

**UNITED STATES INTERNATIONAL UNIVERSITY
SCHOOL OF SCIENCE AND TECHNOLOGY
INTERNATIONAL MASS MEDIA - JRN 3006 (3 CREDIT UNITS)
TUE/THUR 1.30 – 3.10 P.M.
CLASSROOM: K
COURSE INSTRUCTOR: DAVID KATIAMBO
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COURSE ALIGNMENT TO PROGRAMME LEARNING OUTCOMES

This course contributes, partly and at the advanced level, to the following Journalism Programme Learning Outcome (PLO); that at the end of the program graduates will be able to:

- Critically discuss communication theory and its application to local and global mass media and communication systems, structures, and operations (PLO#2).

COURSE LEARNING OUTCOMES

At the end of this course, learners will be able to:

- Explain the historical genesis and context of international mass media
- Critically discuss various theories of international mass communication
- Discuss the convergence of global mass media and its implications for global trade in media products including especially global news
- Discuss the interplay between the *global* and the *local* in media cultures
- Discuss the issues of cultural globalisation and the counter-flow of communication from the South to the North
- Discuss how the media culture in Kenya is influenced by international mass media

COURSE CONTENT AND WEEKLY MEETINGS

COURSE TEXT

Thussu. 2006. *International Communication: Continuity and Change*. 2nd Edn. Hodder Arnold: London.

SUPPLEMENTARY READING:

Boyd-Barret, O., & Rantanen, T. Eds. (1998). *The Globalization of News*. London: Sage Publications.

Week 1 – 12 & 14

Introduction

The introduction will be devoted to giving an overview of some of the major themes in International Mass Communication, namely:

- Historical background of international communication
- Multi-national ownership and control
- Cultural imperialism and its critique
- International media dependency
- International news flow

Boyd-Barret, O., & Rantanen, T. Eds. (1998). *The Globalization of News*. London: Sage Publications. Page 1-15

Week 2 – May, 19 & 21

The Historical origin and context of international mass communication

- Communication and empire
- The role of technology: the growth of the telegraph
- The era of news agencies
- The case of *Reuters*
- The advent of the popular media
- Radio and international communication
- Radio and the battle of the airwaves

Reading: Chapter 1 in D K Thussu. 2006. *International Communication: Continuity and Change*. 2nd Edn. Hodder Arnold: London. (pp.1-16).

Week 3-4 – May 26, 28. June 2,4

Global news agencies:

- Global news agencies Diversity, location, autonomy and market
- Control of domestic markets:
- Global financial news

Boyd-Barret, O., & Rantanen, T. Eds. (1998). *The Globalization of News*. London: Sage Publications. Page 18-77

- **First class test – May 28**

Week 4 – June 9 & 11

Theories of International Mass Communication:

- Free flow of information
- Modernization theory
- Dependency theory
- Structural imperialism
- Hegemony and Critical Theory; The public sphere
- Cultural studies perspective
- Theories of information society

Reading: Chapter 2 In Thussu, 2006. (pp 52-65).

Week 6 – June 16 & 18

The Marketplace of International Mass Communication

- Mass media convergence and synergies
- Global trade in media products
- Case study: Television sport globally – ESPN
- International film, book, print media and advertising industries.

Reading: Chapter 4 In Thussu, 2006. (pp. 98-129)

Week 7 – June 23 & 25

The Marketplace of International Mass Communication

- Global news and information networks
- Television news globalisation and alliances
- Case study: CNN – the ‘world’s news leader’
- Global news agenda

Reading: Chapter 4 In Thussu, 2006. (pp. 130-144)

Boyd-Barret, O., & Rantanen, T. Eds. (1998). *The Globalization of News*. London: Sage Publications. Page 80-97

- **Mid Term Examination**

Week 8 – June 30 & July 2

The global and the local in media cultures

- The globalization and dominance of American culture
- Children’s television – catching them young
- Case study: MTV Music Television
- The flow of international television programs
- Hollywood hegemony
- Threat to local cultures and cultural diversity

Reading: Chapter 5 In Thussu, 2006. (pp 145-162).

Week 9 - July 7 & 9

The global and the local in media cultures

- Regionalization and localization in the media market
- Case stud: Zee TV and hybrid television

Reading: Chapter 4 In Thussu, 2006. (pp 163-179).

Week 10 – July 14 & 16

- **Second Class Test on July 14**

International communication from the global South

- Viewing the global village
- Discontents of cultural globalization
- Global counterflow of television
- Globalization of geo-linguistic television
- Case study: Al-Jazeera

Reading: Chapter 6 In Thussu, 2006. (pp.180-192).

Week 11 – July 21 & 23

International communication from the global South

- China's peaceful rising and global communication
- Media exports from the South to the North
- Case study: The transnationalization of telenovelas
- Case study: 'Bollywood' – the Indian Film Industry

Reading: Chapter 6 In Thussu, 2006. (pp 193-206).

- **Assignment submission date – July 23**

Week 12 – July 28 & 30

International mass communication in the Internet age

- The dawn of the Internet age
- The Internet and a 'free flow of commerce'.
- Case study - the *Googlization* of global communication
- Media online
- Case study: The globalization of *infotainment* and *edutainment*
- Digital copyright and regulation

Reading: Chapter 7 In Thussu, 2006. (pp. 207-227).

Week 13 – August 4 & 6

International mass communication in the Internet age

- The Internet and international political communication
- Case study: The global 'war on terrorism'
- Global electronic surveillance
- The global digital divide
- Communication for development
- International communication – continuity and change

Reading: Chapter 7 In Thussu, 2006. (pp 227-249).

Week 14

Final Examination

ASSESSMENT

Class Attendance:

Students are required to attend all classes. Class attendance and participation will contribute 10% to the final course mark. Those students who miss a total of five (5) classes will be given an F grade.

Class Tests

There will be two class tests, each of which will contribute 10% to the final mark. Dates for the tests will be announced in class.

Essay Assignment

One term paper group assignment will be written for the course. This essay will contribute 20% to the final course mark. Each group will comprise of at least three students. The essay should be four (4) to six (6) pages long. It should be written in an academic format with a 12 point font size and 1.5 line spacing. The topic for the essay will be given in class. Plagiarism will lead to the essay being awarded a zero.

Mid Semester and Final Examinations

The mid-semester examination will contribute 20% to the final course mark while the final examination will contribute 30%.

GRADING

90% - 100%	A
87% - 89%	A-
84% - 86%	B+
80% - 83%	B
77% - 79%	B-
74% 76%	C+
70% 73%	C
67% 69%	C-
64% 66%	D+
62% - 63%	D
60% - 61%	D-
0% - 59%	F