

MCM-344 Seminar on Global and Political Communication (3 credit hours)

Pre-requisites: None

Course Description

1. This course will introduce students to the essential elements of international, intercultural, and political communication. In three inter-related modules, students will learn about the history and theories of global communication, propaganda and public opinion formation, and communication among cultures in a diverse and deeply connected world.

In the first module, students will understand and analyze the global exchanges of media and communication from political, economic, social, cultural, and technological perspectives. The course will highlight and discuss causes and consequences of globalization, the political economy of international communication especially media ownership, and the key aspects of international communication infrastructure.

2. Taking the discussion forward from the political and political-economy aspects of global communication, the second module will focus directly on key aspects of political communication including propaganda and the relationship between communication, politics, and democracy. The course will look at the ways different stakeholders make use of media for politics, and the media effects of political communication will also be scrutinized. Propaganda, public relations and political advertising will be major areas of interest in the second module.

3. Finally, the course will also address the global flows of information, discussed in the first module, from a practical viewpoint in the context of culture and identity. The 21st Century communications professional is likely to experience a culturally diverse work environment whether at home or abroad. In addition, the complexity of the modern individual's own cultural identity demands understanding and awareness. The third module will facilitate students to think about the relationship between culture and communication. The course is designed to help students understand the processes of intercultural communication and learn ways to interact and communicate effectively in culturally diverse settings.

Course Objectives and Learning Outcomes

4. After completion of the course, students will be able to:
 - a. Understand the history and theoretical frameworks of global communication, globalization, and neoliberalism

- b. Discuss where power over the media is located and identify the key points of connection between media and power
- c. Critically evaluate the organization, regulation, and impact of global mass media
- d. Engage with critical debates on the relationship between media, democracy and society in a local, regional, and international context
- e. Understand how media systems are organized in different countries around the world.
- f. Critically assess and analyze the global communication issues and compare them with the local media system and trends
- g. Understand how political communication, and related concepts of public relations and political advertising, work
- h. Analyze the role of media in politics and democracy
- i. Know and understand the role and consequences of propaganda
- j. Explore and understand major concepts of intercultural communication: identity, language, and culture
- k. Develop self-reflexivity and socio-cultural awareness
- l. Communicate effectively with people from different cultures and social groups
- m. Practice a dialectical approach to respond to intercultural tensions
- n. Manage communication and conflict in intercultural settings

5. **Contents**

- a. Global Communication topics
 - (1) The historical context of international communication
 - (2) The relationship between Empire, capital and information
 - (3) Theories of global communication
 - (4) Political economy of global communication
 - (5) Global mass media ownership and infrastructure
 - (6) Globalization – political, economic and cultural impacts
 - (7) Global news and entertainment flows and counterflows
 - (8) Technological effects on international communication
- b. Political communication topics
 - (1) Public opinion and public discourse
 - (2) Propaganda

- (3) Political advertising
- (4) Media and democracy
- (5) Public relations and election campaigns
- (6) Role of mass media in political communication
- c. Intercultural Communication topics
 - (1) Imperatives and history of intercultural communication
 - (2) Approaches to studying intercultural communication
 - (3) Culture and communication
 - (4) Identity, social groups and otherization
 - (5) Prejudice and stereotypes
 - (6) Language and nonverbal behaviors in intercultural communication
 - (7) Popular culture and its effects on communication
 - (8) Management of intercultural conflict
 - (9) Intercultural competence

Required Readings

1. Thussu, D. K. (2002). *International Communication: Continuity and Change*. New York: Hodder Arnold.
2. Martin, N. & Nakayama, T. (2010). *Intercultural Communication in Contexts* (5th ed.). New York McGraw-Hill.
3. McNair, B. (2011). *An Introduction to Political Communication (Communication and Society)* (5th ed.). New York: Routledge.

Reference text(s)

1. Giddens, A. (1999). *Runaway World*. BBC Reith Lectures series.
2. Lustig, M. W. & Koester, J. (2010). *Intercultural Competence: Interpersonal Communication across Cultures*. New York, NY: Pearson Education.
3. McChesney, R. W. (2008). *The Political Economy of Media: Enduring Issues, Emerging Dilemmas*. New York, NY: Monthly Review Press.
4. McPhail, T. P. (2006). *Global Communication: Theories, Stakeholders, and Trends* (2nd ed.). Oxford: Blackwell Publishing.

Negrine, R. & Stanyer, J. (Eds.). (2007). *The Political Communication Reader*. New York, NY: Routledge