University of Illinois (Urbana-Champaign)

College of Communications

Institute of Communications Research

POL SCI / COMM 377  International Communications
Spring 2000

Thursdays 2:30 - 4:50 PM, 329 Davenport

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Course Description:

This is an introductory course in the study of International Communication. International Communication is the name given to a field of inquiry that includes the study of various forms of interaction globally, including global communication via mass media, cross-cultural communication and telecommunications policy. Therefore, by its very nature, International Communication is an interdisciplinary field of study, utilizing concepts, research methods and data from areas as diverse as political science, sociology, economics, literature and history.

The goals of this course are: to explore why it is important to study International Communication; provide an introduction to the literature of International Communication; and to encourage critical thought about the implications of many issues within the scope of International Communication, such as the impact of new telecommunications technology on international relations, the strategic use of mass communication technologies by states, and the imbalance in communication resources between rich and poor states.

Texts:

Required -

Ngugi wa Thion’o, Moving The Centre: The Struggle For Cultural Freedoms
(Portsmouth, NH: Heinemann, 1993).


Mark D. Alleyne, International Power and International Communication (New York: St. Martin’s, 1995)

- **N.B.:** A file of readings will be maintained at the Communications Library (Gregory Hall). You will be directed to specific articles in that collection, and it is expected that you will read them, in addition to the assigned readings listed in this syllabus.

- **Required readings that are not from the required texts and are cited in full in the syllabus are also on reserve at the Communications Library.**

- **N.B.** Your readings will include more than the texts. You will also be expected to read newspaper and journal articles assigned by the professor and at least one newspaper on a daily basis.

- **Unless stated otherwise, all readings are due on the date beneath which they are listed in the syllabus.**

**Course Requirements:**

Although lectures will be presented, class discussion will be a very important means of classroom discourse. Therefore, regular, punctual class attendance is the first step to success in the course. An attendance register will be kept from the beginning to the end of term. Informed participation in class discussions, based on thoughtful reading of all assignments, is required.

Your final grade will be based on your cumulative performance in these areas: (1) five quizzes or writing assignments; (2) a mid-term examination; and (3) a final examination.

**The five quizzes or writing assignments (50%):**
Each will be on the material covered since the last quiz and will be each worth 10 points. When the quiz takes the form of a research paper it will be graded on the following scale: A 10; A- 9.4; B+ 8.9; B 8.4; B- 7.9; C+ 7.4; C 6.9; C- 6.4; D 5.9; F 0.

**Mid term Examination (20%):**
The mid-term examination will be comprehensive, covering all lectures, discussions and readings (including research paper topics) in the course until that point of the semester. It will consist of 10 short answer questions (worth 10 points) and an essay (worth 10 points). The grading scale for the essay will be: A 10; A- 9.4; B+ 8.9; B 8.4; B- 7.9; C+ 7.4; C 6.9; C- 6.4; D 5.9; F 0.

**Final Examination (30%):**
The final examination will be comprehensive, covering all lectures, discussions and readings (including research paper topics) in the course. It will consist of 20 short answer questions (worth 20 points) and an essay (worth 10 points). The grading scale for the essay will be the same as in the mid term examination.
"Fudge" Points (5%):  
Each student who successfully completes the course will be awarded 5 points. This is the so-called "fudge" component of the professor's grading to compensate for loss of points that can occur due to human frailty on the part of everyone who is placed in a position of judging others.

END OF TERM GRADING SCALE

A student's final grade will be based on his or her cumulative score. The score will be:

A .......... 95-100
A- .......... 90-94
B+ .......... 85-89
B .......... 80-84
B- .......... 75-79
C+ .......... 70-74
C .......... 65-69
C- .......... 60-64
D .......... 55-59
F ... 54 and below

Ground Rules:
* Assignments handed in more than 30 minutes after the deadline lose 5 points automatically, and then they lose a further 5 points for each day late.
* No incompletes are available in this course.
* The grading and other procedures set down in this syllabus are non-negotiable. The syllabus means what it says.
* Students who miss quizzes and examinations receive zero points. Only verifiable medical excuses, signed by a physician on his or her stationery, are acceptable.
* The submission of written work in very faded print that is difficult to read will be considered a rude gesture, will be automatically penalized 5 points, and will be returned to the student for reprinting within a time frame set by the professor.
* Plagiarism is a violation of university rules and will be penalized according to university regulations.

**Topical Outline**

**Week 1: January 20**

**Definitions / Overview of topics**

I Why study International Communication.

II Origins and history of research in International Communication.

III The structure of international communication

   Video: "Global Media " (22 minutes) … and discussion

   Introductory essay: Write an essay about yourself. It could describe your family, the neighborhood where your family lives, your goals in life, your interests outside of the classroom (such as hobbies and sports), why you came to the University of Illinois, and your experience at the university so far. This essay must be completed in class.

**Week 2: January 27**

The Framework of International Communication Policy-Making

   Video: “Breaking Up Is Hard To Do” (extract … 20 minutes)

   **Required Reading:** Alleyne, *IP & IC*, chapters 1 & 2.

**Week 3: February 3**

International Communications Policy Reform


   First writing assignment / quiz (10 pts.)

**Week 4: February 10**

The international politics of news

   Video: "Reuters — The Story Behind the News Agency "

   **Required Reading:** Alleyne, *News Revolution*, chapters 1, 5, & 6.
Week 5: February 17
The international politics of news ... continued

Required Reading: Alleyne, News Revolution, chapter 7 & appendices 3-6;
Shohat & Stam, chapter 3.

Week 6: February 24
International cultural relations
Video: "Goebbels — Master of Propaganda"

Required Reading: Alleyne, IP & IC, chapter 5.

Second writing assignment / quiz (10 pts.)

Week 7: March 2
International cultural relations ... continued
Video: "Lifeline — The History of International Radio"

Required Reading: Alleyne, News Revolution, chapter 3 & appendices 1 & 2;
Jamie F. Metzl, “Information Intervention — When Switching Channels Isn’t

• Review for mid-term examination

Week 8: March 9  MID-TERM EXAMINATION

SPRING BREAK — March 11 - 19

Week 9: March 23
• Review of Mid-term Examination

• The politics of language
Video: "The Story of English", episode 1

Required Reading: Wa Thiong'o, chapters 4 & 9; David D. Laitin, "The
Cultural Identities of a European State," Politics and Society, vol. 25, no. 3,
Sept.1997; Joshua A. Fishman, "The New Linguistic Order," Foreign Policy,
Week 10: March 30
The Internet and Globalization


Third writing assignment / quiz (10 pts.)

Week 11: April 6
International trade in cultural products: (1) Trade Policy Issues

Required Reading: Alleyne, *IP & IC*, chapter 3.

Week 12: April 13
International trade in cultural products: (2) Issues of Identity, Race and Power
Video: "The Effect of TV on Culture in India"

Required Reading: Wa Thiong'o, chapters 1, 2, 5, & 12; Shohat & Stam, chapter 1.

Fourth writing assignment / quiz (10 pts.)

Week 13: April 20
International Communication and Popular Cultural Discourse
Video and discussion: Movie (title to be announced later)

Required Reading: Shohat & Stam, chapter 2; Wa Thiong'o, chapters 14, 15, 16 & 17.

Fifth writing assignment / quiz (10 pts.)

Week 14: April 27
Loose ends / Review for Final Examination

Final Examination: Monday, May 8, 5:00 - 8:00 PM
(Please note that this date and time is subject to change, depending on university room scheduling.)
Web Site Resources

- **Goethe-Institut**: [www.goethe.de/eindex.htm](http://www.goethe.de/eindex.htm)
- **The Japan Foundation**: [www.jpf.go.jp](http://www.jpf.go.jp)
- **US State Department International Information Programs**: [www.usia.gov](http://www.usia.gov)
- **The British Council**: [www.britcoun.org](http://www.britcoun.org)
- **World Radio Network**: [www.wrn.org](http://www.wrn.org)
- **World Intellectual Property Organization (WIPO)**: [www.wipo.int](http://www.wipo.int)
- **Universal Postal Union (UPU)**: [www.upu.int](http://www.upu.int)
- **International Telecommunication Union**: [www.itu.int](http://www.itu.int)
- **World Trade Organization (WTO)**: [www.wto.org](http://www.wto.org)
- **ITAR-TASS (The Information Telegraph Agency of Russia)**: [www.itar-tass.com](http://www.itar-tass.com)
- **Associated Press (AP)**: [www.ap.org](http://www.ap.org)
- **Agence France-Presse (AFP)**: [www.afp.com](http://www.afp.com)
- **Reuters**: [www.reuters.com](http://www.reuters.com)
- **United Press International (UPI)**: [www.upi.com](http://www.upi.com)
- **Editor & Publisher (web links to newspapers overseas)**: [www.mediainfo.com](http://www.mediainfo.com)
- **Echostar (Dish Network)**: [www.dishnetwork.com](http://www.dishnetwork.com)
- **DirecTV**: [www.directv.com](http://www.directv.com)
- **PanAmSat**: [www.panamsat.com](http://www.panamsat.com)
- **INTELSAT**: [www.intelsat.int](http://www.intelsat.int)
- **The United Nations System**: [www.unsystem.org](http://www.unsystem.org)
- **UNESCO (United Nations Educational, Scientific and Cultural Organization)**: [www.unesco.org](http://www.unesco.org)