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COMX 204X.01: International and Development Communication

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COMX 204X.01 International and Development Communication

The University of Montana-Missoula

Tuesday 2:10 – 5:00 p.m., Fall 2015

Instructor: Dr. Phyllis Ngai

- **Office:** LA237
- **Office Hours:** 1- 2 PM Tuesdays & Thursdays, 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 through case studies and conversations with people from different countries. 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. 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.

Tentative Course Schedule

(The reading assignments listed below may be modified. Check Moodle for weekly updates. Apart from the articles listed below, you will be given additional case studies to read in class or to take home. Stay tuned!)

Date	Topic
September 1	Introduction to International and Development Communication
September 8	Globalization, Informatization, and Communication
September 15 Quiz 1	Cultural Convergence and Divergence through Communication
September 22	Digital Communication in a Borderless World
September 29	Media in the age of Globalization
October 6 Quiz 2	The cases of China, Africa, and the Middle East
October 13	Mid-term Group Debates
October 20	Communication, Technology, and Development
October 27	Participatory Approaches to Communication for Sustainable Development
November 3 Quiz 3	Indigenous Languages and Native Voices in the Global Context
November 10	English as the Global Language and Its Implications
November 17 (no reading club facilitation)	Transnational Advertising
November 24	Film: Indigenous peoples, globalization, and environmental issues
December 1 Quiz 4	International and Multicultural Organizational Communication
December 8	No class meeting. Individual consultation on position paper. Sign up for an appointment.
December 11 Friday	Final paper due 3 PM
December 15 Tuesday (Finals Week Schedule)	Presentations and Discussion 3:20 – 5:20 PM

Reading Materials

The weekly required readings are electronic articles posted on our Moodle course website. In class, hard copies of case studies will be distributed. In addition, you can find on Moodle a list of supplementary readings related to each topic. When you prepare for the mid-term group debate and the final position paper, use the required readings to help you formulate your main points and use the case studies and supplementary readings to illustrate your arguments.

Texts (Optional)

- Sustainability, Participation & Culture in Communication: Theory and Praxis, edited by Jan Servaes. University of Chicago Press, 2013. [Optional][E-book accessible via Mansfield Library]
- Rewire: Digital Cosmopolitans in the Age of Connection, by Ethan Zuckerman. W. W. Norton & Company, 2013. [Optional]
- The World News Prism: Challenges of Digital Communication (8th edition), by William Hachten and James Scotton. Wiley-Blackwell, 2012. [Optional][On reserve in Mansfield Library]
- *International Communication: A Reader*, edited by Daya Kishan Thussu. Routledge, 2010. [Optional][On reserve in Mansfield Library]
- *Global Communication: Theories, Stakeholders, and Trends (4th edition)*, by Thomas McPhail. Wiley-Blackwell, 2014. [Optional]
- *-International and Development Communication: A 21st 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

Assignment	Points Earned
Four reading quizzes	100 points (25 point x 4)
Participation in whole-class discussion and in-class activities	110 points (10 points x 11)
Reading notes/preparation and participation in Reading Club discussion	110 points (10 points x 11)
Reading Club facilitation	100 points (50 points x 2)
Middle-term group debate and individual annotated bibliography	160 points 110 points
Final position paper and presentation	270 points 40 points
	Total: 1,000 points possible

Grade Distribution

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