of the course and a final exam covering all course content during the final examination period. Test format may consist of a mixture of true/false, multiple choice, short answer and essay questions covering *all* readings, lecture, hand-out and class discussion content.

Conduct: Be sure you are aware of the UPCES Academic Integrity Policy and the Code of Conduct that you signed prior to your arrival. If you want to read the policies again, stop by the UPCES office.

Grading scale:

Letter Grade	Percentage	Description
A	93-100	Outstanding work
A-	90-92	
B+	87-89	Good work
B	83-86	
B-	80-82	
C+	77-79	Acceptable Work
C	73-76	
C-	70-72	
D+	67-69	Work that is significantly below average
D	63-66	
D-	60-62	
F	0-59	Work that does not meet the minimum standards for passing the course

UPCES Non-Discrimination/Harassment Policy

The UPCES program in Prague promotes a diverse learning environment where the dignity, worth, and differences of each individual are valued and respected. Discrimination and harassment, whether based on a person's race, gender, sexual orientation, color, religion, national origin, age, disability, or other legally protected characteristic, are repugnant and completely inconsistent with our objectives. Retaliation against individuals for raising good faith claims of harassment and/or discrimination is prohibited.

UPCES Diversity Policy

UPCES fully embraces diversity and strives to create a safe and welcoming environment for students from all backgrounds. Prague is a wonderfully diverse community and UPCES is no different. All students should feel at home while studying abroad and UPCES will do its utmost to make sure that becomes a reality. Although unique challenges may arise, we believe that students from all walks of life will encounter wonderful opportunities for enrichment as they explore a new culture while studying abroad.

REQUIRED READINGS

Core readings will be provided in a course reader. Some of the readings, but not all, will be taken from these titles:

- a) Thussu, Daya Kishan (2019) *International Communication*. New York: Routledge.
- b) Jin, D. Y. (2020). *Globalization and Media in the Digital Platform Age*. New York: Routledge.
- c) Iosifidis, Petros (2013) *Global Media and Communication Policy*. London: Basingstoke, UK: Palgrave.

TOPICS/WEEKLY SCHEDULE

#	AGENDA	READINGS
1	Orientation week	TBA
2	The Heart of Europe and Global Media <i>Survey and Case Study</i>	<i>Media Policy in the Public Interest</i> (Iosifidis)+ <i>The Takeover of Czech Media System</i> (Vojtechovska)
3	International Communication History I: <i>Dawn of European Imperialism to the Telephone</i>	<i>Following the Historical Paths of Global Communication</i> (Palmer)
4	International Communication History II: <i>Broadcasting and Empire</i>	<i>International Broadcasting</i> (Straubhaar)
5	International Communication History III: <i>Cold War Communication: Critical Reflections</i>	<i>The McBride Legacy</i> (Nordenstreng) + <i>Cold War Broadcasting Impact</i> (Various)
6	Intro to International Comm. Theory <i>A Survey</i>	<i>International Communication Theory</i> (Thussu) + <i>Global Communication Paradigms</i> (Iosifidis)
7	MIDTERM EXAM	Readings weeks 1-5
8	Discourses of Globalisation <i>A Communications Perspective</i>	<i>..And the Walls Came Tumbling Down</i> + <i>The Golden Straightjacket</i> (Friedman) + <i>“Why the world isn’t flat</i> (Ghemawat) + <i>Globalization and the Media Economy</i> (Albarran)
9	The New Global Media Environment <i>Context, Order, and Influence</i>	<i>The Business of Global Media Industries</i> (Jin)
10	The Political Economy of Global Communication <i>The Issues of Today</i>	<i>Content Markets and Internet Infrastructure</i> (Thussu) + <i>Why Ownership Pluralism Still Matters</i> (Doyle) + <i>Time to Fix It: Developing Rules for Internet Capitalism</i> (Wheeler)
11	Global Cultural Politics <i>News and Entertainment Flows</i>	<i>Communication and Culture</i> (Ogan) + <i>Cultural Politics_A Case Study of Netflix in Canada</i> (Kim) + <i>Global News and Information Flow in the Digital Age</i> (Rampal)
12	Prospects and Concerns <i>Constriction vs. Expansion</i>	<i>From NWICO to WSIS</i> (Padovani & Nordenstreng) + <i>From Cultural Imperialism to Platform Imperialism</i> (Jin)
13	FINAL EXAM	

RECOMMENDED READINGS

- Albarran, A. (2010) *The Media Economy*. New York: Routledge.
- Doyle, Gillian (2013) *Understanding Media Economics, 2nd ed.* London: Sage.
- Hamelink, Cees (2015) *Global Communication*. London: Sage.
- Hepp, Andreas (2015) *Transcultural Communication*. Chichester: Wiley Blackwell.
- Hills, Jill (2007) *Telecommunications and Empire*. Urbana: University of Illinois Press.
- Kamalipour, Yahya R. [ed.] (2006) *Global Communication*. Toronto: Wadsworth.
- Lule, J. (2012) *Globalization and Media*. Plymouth: Rowman & Littlefield.
- McPhail, Thomas L. (2010) *Global Communication: Theories, Stakeholders, and Trends*. New York: Blackwell Publishing.
- Miller, T. & Kraidy, M. (2016) *Global Media Studies*. Cambridge: Polity.
- Mohammadi, Ali (1997) *International Communication and Globalization*. London: Sage.
- Mosco, Vincent (2009) *The Political Economy of Communication*. London: Sage.
- Murphy, Patrick and Kraidy, Marwan (2003) *Global Media Studies: Ethnographic Perspectives*. London: Routledge.
- Picard, R., Sukosd, M. and Vlacke, P. (2016) *Media Pluralism and Diversity*. New York: Palgrave Macmillan.
- Schiller, H. (1969) *Mass Communication and the American Empire*. New York: A.M. Kelly.
- Wang, G., Servaes, J., & Goonasekera (Eds.) (2000) *The New Communications Landscape: Demystifying Media Globalization*. New York: Routledge.