

5.00 credits

30.0 h

Q2

Teacher(s)	Terzis Georgios ;
Language :	English
Place of the course	Bruxelles Saint-Louis
Prerequisites	<i>The prerequisite(s) for this Teaching Unit (Unité d'enseignement – UE) for the programmes/courses that offer this Teaching Unit are specified at the end of this sheet.</i>
Learning outcomes	<p><b>At the end of this learning unit, the student is able to :</b></p> <ol style="list-style-type: none"> <li>1) To distinguish various international media critically and thoughtfully, based on characteristics, audience, users, effects and applicability.</li> <li>2) To describe and compare theories, concepts, authors and paradigms of the domains within the international communication science.</li> <li>3) To reflect critically on the role of international media and communication in social, cultural, economic, psychological, technological, political, legal and other contexts.</li> <li>4) To assess the impact of social, cultural, economic, psychological, technological, political, legal and other factors on the international communication process.</li> <li>5) To identify the ethical dimensions of an international communication problem and to acknowledge different points of view.</li> <li>4) To assess the impact of social, cultural, economic, psychological, technological, political, legal and other factors on the international communication process.</li> <li>5) To identify the ethical dimensions of a international communication problem and to acknowledge different points of view.</li> </ol>
Evaluation methods	The format of the final exam will be 2 short questions and 2 longer essay questions. They will consist of 2 compare and contrast questions of 0.5-page each (comparing and contrasting concepts and theories), 1 real world application question of 1-page (applying the theories to a real-world example/case) and 1 essay question of 1-page (argument development). The following criteria will be applied in assessing exam responses: Capacity to grasp and convey factual, conceptual and theoretical knowledge; Capacity to synthesize and to apply concepts and theory to concrete cases; Capacity to develop a systematic argument based on theory and practice.
Teaching methods	Ex cathedra presentations based on Power Point presentations with active students' participation. Attendance and active participation is vital to the student's progress. Students are expected to attend classes on time and take notes. Students who are absent are responsible for finding out what was covered in class.
Content	The course introduces the historical context and examines different approaches to global communication from the modernization and cultural imperialism theories to cultural studies and critical political economy perspectives. The course also examines the theories and problems related to the international function of the news media, the entertainment industry and the telecommunications sector. Students also gain a clear understanding of the creation of the global media marketplace and how international communication evolves in the Internet age. Furthermore, the course discusses the international governance structures related to media, news, telecommunications and the Internet. With the help of a comprehensive textbook, seminal texts, and videos, the course addresses the main political, economic, social and cultural themes intersecting the debate around the emerging global communication system and its future.
Inline resources	Companion Website: <a href="https://study.sagepub.com/hamelink">https://study.sagepub.com/hamelink</a>

Other infos	<p><b>COURSE CALENDAR</b></p> <p><b>WEEK 1 – Feb 8 Introduction to Globalization and International Communication: Key Concepts</b>                  Class presentation and syllabus introduction                  Textbook Reading: Chapter 1 (pp.1-21)</p> <p><b>WEEK 2 – Feb 15 The Study of Global Communication</b>                  Textbook Reading: Chapter 2 (pp. 22-53)                  Further reading: Universal Declaration of Human Rights</p> <p><b>WEEK 3 – Feb 22 The History and Economy of Global Communication</b>                  Textbook Reading: Chapter 3 (pp. 54-65) and Chapter 4 (pp. 66-83)                  Further reading: The Economist</p> <p><b>WEEK 4 – Feb 29 Flows of Global Content</b>                  Textbook Reading: Chapter 5 (pp. 84-97)</p> <p><b>WEEK 5 – March 7 The Politics and Policies of Global Communication</b>                  Textbook Reading: Chapter 7 (pp.116-136)</p> <p><b>WEEK 6 – March 14 Inequality and the Global Divide</b>                  Textbook Reading: Chapter 8 (pp.137-153)                  Further Readings: Padovani and Hamelink                  Videos: Reich, Robert, Inequality for All, <a href="http://inequalityforall.com">http://inequalityforall.com</a></p> <p><b>WEEK 7 – March 21 Global Communication and Propaganda, Diplomacy and Espionage</b>                  Textbook Reading: Chapter 9 (pp.154-169)                  Further Readings by McNair and Snow                  Video: Adam Curtis, The Power of Nightmares (3-hour trilogy to be watched at home and discussed in class)</p> <p><b>WEEK 8 - March 28 Global Communication and Conflict</b>                  Textbook reading: Chapter 10 (pp. 170-182)</p> <p><b>WEEK 9 - April 18 Global Communication and Peacebuilding</b>                  Further Reading: Ozgunes and Terzis                  Video: John Pilger, The War You Don't See (to be watched at home and discussed in class)</p> <p><b>WEEK 10 - April 25 Culture and Global Communication</b>                  Textbook Reading: Chapter 11 (pp.183-210)</p> <p><b>WEEK 11 – May 2 Global Communication Online</b>                  Textbook Reading: Chapter 12 (pp. 211-232)                  Further reading by Castells and The Economist</p> <p><b>WEEK 12 – May 9 Futures of Global Communication + Recoup and Final Exam Review</b>                  Textbook Reading: Chapter 13 (pp.233-259)                  Further reading by The Economist</p> <p><b>June: Written Final Exam</b></p>
Faculty or entity in charge	ESPB

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Learning outcomes
Bachelor in Information and Communication	COMB1BA	5	BPOLS1110	
Bachelor in Information and Communication (French-English)	COAB1BA	5	BPOLS1114	
Bachelor in Information and Communication (French-Dutch-English)	COTB1BA	5	BPOLS1110	
Bachelor of Science in Business Engineering	BBEB1BA	5		
Bachelor in Sociology and Anthropology	SOCB1BA	5	BPOLS1110	
Bachelor in Sociology and Anthropology (French-English)	SOAB1BA	5	BPOLS1114	
Bachelor in Sociology and Anthropology (French-Dutch-English)	SOTB1BA	5	BPOLS1110	
Bachelor in Political Sciences	SPOB1BA	5	BPOLS1110	
Bachelor in Political Sciences (French-English)	SPAB1BA	5	BPOLS1114	
Bachelor in Translation and Interpreting [Filière en communication interculturelle]	TIMB1BA	5		