

International Communication

Course strength – Advanced (2025)

Course duration –16 + 2 weeks

Medium of instruction: English / Mandarin when needed

T&L time: 13:10-16:00

Venue: R102

Course mode – Theory

Instructor: Dr. CHANG, Shih-Chien, scchang@ccu.edu.tw

Course description and specifications

Course description

International Communication (IC), as a sub-discipline of communication studies, has a normative goal of promoting world peace. The idea originates from lessons of war caused by intolerance between peoples. Specifically, it examines how messages are produced and circulated across boundaries and proposes fair international communication as a means of addressing conflicts. Two areas often under investigation are journalism and cinema. Students from different cultural backgrounds are grouped to discuss the latest relevant cases in class in order to foster mutual understanding. For the term project, each group is required to conduct two comparative studies, one is for journalism and another is for transnational cinema, and present the outcomes in class, thereby enhancing collective learning.

Course Intended Learning Outcomes (CILOs):

After completing the lessons, the student shall

1. Learn the theories about international communication.
2. Know the key stakeholders and influential factors about global communication
3. Apply the learned concepts to understand regional issues.
4. Appreciate different cultural expressions and their origins for hybrid media production.

Teaching and Learning Activities (TLAs)

- Lecture - 60%
 - The lecturer elaborates the related disciplines, concepts, rules, theories, cases, and operational procedures.
- Seminar (in class)— 40%
 - The students are divided into groups to complete the assigned works and present their outcomes. Each group will present their study outcome in-class in 30 mins for advanced learning and reflexive thinking.
- After-class study hrs per week: 2 hrs.

Assessment

- **Attendance (10%)**

- This item is based on the individual's roll call record. Roll call shall be done in the beginning of each session. A student will have 1 point if s/he enters classroom before the roll call finishes and 0.5 points after it. Sh/e has 0 due to absence. The sum of the points a student has in the semester is his/her attendance marks. The student's absence record can be written off when s/he delivers acceptable certificate for sick leave or compassionate leave.
- **Individual participation (10%)**
 - The score of participation is based on the student's engagement in and after class. The more a student delivers feedback to the teaching topics, including asking relevant questions and presenting ideas and experiences, the more marks s/he will have.
 - Students are welcomed to have discussions with the lecturer during the office hours. An appointment beforehand via email is necessary for that.
 - Assessment criteria
 - Frequency 70%
 - Relevance 30%
- **Project I: Global journalism in practice (20% + 20%)**
- **Project II: Transnational cinema in practice (20% + 20%)**
 - All students are grouped into teams to study assigned materials, prepare relevant cases, and present the study outcome in class. Further details are provided in instructions.

References for learning

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- Axford, B. (2013). *Theories of Globalization*. Cambridge, UK.: Polity Press.
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- Iwabuchi, K., Tsai, E., & Berry, C. (Eds.). (2016). *Routledge Handbook of East Asian Popular Culture*. London: Routledge.
- Miller, T., & Kraidy, M. M. (2016). *Global Media Studies*. Cambridge, UK: Polity.
- Chua, B. H., & Iwabuchi, K. (Eds.). (2008). *East Asian pop culture: Analysing the Korean wave*. Hong Kong: Hong Kong University Press.
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- Karim, K. H. (Ed.) (2003). *The Media of Diaspora*. London: Routledge.
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- Mirrlees, T. (2013). *Global Entertainment Media: Between Cultural Imperialism and Cultural Globalization*. New York: Routledge.
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- Jandt, F. E. (2021). *An Introduction to Intercultural Communication: Identities in a Global Community*. London: Sage.

Teaching schedule

1. Introduction: The global perspective?

1. Teaching method: Lecture & seminar
2. Key topics and concepts:
 1. The course's aims and proceedings, including teaching methods, learning activities, learning materials, assessments, and in-class disciplines.
 2. The critical interest: How do we cope with the cultural uniqueness in individual level, organisational level and government level? How do we make communication across borders possible in global era? What goals shall we achieve via global communication?
3. Learning activities:
 1. Presentation
 1. Key question(s): introduce the uniqueness of your cultural background by identifying the difference between yours and others.
 1. The question shall be, for example, the way of dining.
 2. Grouping
4. Home assignment
 1. N/A
5. Learning materials
 1. Course syllabus

2. An overview: Key issues in international communication today

1. Teaching method: Lecture & seminar
2. Key topics and concepts:
 1. The international governance system about international comm
 2. What happened to our world the solutions
3. Learning activities:
 1. Seminar.
4. Home assignment
 1. Read the assigned materials.
5. Learning materials

3. Nation, Nationalism and IC: The imagined community

1. Teaching method: Lecture
2. Key topics and concepts:
 1. The beginning of a nation
 2. How communication determines the scale of a nation
3. Learning activities: Seminar
4. Home assignments
 1. Read the assigned materials.
5. Learning materials

4. News and global journalism

1. Teaching method: Lecture & seminar
2. Key topics and concepts:
 1. The fundamental concepts of “news”
 2. Global journalism and its stakeholders.
3. Learning activities:
 1. Seminar.
4. Home assignments
 1. Read the assigned materials.
5. Learning materials

5. Revisiting ‘objectivity’ of news via comparative study

1. Teaching method: Lecture & seminar
2. Key topics and concepts:
 1. What is objectivity, as a ultimate goal of journalism
 2. The method of content analysis for comparative study
3. Learning activities:
 1. Seminar.
4. Home assignments
 1. Read the assigned materials.
5. Learning materials

6. International news institutions

1. Teaching method: Lecture and seminar
2. Key topics and concepts:
 1. The international TV channels
 2. The global news agencies
3. Learning activities:
 1. Seminar
4. Home assignments
 1. Read the assigned materials.
5. Learning materials

7. Group tutorial

8. Project I presentation

1. Teaching method: Seminar

2. Key topics and concepts:
 1. Each group's study outcome
3. Learning activities:
 1. Seminar
4. Home assignments
 1. N/A
5. Learning materials

9. Cultural imperialism

1. Teaching method: Lecture & seminar
2. Key topics and concepts:
 1. The critiques of globalisation.
 2. The key concept behind: Nation-based exploitation and capital accumulation
3. Learning activities
 1. Seminar
4. Home assignments
 1. Read the assigned materials.
5. Learning materials

10. Hybridity: Trans-national and post-colonial plan

1. Teaching method: Lecture & seminar
2. Key topics and concepts:
 1. Post-colonialism
 2. The mixture of cultural performance
3. Learning activities:
 1. Seminar
4. Home assignments
 1. Read the assigned materials.
5. Learning materials

11. The cultural policies behind: national and international

1. Teaching method: Lecture & seminar
2. Key topics and concepts:
 1. The national policy
 2. The international policy
 3. The transnational policy?
3. Learning activities:
 1. Seminar
4. Home assignments
 1. Read the assigned materials.
5. Learning materials

12. International division of labour: The coproduction scenario

1. Teaching method: Lecture & seminar
2. Key topics and concepts:
 1. How coproduction works
 2. The possible cultural performance of coproduction film.
3. Learning activities: Seminar
4. Home assignments
 1. Read the assigned materials.

5. Learning materials

13. Film study: The nationalism in a movie

1. Teaching method: Lecture & seminar
2. Key topics and concepts:
 1. The history of world cinema
 2. The fundamental concepts of film study
3. Learning activities: Seminar
4. Home assignments
 1. Read the assigned materials.
5. Learning materials

14. Case: A transnational cinema

1. Teaching method: Seminar
2. Key topics and concepts:
 1. The transnational performance?
3. Learning activities:
 1. Watch a target movie
 2. Seminar
4. Home assignments
 1. Read the assigned materials.
5. Learning materials

15. Group tutorial

16. Project II presentation

1. Teaching method: Seminar
2. Key topics and concepts:
 1. Each group's study outcome
3. Learning activities:
 1. Seminar
4. Home assignments
 1. N/A
5. Learning materials