COMX 204X.50 (Online)
International and Development Communication
The University of Montana-Missoula Spring 2020

- **Instructor:** Dr. Phyllis Ngai
- **Office:** LA 415
- **Office Hours:** 6:00-6:30 PM Mondays, 12:30-1:30 & 2:30-3:30 PM Tuesdays, and by appointment
- **E-mail:** phyllis.ngai@umontana.edu
- **Work/Home Phone:** 406-830-7752

**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 general education course in the X category. 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!)

Jan 13- 17 Online Orientation

Jan 20 – 24 Introduction to International and Development Communication
  • Online assignment

Jan 27 – 31 Globalization, Information, and Communication
  • Required Readings:
    o Information for a Global System—William Hachten & James Scotton
    o Rewire Chapter 1 Connection, Infection, Inspiration—Ethan Zukerman
    o From the Information Society to Knowledge Societies-UNESCO
  • Online Assignment

February 3 – 7 Cultural Convergence and Divergence through Communication
  • Required Readings:
    o Communicating in Global and Multicultural Contexts—George Cheney, Lars Thoger Christensen, Theodore Zorn, and Shiv Ganesh
    o Rewire Chapter 6 Taken in Context—Ethan Zukerman
  • Online assignment:
  • Quiz 1

February 10 – 14 Digital Communication in a Borderless World
  • Required Reading:
    o Social Media Use Continues to Rise in Developing Countries But Plateaus Across Developed Ones (2018)--Pew Research Report
    o Game Changers: Twitters, Videos, Blogs—William Hachten and James Scotton

February 17 – 21 Media in the Age of Globalization
  • Required Reading:
    o Impact of Great News Events—William Hachten and James Scotton
    o Public Diplomacy and Propaganda—William Hachten and James Scotton
  • Online assignment

February 24 – 28 International Communication in Places of Geopolitical Importance
  • Required Reading (select one of the following chapters by William Hachten and James Scotton):
    o China: New A New Media But Tighter Control
    o Russian Media: Struggling Against New Controls
    o Brazil: Latin America’s Communication Leader
    o India: Liberalization Spurs Phenomenal Media Growth
    o Africa: The Mobile Continent
    o The Middle East: Media in the Midst of Turmoil
  • Online assignment
  • Quiz 2
March 2 – 6 Communication, Technology, and Development
- Required Reading:
  - The IT Fix—Pradip Thomas & Elske Fliert
  - Internet Connectivity Seen as Having Positive Impact on Life in Sub-Saharan Africa --Pew Research Report
- Online assignment

March 9 – 13 Participatory Approaches to Communication for Sustainable Development
- Required Reading:
  - Development Communication Approaches in an International Perspective--Jan Servaes and Patchanee Malikhao
  - Renewing the Knowledge Societies Vision for Peace and Sustainable Development –Robin Mansell and Gaetan Tremblay: Executive Summary
- Online Assignment

March 16 – 20 Spring Break

March 23 – 27
- 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
  - Indigenous communication and Indigenous knowledge—Paul Mundy and J. Lin Compton
- Online Assignment
- Quiz 3

March 30 – April 3 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
- Online Assignment

April 6 – 10
- Transnational Advertising
- Required Reading:
  - Globalisation and Advertising in Emerging Economies by Lynne Ciochetto
  - 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
- Online assignment

April 13 – 17 International and Multicultural Organizational Communication
- Required Reading:
  - Management of culture and Managing through Culture in the Indian Software Outsourcing Industry—Carol Upadhya
Reimagining sustainability: An Interrogation of the Corporate Knights’ Global 100—Mahuya Pal & J. Jacob Jenkins

- Online Assignment
- Quiz 4

**April 20 – 24**
- Consultation on final paper

**April 27 – 30**
- Final paper due midnight Friday

**Assigned Readings**

All required reading materials are posted on Moodle.

**Optional Texts**

- *Rewire: Digital Cosmopolitans in the Age of Connection* by Ethan Zuckerman, 2013 [Optional]

**Assessment**

Reading Quizzes: 30 points x 4 = 120 points
Online Discussion: 50 points x 11 = 550 points
Position Paper = 330 points
Total: 1000 points

**Grade Distribution Scale**

<table>
<thead>
<tr>
<th>Points Range</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>933 –1000</td>
<td>A</td>
</tr>
<tr>
<td>900 – 932</td>
<td>A-</td>
</tr>
<tr>
<td>866 – 899</td>
<td>B+</td>
</tr>
<tr>
<td>833 – 865</td>
<td>B</td>
</tr>
<tr>
<td>800 – 832</td>
<td>B-</td>
</tr>
<tr>
<td>766 – 799</td>
<td>C+</td>
</tr>
<tr>
<td>733 – 765</td>
<td>C</td>
</tr>
<tr>
<td>700 – 732</td>
<td>C-</td>
</tr>
<tr>
<td>666 – 699</td>
<td>D+</td>
</tr>
<tr>
<td>633 – 665</td>
<td>D</td>
</tr>
<tr>
<td>600 – 632</td>
<td>D-</td>
</tr>
<tr>
<td>&lt; 600</td>
<td>F</td>
</tr>
</tbody>
</table>