

# **International Communication – COM2401**

**Proposed semester: 2022 Summer**

**Class Meeting Time and Location: Fully Asynchronous Online**

**Department: Humanities**

**Instructor: Dr. Zheng Zhu**

**Instructor's Contact Information (see below)**

**Email: [ZZhu@citytech.cuny.edu](mailto:ZZhu@citytech.cuny.edu)**

**Phone (office): 718-260-5029**

**Office: via zoom**

**Office Hour: 10am-11:30am, Monday to Thursday, via zoom**

## **Course Description:**

This class examines various key issues, current events, and larger theoretical concepts central to the formation and processes of international communication. The following topics are covered in class: the flow of information, media systems and technologies, ongoing global conflicts, trade exchanges, the role of multinational bodies, and critical issues such as, terrorism, human rights, social justice, and the preservation of peace. This course examines the people, groups, communities, and organizations that are involved in international relations, paying attention to social, cultural, historical and contemporary perspectives and theoretical approaches.

**Course Credits: 3**

**Course Hours: 3**

Writing Intensive PATHWAYS: WORLD CULTURES/GLOBAL ISSUES; COURSE  
**PREREQUISITE:** ENG 1101 OR corequisite of ENG 1101CO or ENG 1101ML

**Required Texts:** Thussu, D. K. (2018). *International communication: Continuity and change* (3<sup>rd</sup> edition). London, UK: Bloomsbury Academic.

## **Course Learning Objectives:**

Upon successful completion of this course, students should be able to:

- Read and comprehend important materials focusing on international communication (theory).
- Develop an accurate and in-depth understanding of the current topics, issues, and events that are shaping the forms and processes of international communication (theory)

- Provide thorough and critical analysis of various cases that exemplify important aspects of international communication (theory and practice).
- Actively and respectfully share thoughts, opinions, and ideas with others who hold different or even conflicting standpoints on sensitive topics surrounding international communication (theory and practice)
- Identify and complete individual research projects that both meet students' interests and can strongly represent critical aspects of international communication (theory and practice).

### **Blackboard Requirements and CITY TECH email:**

- It is mandatory that you set up and check your CAMPUS email and BLACKBOARD regularly throughout the semester. I will post required readings and detailed instruction for completing your assignments on blackboard. I will also send important course-related announcements through blackboard email system. Therefore, it is vital that you check your Blackboard and CITYTECH email on a regular basis, which means **at least three times a day (morning, afternoon, and evening)**.
- All incoming and outgoing assignments and correspondences will be sent **ONLY** through **CAMPUS EMAIL**. Personal email accounts are not connected to Blackboard and **CANNOT** transmit important messages to you from your instructor. Call Tech Support for assistance at 718-260-5601 or visit G604.
- This is an online class, so students are expected to know how to use online platform to complete assignments. Blackboard is the primary learning platform for this course. Students need to know how to log on and use blackboard where all course-related assignments and materials, including exams and instructions/guidance on completing assignments, will be posted by the professor.

### **Major Graded Assignments**

Students are required to complete **3** major assignments for this online class. These three assignments are: **1**) 3 detailed online postings, **2**) 3 detailed feedback posts, and **3**) final individual research paper.

1. Online Postings and Discussions (90 points): the course instructor will post a current and important topic/issue closely related to international communication on blackboard (discussions), for 3 times throughout the semester. For each time, students will need to write a detailed review and analysis of the topic/issue based on the concepts/ideas they have read and learned in the book. Each review and analysis of the topic/issue should be **no less than 500 words**. Detailed instruction will be provided by the professor.

2. Feedback Postings (30 points): for each online posting & discussion, students need to post **at least** one response to post(s) made by other student(s). Each response post should be **no less than 300 words**. Detailed instructions will be provided by the professor.

3. Final individual research paper (60 points): students need to identify a current topic/issue in international communication that they are interested in studying. After confirming with the professor, they can work on developing a research project. The project must be in standard

academic written format. The final paper is worth 60 points. Detailed instruction will be provided by the professor.

4. Participation (20 points): Students are expected to submit all their assignments on time and actively participate in online discussions/postings.

**Grade distribution**

Assignments	Percentages
Online discussions/postings	45% - (90)
Feedback posts	15% - (30)
Final individual research paper	30% - (60)
Participation	10% - (20)
Total	100% -(200)

**COURSE INTENDED LEARNING OUTCOMES/ASSESSMENT METHODS**

<b>LEARNING OUTCOMES</b>	<b>ASSESSMENT METHODS</b>
1. Develop an understanding of and appreciation for the issues involved in international communication, from both local and global perspectives.	1. Cultural Personality Activity. Discussion leader activity.
2. Demonstrate information literacy and technology skills.	2. Building a Research Wiki on Blackboard.
3. Students will learn to work in teams, thus increasing their ability to compromise and negotiate their online communication styles in order to reach a team goal.	3. Class Debate.

**GENERAL EDUCATION INTENDED LEARNING OUTCOMES/ASSESSMENT METHODS**

<b>PATHWAYS LEARNING OUTCOMES: WORLD CULTURES/GLOBAL</b>	<b>ASSESSMENT METHODS</b>
1. Gather, interpret, and assess information from a variety of sources and points of view.	1. Annotated bibliography assignment and discussion leader activity.
2. Evaluate evidence and arguments critically or analytically.	2. Critiquing news articles for discussion. Class debate: teams gather evidence to support their arguments.
3. Produce well-reasoned written arguments using evidence to support conclusions.	3. Preliminary and final written report
4. Identify and apply the fundamental concepts and methods of a discipline or interdisciplinary field exploring world cultures or global issues, including, but not limited to, anthropology, communications, cultural studies, economics, ethnic studies, foreign	4. Written weekly response posts. Examinations. Final paper assignment is cumulative of semester's work.

languages (building upon previous language acquisition), geography, history, political science, sociology, and world literature.	
5. Analyze culture, globalization, or global cultural diversity, and describe an event or process from more than one point of view.	5. Final paper and weekly discussion of readings
6. Analyze the significance of one or more major movements that have shaped the world's societies.	6. Preliminary report

## **Grading Scale, Policy, and Procedures**

### **1, grading scale**

A (90%-100%). B (80%-89%, B+ is at least 87%). C (70%-79%, C+ is at least 77%). D (60%-69%). F (below 60%).

WU: Unofficial Withdrawal

WF: Withdrew Failing

### **NYCCT Academic Misconduct Policy—Plagiarism:**

“Students and all others who work with information, ideas, texts, images, music, inventions, and other intellectual property owe their audience and sources accuracy and honesty in using, crediting, and citing sources. As a community of intellectual and professional workers, the College recognizes its responsibility for providing instruction in information literacy and academic integrity, offering models of good practice, and responding vigilantly and appropriately to infractions of academic integrity. Accordingly, academic dishonesty is prohibited in The City University of New York and at New York City College of Technology and is punishable by penalties, including failing grades, suspension, and expulsion.” (See pp. 73-76 in the student handbook). The following are some examples of plagiarism:

- Copying another person’s actual words without the use of quotation marks and footnotes attributing the words to their source.
- Presenting another person’s ideas or theories in your own words without acknowledging the source.
- Using information that is not common knowledge without acknowledging the source.
- Failing to acknowledge collaborators on homework and laboratory assignments.
- Internet Plagiarism includes submitting downloaded term papers or parts of term papers, paraphrasing or copying information from the internet without citing the source, and “cutting and pasting” from various sources without proper attribution.
- \*\*Blackboard assignments must be paraphrased into your own language and properly cited. All major written assignments and exams will be run through Safe Assign on blackboard.

### **Disability/Medical Accommodations Statement:**

City Tech is committed to supporting the educational goals of enrolled students with disabilities in the areas of enrollment, academic advisement, tutoring, assistive technologies and testing

accommodations. If you have or think you may have a disability, you may be eligible for reasonable accommodations or academic adjustments as provided under applicable federal, state and city laws. You may also request services for temporary conditions or medical issues under certain circumstances. If you have questions about your eligibility or would like to seek accommodation services or academic adjustments, please contact the Center for Student Accessibility at 300 Jay Street room L-237, 718 260 5143, or <http://www.citytech.cuny.edu/accessibility/> N.B., Students who miss a scheduled presentation or exam due to illness or medically-related emergencies will be referred to the Center for Student Accessibility. The CSA will review any documentation requested and give the student a letter to share with the relevant instructor if accommodations need to be made.

**Humanities Department Commitment to Student Diversity**

The Humanities Department complies with the college wide nondiscrimination policy and seeks to foster a safe and inclusive learning environment that celebrates diversity in its many forms and enhances our students’ ability to be informed, global citizens. Through our example, we demonstrate an appreciation of the rich diversity of world cultures and the unique forms of expression that make us human.

**Humanities Department Attendance Policy:** It is the conviction of the Humanities department that a student who is not in a class for any reason is not receiving the benefit of the education being provided. Missed class time includes not just absences but also latenesses, early departures, and time outside the classroom taken by students during class meeting periods. Missed time impacts any portion of the final grade overtly allocated to participation and/or any grades awarded for activities that relate to presence in class. Note: Each professor will keep accurate, detailed records of students’ attendance.

**Course Procedures:**

Please note that I will **NOT** accept late work. Students need to provide **official and verifiable medical** documents to have the **possibility** for making up the missing assignments.

**Professionalism:** Students are expected to turn in original work of high standard. Papers will be graded on given criteria as well as on spelling, grammar, and level of sophistication.

**Etiquette:**

It is expected that students in this class will conduct themselves with good sense, courtesy, and dignity in all course-related activities. This includes behavior towards other students and the instructor. Inappropriate language or ‘flaming’ will not be tolerated and can negatively affect your grade.

**Weekly Course Calendar**

<p><b>May 27<sup>th</sup> – June 3<sup>rd</sup></b></p>	<p>Review of the syllabus and reading is due for the chapter 1</p>	<p>Personal Data Sheet and Course Contract due</p>	<p><b>Topic 1:</b> Historical Context of International Communication</p>
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<b>May 27<sup>th</sup> – June 3<sup>rd</sup></b>	Reading is due for chapter 2	The topic and instruction for the 1 <sup>st</sup> discussion post are posted online (blackboard, under “Discussions”) on <b>May 31<sup>st</sup></b>	<b>Topic 2:</b> Approaches to Theorizing International Communication
<b>May 27<sup>th</sup> – June 3<sup>rd</sup></b>	Continued Reading for chapter 2	Students must post their critical review and analysis of the first topic on international communication before or by <b>June 3<sup>rd</sup>, 11:59pm.</b>	<b>Topic 3:</b> Cultural Studies Perspectives on International Communication and Discourses of Globalization  <b>First discussion post is due online on <b>June 3<sup>rd</sup>, 11:59pm.</b></b>
<b>June 6<sup>th</sup> – June 10<sup>th</sup></b>	Reading is due for Chapter 3	The topic and instruction for the 2 <sup>nd</sup> discussion post are posted online (blackboard, under “Discussions”) on <b>June 7<sup>th</sup>.</b>  The instruction for the final paper will be posted online (blackboard, under “Discussions”) on <b>June 8<sup>th</sup></b>  <b>Students can start working on their final paper</b>	<b>Topic 4:</b> Creating a Global Communication Infrastructure  <b>Feedback to the 1<sup>st</sup> discussion post is due online on <b>June 6<sup>th</sup>, 11:59pm.</b></b>
<b>June 6<sup>th</sup> – June 10<sup>th</sup></b>	Reading is due for chapter 4	Students must post their critical review and analysis of the second topic on international communication before or by <b>June 10<sup>th</sup>, 11:59pm.</b>	<b>Topic 5:</b> The Global Media Market  <b>Second discussion post is due online on <b>June 10<sup>th</sup>, 11:59pm.</b></b>
<b>June 13<sup>th</sup> – June 17<sup>th</sup></b>	Reading is due for chapter 5	The topic and instruction for the 3 <sup>rd</sup> discussion post are posted online (blackboard, under “Discussions”) on <b>June 14<sup>th</sup>.</b>	<b>Topic 6:</b> The Global and the Local in Media Cultures  <b>Feedback to the 2<sup>nd</sup> discussion post is due</b>

			online on <b>June 13<sup>th</sup>, 11:59pm.</b>
<b>June 13<sup>th</sup> – June 17<sup>th</sup></b>	Continued reading for chapter 5	Students must post their critical review and analysis of the third topic on international communication before or by <b>June 17<sup>th</sup>, 11:59pm.</b>	<b>Topic 7:</b> Global English, Global Music, and Hollywood Hegemony: Adaptation, Hybridity or Hegemony?  <b>Third discussion post is due online on June 17<sup>th</sup>, 11:59pm.</b>
<b>June 20<sup>th</sup> – June 24<sup>th</sup></b>	Reading is due for chapters 6 and 7	<b>Students continue to work on their final research paper</b>	<b>Topic 8:</b> Contraflow in Global Media  <b>Topic 9:</b> International Communication in the Digital Age  <b>Feedback to the 3<sup>rd</sup> discussion post is due online on June 20<sup>th</sup>, 11:59pm.</b>
<b>June 27<sup>th</sup></b>	No reading is due	Students must submit their final paper before or by <b>June 27<sup>th</sup>, 5pm,</b> on blackboard, under <b>“Discussions”</b>	Final paper is due on <b>June 27<sup>th</sup>, 5pm,</b> on blackboard, under <b>“Discussions.”</b>

**Please note: the above calendar is a proposed weekly course schedule, which is subject to change based on the specific class time provided by the college.**