COURSE SYLLABUS
Communication in a Global Media Context, 7.5 credits

Communication in a Global Media Context, 7,5 högskolepoäng

Course Code:	LCGK19	**Education Cycle:**	First-cycle level
Confirmed by:	Director of Education Jun 17, 2019	**Disciplinary domain:**	Social sciences
Valid From:	Autumn 2019	**Subject group:**	MK1
Version:	1	**Specialised in:**	G1F
		Main field of study:	Media and Communication Science

Intended Learning Outcomes (ILO)

On completion of the course, the students should be able to:

Knowledge and understanding
- identify the main conceptualizations of globalization
- explain the relationship between communication, media and globalization

Skills and abilities
- design international campaigns for the common good that take into account the global-local links between communication, media and culture to the design of an international human rights campaign
- compare the pros and cons of different forms of social media as tools for democracy

Judgement and approach
- problematize the idea that social media serve primarily to bridge distances and differences and 'connect' people throughout the world
- critically reflect on the challenges posed by the current structuring of global digital media structures to citizens' participation in democratic governance

Contents

- Definitions of globalization
- Conceptual and practical approaches to international communication
- Global media and human rights
- Technical, social, economic, and cultural perspectives on social media
- Global and local dimensions of media cultures

Type of instruction

The teaching consists of lectures, seminars and exercises performed individually and in groups.

An e-learning platform is used.

Students who have been admitted to and registered for a course have the right to receive instruction/supervision for the duration of the time period specified for the particular course to which they were accepted. After that, the right to receive instruction/supervision expires.

The teaching is conducted in English.

Prerequisites

General entry requirements and 45 credits in Media and Communication Science or equivalent. English proficiency is required. Exemption is granted from the requirement in Swedish.

Examination and grades

The course is graded A, B, C, D, E, FX or F.

- Individual assignment I - critical analysis of selected required readings, 3,5 credits (ILO 1, 2)
- Oral group examination - design of a global-local campaign to raise awareness about a human rights issue of choice, 1 credit (ILO 3)
- Individual assignment II - short essay addressing one of the course's themes based on required readings, 3 credits (ILO 4, 5, 6)

The grades A, B, C, D and E are all passing grades. For courses with more than one element of examination, students are given a final grade based on an overall assessment of all the elements included in the course. The final grade of the course is issued only when all elements of examination have been passed.
The examination is based on instruction and course literature.

Students are guaranteed a minimum of three attempts to pass an examination, including the regular attempt. If a student has failed the same examination three times, the student is entitled to request that the next examination be assessed and graded by a new examiner. The decision to accept or reject such a request is made by the vice dean of education. A student may not make a second attempt at any examination already passed in order to receive a higher grade.

In case a course is terminated or significantly altered, examination according to the earlier syllabus shall be offered on at least two occasions in the course of one year after the termination/alteration.

Registration of examination:

Name of the Test	Value	Grading
Individual assignment I	3.5 credits	A/B/C/D/E/FX/F
Oral group examination[I]	1 credit	U/G
Individual assignment II	3 credits	A/B/C/D/E/FX/F

[I] The examination is graded Fail (U) or Pass (G)

Course evaluation

The instruction is followed up throughout the course. At the end of the course, a course evaluation is performed and commented on by the course coordinator and, if possible, a student representative/student representatives (course developer/s). The evaluation, which is published on the relevant e-learning platform and submitted to the administration, is to function as a basis for future improvements to the course.

Course literature

Electronically available literature:

OBS! See the Study Guide for specific chapters required from books.

Baker, Sara (2018) 'We want that for our selves':how girls and young women are using ICTs to counter violence and demand their rights, *Gender & Development*, 26:2, pages 283-297

Council of Europe (2018) *Perspectives on youth /Young people in a digitalized world*. Strasbourg: Council of EuropePublishing.

Fuchs, Christian (2017) *Social Media: A Critical Introduction* (Second edition). London: Sage.

Hafez, Kai (2007) *The Myth of Media Globalization*. Cambridge:Polity.

Liu, Shuang, Volcic, Zala and Gallois, Cindy (2015) *Introducing Intercultural Communication: Global Cultures and Contexts* (2nd Edition). London: SAGE.

Lobato, Romano (2019) *Netflix nations: The geography of digital distribution*. New York: NYU Press.

Lundgren, Lars and Evans, Christine (2017) Producing Global Media Memories: Media Events and the Power Dynamics of Transnational Television History, *European Journal of Cultural Studies*, 20, 3, pages 252–270.

Madianou, Mirca, Longboan, Liezel and Ong, Jonathan Corpus (2015) Finding a Voice Through Humanitarian Technologies? Communication Technologies and Participation in Disaster Recovery, *International Journal of Communication*,Vol.9,3020–3038

Madianou, Mirca and Miller, Daniel (2011) Mobile phone parenting: Reconfiguring relationships between Filipina migrant mothers and their left-behind children, *New Media and Society*, Volume 13, Issue 3, pages 457-470

Miller, Jade (2010) Ugly Betty goes global, *Global Media and Communication*, Volume6 (2) pages 198–217

Ritzer, George and Dean, Paul (2015) *Globalization: a basic text* (Secondedition).Wiley.

Roudometof, Victor (2016) *Glocalization: A critical introduction.* London: Routledge.

Sarikakis, Katharine and Shade, Leslie (2007) *Feminist Interventions in International Communication: Minding the Gap*. Lanham: Rowman & Littlefield.

Shaikh, Sonia (2017) Television Versus the Internet for Information Seeking: Lessons from Global Survey Research, *International Journal of Communication* 11, pages 4744–4756

Scholte, Jan Aart (2005) *Globalization: a critical introduction* (Second edition, revised and updated). Palgrave Macmillan: London and New York.

Silverstone, Roger (1999) *Why study the media?* London: SAGE.

Šisler, Vit, Švelch, Jaroslav and Šlerk, Josef (2017) Video Games and the Asymmetry of Global Cultural Flows: The Game Industry and Game Culture in Iran and the Czech Republic, *International Journal of Communication* 11, 3857–3879

Thussu, Daya (2018) *International communication: continuity and change*. London: Bloomsbury.

Tumber, Howard and Waisbord, Silvio (2017) *The Routledge Companion to Media and Human Rights*. London: Routledge.

United Nations (2015) *Universal Declaration of Human Rights* (illustrated edition). New York: United Nations

van Dijck, José (2013) *The culture of connectivity: a critical history of social media*. New York: Oxford University Press.

Reference Literature
Citing Sources – How to Create Literature References
http://ju.se/library/search--write/citing-sources---how-to-create-literature-references.html

The Interactive Anti-Plagiarism Guide – Jönköping University
Information about plagiarism at higher education institutions
http://pingpong.hj.se/public/courseId/10565/publicPage.do
Also available in the course event on the e-learning platform