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Fall 9-1-2021

COMX 204X.50: International and Development Communication

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Recommended Citation

Ngai, Phyllis Bo Yuen, "COMX 204X.50: International and Development Communication" (2021). *University of Montana Course Syllabi*. 12160.

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COMX 204X.50 (Online)

International and Development Communication

- **Instructor:** Dr. Phyllis Ngai
- **Office:** LA 415
- **Office Hours:** Virtual by appointment
- **E-mail:** phyllis.ngai@umontana.edu

Course Description

COMX 204X introduces students to the concepts of International and Development Communication. International Communication deals with information exchange and cultural flows across nations and societies. Development Communication focuses on assessing the role of transnational communication in social change. In this course, students will explore communication issues related to digital communication in a borderless world, media in the age of globalization, Internet governance and censorship, fake news and foreign influences, media and social change, global language and local voices, and transnational advertising in connection to sustainability. Through case studies, students will apply 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 21st century. COMX 204X meets the general education (X category) requirement, the International Development Studies minor core requirement, and the elective course requirement for Communication Studies major and 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;
- Understanding the impacts of information and communication technologies (ICTs) on social and cultural 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;
- Ability to decipher the convergence and divergence of perspectives, including those of non-Western and marginalized parts of the world, communicated through various forms of media and digital channels;
- Critical awareness of the impacts of global language(s) on cultural diversity and sustainability;
- 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; and
- Ability to contribute to international and development communication as *glocal* citizens.

Course Schedule

August 30 – September 3: Online Course Orientation

September 6 – 10: Introduction to International and Development Communication

September 13 – 17: Globalization, Information, and Communication

September 20 – 24: Global Communication and Cultural Flow

September 27 – October 1: Digital Communication in a Borderless World

October 4 – 8: Media in the Age of Globalization

October 11 – 15: International Communication Issues in Context

October 18 – 22: Communication, Technology, and Development

October 25 – 29: Participatory Approach to Communication for Development

November 1 - 5: Indigenous Voices in the Global Context

November 8 – 12: Global Language for Development

November 15 – 19: Transnational Advertising and Sustainable Development

November 22 – 26: Thanksgiving Holiday

November 29 – December 3: Media for Social Change

December 6 – 10: Final paper due

Assigned Readings

- All required reading materials are posted on Moodle.
- Readings and learning resources will draw from multiple disciplines, namely, international communication, international relations, media studies, and journalism.
- Readings are selected from Pew Research reports, UNESCO reports, and multidisciplinary journals such as *New Media & Society*, *Media, Culture, & Society*, *Environmental Communication*, and *The Journal of Development Communication*.
- Case studies will include recent reports selected from *The New York Times*, *Washington Post*, *The Guardian*, *The Atlantic*, etc. Most news websites allow only 10 free articles per month. Consider signing up for student subscriptions, which are usually a few dollars a month, or read the text-only version for free via the Mansfield Library website.
- Chapters are selected from the following sources:

- *The World News Prism: Digital, Social, and Interaction* (9th edition) by William Hachten and James Scotton (2016)
- *Interrogating the Theory and Practice of Communication for Social Change: The Basis for a Renewal* by Pradip NinanThomas & Elske van de Fliert (2015).
- *Rewire: Digital Cosmopolitans in the Age of Connection* by Ethan Zuckerman (2013).
- *Revolution 2.0: The Power of the People Is Greater Than the People in Power-A Memoir* by Wael Ghonim (2012)
- *The Internet not the Answer* by Andrew Keen (2015).
- *Sustainability, Participation & Culture in Communication: Theory and Praxis* edited by Jan Servaes (2013).
- *When Languages Die: The Extinction of the World's Languages and the Erosion of Human Knowledge* by K. David Harrison (2007).
- *Globalization and Advertising in Emerging Economies: Brail, Russia, India, and China* by Lynne Ciochetto (2011)
- *Non-Governmental Organizations and Development* by David Lewis, Nazneen Kanji, and Nuno S. Themudo (2021).
- *International and Development Communication: A 21st Century Perspective* edited by Bella Mody (2003).

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.
- Students with disabilities may request reasonable modifications by contacting the instructor. 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 at the [Disability Services for Students website](#).
- You should be aware that as a student at the University of Montana, you must practice academic honesty and are bound by the following [Student Code of Academic Conduct](#). 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 under [Drop/Add Policy](#).

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 -applications -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 1,000

Grade Distribution Scale

933 – 1000	A
900 – 932	B
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