

Spring 2-1-2019

# COMX 204X.50: International and Development Communication

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# COMX 204X.51 (Online)

## International and Development Communication

The University of Montana-Missoula Spring 2019

- **Instructor:** Dr. Phyllis Ngai
- **Office:** LA 415
- **Office Hours:** 2:30 – 3:30 PM Mondays & 2:00 – 3:00 PM Tuesdays, and by appointment
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### Course Description

COMX 204X introduces students to the concepts of International and Development Communication. International Communication deals with information exchange and cultural flow across nations and societies. Development Communication focuses on assessing the role of transnational communication in social change, including its impacts on first peoples. The course surveys communication issues related to globalization, cultural and linguistic imperialism, the Internet, the media, English as a global language, Indigenous voices, transnational advertising, multicultural/transnational organizations, participatory development, and sustainability. Through case studies, students will apply mass communication and organizational communication concepts in understanding the relations between the local and the global and in analyzing complex interdependencies among social groups, organizations, and nation states. The course aims to engage students in discussing communication issues of global significance via various forms of online activities and assignments. This course is designed to incorporate contextualized and cooperative learning. A comparative approach is used to expose students to diverse perspectives and to stimulate students to reflect on their own roles as local/global citizens of the 21<sup>st</sup> century. It is a core course of the *International Development Studies* minor.

### Course Objectives

Upon completion of this course, students will achieve the following learning outcomes:

- Understanding of important concepts in international and development communication;
- Awareness of key communication issues resulting from globalization and informatization over time;
- Understanding of the impacts of information and communication technologies (ICTs) on social change;
- Ability to hold a position based on analysis of evidence and arguments for and against the presence of cultural and linguistic imperialism brought about by ICTs;
- Understanding of the pros and cons of using the Internet and the media to facilitate communication within and across cultural groups, transnational organizations, and nation states;
- Awareness of the implications of using English as the global language in different linguistic and cultural contexts over time;
- Appreciation for the value of indigenous languages and first peoples' perspectives in the global context;
- Knowledge about participatory approaches to communication and sustainable development;
- Understanding of how transnational advertising impedes and promotes sustainability;
- Attention to communication processes when analyzing interdependence involving international and multicultural organizations; and
- Ability to compare the convergence and divergence of perspectives held by members of their communities, the U.S. public, and people in other countries, particularly non-Western and developing countries.

## Course Schedule

<b>Date</b>	<b>Topic</b>
Jan 14 – 18	<b>Online Orientation</b>
Jan 21 – 25	<b>Introduction to International and Development Communication</b>
Jan 28 – Feb 1	<b>Globalization, Information, and Communication</b>
Feb 4 - 8 <b>Quiz 1</b>	<b>Cultural Convergence and Divergence through Communication</b>
Feb 11 – 15	<b>Digital Communication in a Borderless World</b>
Feb 18 - 22	<b>Media in the Age of Globalization</b>
Feb 25 – Mar 1 <b>Quiz 2</b>	<b>International Communication in Places of Geopolitical Importance</b>
Mar 4 – 8	<b>Communication, Technology, and Development</b>
Mar 11 - 15	<b>Participatory Approaches to Communication for Sustainable Development</b>
Mar 18 - 22 <b>Quiz 3</b>	<b>Indigenous Languages and Native Voices in the Global Context</b>
Mar 25 - 29	<b>Spring Break</b>
Apr 1 – 5	<b>English as the Global Language and Its Implications</b>
Apr 8 - 12	<b>Transnational Advertising</b>
Apr 15 - 19 <b>Quiz 4</b>	<b>International and Multicultural Organizational Communication</b>
Apr 26	<b>Final paper due midnight Friday</b>

## Assigned Readings

-All required reading materials are posted on Moodle.

## Optional Texts

-*Sustainability, Participation & Culture in Communication: Theory and Praxis*, edited by Jan Servaes. University of Chicago Press, 2013. [Optional]

-*The World News Prism: Digital, Social, and Interactive* (9<sup>th</sup> edition), by William Hachten and James Scotton. Wiley-Blackwell, 2015. [Optional]

-*International Communication: A Reader*, edited by Daya Kishan Thussu. Routledge, 2010. [Optional]

-*International and Development Communication: A 21<sup>st</sup> Century Perspective*, edited by Bella Mody. Sage Publications, 2003. [Optional]

-*International and Multicultural Organizational Communication*, edited by George Cheney and George Barnett. Hampton Press, 2005. [Optional]

-*When Languages Die: The Extinction of the World's Languages and the Erosion of Human Knowledge*, by K. David Harrison, Oxford University Press, 2007 [Optional]

## Assessment

Objectives	Assignments	Points Earned
-Demonstrate understanding of important concepts and ideas.	Reading Quizzes	120 points (30 each x 4)
-Apply concepts in contextualized analysis. -Focus on communication processes when analyzing international relations. -Compare the convergence and divergence of perspectives.	Online discussion -case studies -documentary reflections -simulated negotiations -debates	550 points (50 each x 11)
-Consider diverse perspectives and multiple dimensions of international and development communication issues -Formulate positions based on investigation of evidence and arguments.	Position Paper	330 points
		Total Points Possible: 1,000

Distribution Scale		933 – 1000	A	900 – 932	A-
866 – 899	B+	833 – 865	B	800 – 832	B-
766 – 799	C+	733 – 765	C	700 – 732	C-
666 – 699	D+	633 – 665	D	600 – 632	D-
		< 600	F		

## Course Policies

- You are responsible for submitting your assignments by the due date. Late work receives a 5-percent deduction each day (up to 40 percent) from the total points earned unless you provide a note from your healthcare provider indicating that you were unable to complete the assignment because of sickness.
- Missed quizzes cannot be made up unless you provide a note from your healthcare provider indicating that you were not able to complete the assignment because of sickness.
- Deadlines: When managing your time to complete assignments, please be prepared that you may experience unpredictable technical difficulties. For example, your computer may freeze up or your Internet provider might not work properly at times. Technical problems are not acceptable excuses for late submission of assignments. You need to plan extra time to complete and submit assignments online in case of technical difficulties. In addition, you need to have a *back-up plan* for taking quizzes and submitting homework online. Is there another computer you can use? Is there another place you can get online?
- Students with disabilities may request reasonable modifications by contacting me. The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students (DSS). “Reasonable” means the University permits no fundamental alterations of academic standards or retroactive modifications. You can find detailed information on this website <http://www.umt.edu/disability>.
- You should be aware that as a student at the University of Montana, you must practice academic honesty and are bound by the following Code of Academic Conduct:  
<http://www.umt.edu/studentaffairs/sccAcademicConduct.htm>  
As the code explains, academic misconduct includes plagiarism, cheating, and deliberate interference with the work of others. It is the intellectual equivalent of fraud—a crime against the codes of the academy. *As an academic crime, plagiarism merits academic punishment, ranging from an F on the assignment or for the course, to suspension or expulsion from the University.*
- The deadlines for adding/dropping and changing your grading option are posted on the Registrar’s Office website: <http://www.umt.edu/registrar/students/dropadd.php>