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COMX 204X.50: International and Development Communication

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COMX 204X.50 (Online)

International and Development Communication

The University of Montana-Missoula Spring 2017

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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 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
Jan 23 - 27	
Jan 30 – Feb 3	Introduction to International and Development Communication
Feb 6 - 10 Quiz 1	Globalization, Informatization, and Communication Required Readings: -Globalization, Informatization, and Intercultural Communication-- Randy Kluver <i>pp. 425 – 430</i> -Rewire Chapter 1 Connection, Infection, Inspiration—Ethan Zukerman <i>pp. 11-20, 27-37</i> -From the Information Society to Knowledge Societies-UNESCO <i>pp. 27 - 30</i>
Feb 13 - 17	Cultural Convergence and Divergence through Communication Required Readings: -Communicating in Global and Multicultural Contexts—George Cheney, Lars Thoger Christensen, Theodore Zorn, and Shiv Ganesh <i>pp. 377 - 390</i> -Rewire Chapter 2 Imaginary Cosmopolitanism—Ethan Zukerman <i>pp. 38-48</i>
Feb 20 - 24	Digital Communication in a Borderless World Required Reading: -Digital Media: Global, Interactive, and Free—William Hachten and James Scotton -Internet Seen as Positive Influence on Education and Negative on Morality in Emerging and Developing Nations March 2015—Pew Research Report
Feb 27 – Mar 3 Quiz 2	Media in the age of Globalization Required Reading: -The Whole World is Watching: Impact of Great News Events—William Hachten and James Scotton <i>pp. 77- 85</i> -Public Diplomacy and Propaganda—William Hachten and James Scotton <i>pp. 206 - 214</i>
Mar 6 - 10	The cases of China, Africa, and the Middle East Required Reading (select one of the following chapters by William Hachten and James Scotton): -China: New Media in an Old Media World -The Middle East: Media Storms in the Desert -India and Africa: Contrasts in Development
Mar 13 - 17	Mid-term Position Paper due midnight Friday
Mar 20 - 24	Spring Break
Mar 27 - 31	Communication, Technology, and Development Required Reading: -Information and Communication Technologies for African Development: Proportional Technologies and an Ethics of Uses—Osee Kamga and Fabien Cishahayo <i>pp. 113-119</i> -Communicating the True Ecological Cost of Development: Addressing Development and Environment in Orissa, India – Maitrey Mishra <i>pp. 153 -162</i>

<p>Apr 3 - 7 Quiz 3</p>	<p>Participatory Approaches to Communication for Sustainable Development Required Reading: -Multiple Perspectives on Development Communication-Jan Servaes -Renewing the Knowledge Societies Vision for Peace and Sustainable Development –Robin Mansell and Gaetan Tremblay: Executive Summary <i>pp. ix – xii</i> -Organizational Communication and Globally Displaced Perimeter Populations: A Neglected Challenge for Intercultural Communication Training-Phyllis Ngai & Peter Koehn <i>pp. 230 - 239</i></p>
<p>Apr 10 - 14</p>	<p>Indigenous Languages and Native Voices in the Global Context Required Reading: -Power and Place Equal Personality-Vine Deloria -An Extinction of (Ideas About) Species –K. David Harrison <i>pp. 23-34 & 48-55</i> -Indigenous communication and Indigenous knowledge—Paul Mundy and J. Lin Compton</p>
<p>Apr 17 - 21</p>	<p>English as the Global Language and Its Implications Required Reading: -Why a Global Language? –David Crystal -English as a Global Language and Education for Cosmopolitan Citizenship—Manuela Guilherme <i>pp. 72-80</i></p>
<p>Apr 24 - 28 Quiz 4</p>	<p>Transnational Advertising Required Reading: -Globalisation and Advertising in Emerging Economies by Lynne Ciochetto <i>pp.7 – 18</i> -It’s Not Easy Being Green...Or is it? A Content Analysis of Environmental Claims in Magazine Advertisements from the United States and United Kingdom—Lauren M. Baum <i>pp. 423 -428, 436-437</i></p>
<p>May 1 - 5</p>	<p>International and Multicultural Organizational Communication Required Reading: -Management of culture and Managing through Culture in the Indian Software Outsourcing Industry—Carol Upadhyya <i>pp. 104 -115</i> -Reimagining sustainability: An Interrogation of the Corporate Knights’ Global 100—Mahuya Pal & J. Jacob Jenkins <i>pp. 388-393, 395-401</i></p>
<p>May 12</p>	<p>Final paper due midnight Friday</p>