

International Communication

Course strength – Advanced (2026)

Course duration –16 + 2 weeks

Medium of instruction: English / Mandarin when needed

T&L time:

Venue:

Course mode – Theory

Instructor: Dr. CHANG, Shih-Chien, chang17tw@gmail.com

Course description and specifications

Course description

International Communication (IC) concerns communicative relationships among countries and has often been framed around the normative goal of promoting global justice and peace. This orientation reflects the historical lessons of wars and conflicts rooted in intolerance among peoples. The field examines how messages are produced, circulated, and received across national and cultural boundaries, while also considering how more equitable forms of communication might contribute to conflict resolution.

At a time when the world is facing intensifying conflicts—and when the normative ideals of international communication are increasingly under threat—this course will pay particular attention to international news flows and their institutional foundations. The traditional focus on international entertainment, especially audiovisual products such as cinema, television dramas, and streaming video, will receive less emphasis but will remain an important component of the course.

Regular seminars will be integrated with lectures to encourage active student participation. Students from diverse cultural backgrounds will work in groups to study assigned readings and discuss contemporary cases, thereby fostering dialogue and mutual understanding.

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 develop global visions.
4. Appreciate different cultural expressions and their origins for hybrid media production.

Teaching and Learning Activities (TLAs)

- Lecture - 50%
 - The lecturer elaborates the related disciplines, concepts, rules, theories, cases, and operational procedures.
- Seminar (in class)— 50%

- 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 atmost.

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%
- **Mid-term exam (individual) : 30%**
- **Presentation (in group): 10% + 10%**
- **Term project : Global journalism in practice (30%)**

Textbook (required)

Dimitrova, D. V. (Ed.) (2025). *Global Journalism: Understanding World Media Systems* (2nd ed.). Lanham, ML.: Rowman & Littlefield.

References for learning

McPhail, T. L. (2019). *Global Communication: Theories, Stakeholders, and Trends* (5th ed.). West Sussex, UK.: Wiley Blackwell.

唐士哲, & 魏玟. (2022). *國際傳播：全球視野與地方策略*(修訂二版). 台北: 三民書局.

Kamalipour, Y. R. (Ed.) (2019). *Global Communication: A Multicultural Perspective* (3rd ed.). New York: Rowman & Littlefield Publishers.

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 and concerns 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.

Dimitrova, D. V. (Ed.) (2025). *Global Journalism: Understanding World Media Systems* (2nd ed.). Lanham, ML.: Rowman & Littlefield. Ch. 2. **International news flow in the digital age.**

3. Communication, state, and the nationalism

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
 1. Seminar: target reading

Dimitrova, D. V. (Ed.) (2025). *Global Journalism: Understanding World Media Systems* (2nd ed.). Lanham, ML.: Rowman & Littlefield. Ch. 2. **International news flow in the digital age.**

4. Home assignments
 1. Read the assigned materials.

Dimitrova, D. V. (Ed.) (2025). *Global Journalism: Understanding World Media Systems* (2nd ed.). Lanham, ML.: Rowman & Littlefield. Ch. 3. **Technology's impact on global journalism and communication..**

4. International news institutions and dynamics

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: target reading

Dimitrova, D. V. (Ed.) (2025). *Global Journalism: Understanding World Media Systems* (2nd ed.). Lanham, ML.: Rowman & Littlefield. Ch. 3. **Technology's impact on global journalism and communication..**

4. Home assignments
 1. Read the assigned materials.

Dimitrova, D. V. (Ed.) (2025). *Global Journalism: Understanding World Media Systems* (2nd ed.). Lanham, ML.: Rowman & Littlefield. Ch. 7. **Global journalism ethics.**

5. Global journalism: a normative plan

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. Target reading

Dimitrova, D. V. (Ed.) (2025). *Global Journalism: Understanding World Media Systems* (2nd ed.). Lanham, ML.: Rowman & Littlefield. Ch. 7. **Global journalism ethics.**

4. Home assignments
 1. Read the assigned materials.

Dimitrova, D. V. (Ed.) (2025). *Global Journalism: Understanding World Media Systems* (2nd ed.). Lanham, ML.: Rowman & Littlefield. Ch. 4. **Media freedom.**

6. Media freedom and its institutional foundation: UNESCO

1. Teaching method: Lecture & seminar
2. Key topics and concepts:
 1. International governance system and policy.
 2. Media freedom and world peace.
3. Learning activities:
 1. Seminar: Target reading

Dimitrova, D. V. (Ed.) (2025). *Global Journalism: Understanding World Media Systems* (2nd ed.). Lanham, ML.: Rowman & Littlefield. Ch. 4. **Media freedom.**

4. Home assignment
 1. Read the assigned materials.
5. Learning materials
 1. N/A

7. Midterm exam

8. Method to identify the 'global vision'

1. Teaching method: Lecture & tutorial
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. In class tutorial
 1. Determining the latest news topic for comparative study (in group)
4. Home assignments
 1. Read the assigned materials.

Dimitrova, D. V. (Ed.) (2025). *Global Journalism: Understanding World Media Systems* (2nd ed.). Lanham, ML.: Rowman & Littlefield. Ch. 14. **Media in North America.**

9. Cultural imperialism and global hollywood

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: Target reading

Dimitrova, D. V. (Ed.) (2025). *Global Journalism: Understanding World Media Systems* (2nd ed.). Lanham, ML.: Rowman & Littlefield. Ch. 14. **Media in North America.**

4. Home assignments
 1. Read the assigned materials.

Dimitrova, D. V. (Ed.) (2025). *Global Journalism: Understanding World Media Systems* (2nd ed.). Lanham, ML.: Rowman & Littlefield. Ch. 12. **Media in Asia and the Pacific.**

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: Target reading

Dimitrova, D. V. (Ed.) (2025). *Global Journalism: Understanding World Media Systems* (2nd ed.). Lanham, ML.: Rowman & Littlefield. Ch. 12. **Media in Asia and the Pacific.**

4. Home assignments
 1. Read the assigned materials.

Dimitrova, D. V. (Ed.) (2025). *Global Journalism: Understanding World Media Systems* (2nd ed.). Lanham, ML.: Rowman & Littlefield. Ch. 12. **Media in Western and Northern Europe.**

11. The collaborative film production

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
 1. Seminar: Target reading

Dimitrova, D. V. (Ed.) (2025). *Global Journalism: Understanding World Media Systems* (2nd ed.). Lanham, ML.: Rowman & Littlefield. Ch. 12. **Media in Western and Northern Europe.**

4. Home assignments
 1. Read the assigned materials.

Dimitrova, D. V. (Ed.) (2025). *Global Journalism: Understanding World Media Systems* (2nd ed.). Lanham, ML.: Rowman & Littlefield. Ch. 9. **Media in the Middle East and North Africa.**

12. Regions rise: The theory of media capital

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
 1. Seminar: Target reading

Dimitrova, D. V. (Ed.) (2025). *Global Journalism: Understanding World Media Systems* (2nd ed.). Lanham, ML.: Rowman & Littlefield. Ch. 9. **Media in the Middle East and North Africa.**

4. Home assignments
 1. Read the assigned materials.

13. See it: 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

14. The camps in international conflicts.

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

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