

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Media and Communication  
with effect from Semester A 2022/23**

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**Part I Course Overview**

**Course Title:** Global Media in the Digital Era

**Course Code:** COM5102

**Course Duration:** One semester

**Credit Units:** 3

**Level:** P5

**Medium of Instruction:** English

**Medium of Assessment:** English

**Prerequisites:**  
*(Course Code and Title)* Nil

**Precursors:**  
*(Course Code and Title)* Nil

**Equivalent Courses:**  
*(Course Code and Title)* Nil

**Exclusive Courses:**  
*(Course Code and Title)* Nil

## Part II Course Details

### 1. Abstract

This course aims to equip students with knowledge of contemporary global communication and international media systems and the critical abilities to analyze contemporary issues in global communication. It will examine the political, economic, cultural and sociological forces behind global communication activities, including gathering and disseminating news, cross-border data transmission, and entertainment content among various mass communication systems in the world. From an interdisciplinary perspective, it introduces key concepts and theories on global communication and international media systems, and analyzes the impact of global communication on international relations, global economy, and social and cultural changes as well as national communication policies.

### 2. Course Intended Learning Outcomes (CILOs)

*(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)*

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Develop comprehension of the basic concepts and theories on global communication	25%			✓
2.	Analyze trends of contemporary global communication and international media systems	25%	✓	✓	
3.	Apply global communication theories to the analysis of various issues in global communication	25%		✓	
4.	Conduct independent research on global communication and its impact	25%	✓	✓	✓
		100%			

*A1: Attitude*

*Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.*

*A2: Ability*

*Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.*

*A3: Accomplishments*

*Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.*

### 3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.				Hours/week (if applicable)
		1	2	3	4	
Lectures and class discussions	Examine the basic theories and concepts on global communication and international media system in lectures and class discussions	✓				2 (for 6 weeks)
Lectures and class discussions	Analyze the trends of global communication in the globalizing world in lectures and class discussions		✓			2 (for 6 weeks)
Presentations and discussions	Explore and examine issues in global communication through presentations and discussions			✓	✓	1 (for 12 weeks)
Research	Conduct research on topical papers on themes and issues of global communication; Apply theories to the analysis of such important issues as the world communication and information order; philosophy and ideology of various mass communication systems; the nature and content of international news; the imbalanced flow of information in the world; mass media as an agent for national development; transborder data flow and its impact; the flow of entertainment material and accusations of cultural imperialism; the media and international conflict; and direct satellite communication and its implications			✓	✓	NA

#### 4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.				Weighting	Remarks
	1	2	3	4		
Continuous Assessment: 100%						
In-Class Participation	✓	✓	✓	✓	10%	
Work on a group assignment about global communication from practical and theoretical point of views	✓	✓	✓	✓	20%	
Design and conduct a research project and write a full-blown research paper as an individual or a group project (20-25 pages)	✓	✓	✓	✓	40%	
Quizzes	✓	✓	✓	✓	30%	
					100%	

## Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Applicable to students admitted in Semester A 2022/23 and thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
1. In-Class Participation	Attend lectures and participate in class discussions actively	Highly active, constructive, and meaningful participation in and contribution to in-class activities	Adequate participation in and contribution to in-class activities	Moderate participation in and contribution to in-class activities	No participation and contribution
2. Work on a group assignment about global communication from practical and theoretical point of views	ABILITY to analyse social affairs with global communication theories	Demonstrated excellent ability to analysing social affairs with global communication theories	Demonstrated adequate ability to analysing social affairs with global communication theories	Demonstrated moderate ability to analysing social affairs with global communication theories	Fail to use the knowledge taught in the course in the project
3. Design and conduct a research project and write a full-blown research paper as an individual or a group project (20-25 pages)	CAPACITY for SELF-DIRECTED LEARNING to understand the principles of global communication	Demonstrated excellent ability to evaluate the topic/problem by utilizing appropriate theories and concepts, conduct appropriate data analysis, and draw logical conclusions	Demonstrated adequate ability to evaluate the topic/problem by utilizing appropriate theories and concepts, conduct appropriate data analysis, and draw logical conclusions	Demonstrated moderate ability to evaluate the topic/problem by utilizing appropriate theories and concepts, conduct appropriate data analysis, and draw logical conclusions	Fail to use the knowledge taught in the course in the project
4. Quizzes	ABILITY to demonstrate clear understanding of concepts related to global communication	Comprehensive understandings of the course materials	Adequate understandings of the course materials	Moderate understandings of the course materials	Fail to demonstrate basic understandings of the course materials

Applicable to students admitted before Semester A 2022/23

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. In-Class Participation	Attend lectures and participate in class discussions actively	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Work on a group assignment about global communication from practical and theoretical point of views	ABILITY to EXPLAIN in DETAIL and with ACCURACY methods of inquiry useful in analyzing research data	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Design and conduct a research project and write a full-blown research paper as an individual or a group project (20-25 pages)	CAPACITY for SELF-DIRECTED LEARNING to understand the principles of global communication	High	Significant	Moderate	Basic	Not even reaching marginal levels
4. Quizzes	ABILITY to demonstrate clear understanding of concepts related to global communication	High	Significant	Moderate	Basic	Not even reaching marginal levels

More specific grading criteria for selected assessment tasks/activities are as follows:

Course assignment:

- Originality
- Critical ability
- Organization
- Clarity in presentation
- APA style

Research paper

- Originality
- Critical ability
- Application of theories
- Data/evidence
- APA style

Weighting of the different criteria and other details will be given to the students during class.

## Part III Other Information (more details can be provided separately in the teaching plan)

### 1. Keyword Syllabus

(An indication of the key topics of the course.)

Global communication, new information and communication order, comparative media systems, international propaganda, cultural imperialism, media and globalization, media and international conflict.

### 2. Reading List

#### 2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1.	McPhail, T. L. (2014). <i>Global communication: Theories, stakeholders, and trends</i> (4th ed.). Chichester, U.K.: Wiley.
2.	Kamalipour, Y. R. (2019). <i>Global communication: A multicultural perspective</i> (3rd ed.). Lanham, MD: Rowman & Littlefield.
3.	Thussu, D. K. (2019). <i>International communication: Continuity and change</i> (3rd ed.). London, UK: Bloomsbury.
4.	A reading packet compiled by the instructor.

#### 2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

1.	Chakravarty, P., & Zhao, Y. (2008). <i>Global communications: Toward a transcultural political economy</i> . Lanham: Rowman & Littlefield Publishers, Inc.
2.	Fortner, R. S., & Fackler, M. (2011). <i>The handbook of global communication and media ethics</i> . Chichester, West Sussex, U.K.; Malden, MA: Wiley-Blackwell.
3.	Frederick, H. H. (1993). <i>Global communication &amp; international relations</i> . Belmont, Calif.: Wadsworth Pub. Co.
4.	Hager, P. J., & Scheiber, H. J. (2000). <i>Managing global communication in science and technology</i> . New York: John Wiley.
5.	Mowlana, H. (1997). <i>Global information and world communication: New frontiers in international relations</i> (2nd ed.). London ; Thousand Oaks, Calif.: Sage.
6.	Newsom, D. (2007). <i>Bridging the gaps in global communication</i> . Malden, MA, USA: Blackwell Pub.
7.	Petrilli, S. (2008). <i>Approaches to communication: Trends in global communication studies</i> . Madison, WI: Atwood Pub.
8.	Taylor, P. M. (1997). <i>Global communications, international affairs and the media since 1945</i> . London; New York: Routledge.
9.	Tehrani, M. (1999). <i>Global communication and world politics: Domination, development, and discourse</i> . Boulder, Colo.
10.	Volkmer, I. (1999). <i>News in the global sphere: A study of CNN and its impact on global communication</i> . Luton: University of Luton Press.
11.	Wilkin, P. (2001). <i>The political economy of global communication: An introduction</i> . London; Sterling, Va.: Pluto Press.