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### COMX 204X.50: International and Development Communication - Online

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# COMX 204X.50 Spring 2014

## International and Development Communication

### The University of Montana-Missoula

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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 global/local citizens in 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

- Understand important concepts in international and development communication;
- Be aware of key communication issues resulting from globalization and informatization over time;
- Understand the impacts of information and communication technologies (ICTs) on social change;
- Hold a position based on analysis of evidence and arguments for and against the presence of cultural and linguistic imperialism brought about by ICTs;
- Understand the pros and cons of using the Internet and the media to facilitate communication within and across cultural groups, transnational organizations, and nation states;
- Be aware of the implications of using English as the global language in different linguistic and cultural contexts over time;
- Consider the value of indigenous languages and first peoples' perspectives in the global context;
- Be able to suggest relevant participatory approaches to communication and sustainable development;
- Demonstrate awareness of how transnational advertising impedes and promotes sustainability;
- Focus on communication processes when analyzing interdependence involving international and multicultural organizations; and
- 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.

## 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.

-The World News Prism: Challenges of Digital Communication (8<sup>th</sup> 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 Themes*, by Thomas McPhail. Wiley-Blackwell, 2010. [Optional] [On Reserve in Mansfield Library]

-*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	80 points (20 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	440 points (40 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 Papers	480 points -230 points first paper -250 points second paper
		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		