



UNIVERSITI TEKNOLOGI MARA

COM733: INTERNATIONAL COMMUNICATION

<b>Course Name (English)</b>	INTERNATIONAL COMMUNICATION <b>APPROVED</b>
<b>Course Code</b>	COM733
<b>MQF Credit</b>	3
<b>Course Description</b>	This course will examine a broad range of issues and debates presently taking place in international communication. The initial part of the course will focus on historical background and theoretical frameworks which can provide some contextual as well as analytical foundations to critically approach topics on international communication. The course will then explore various subjects reflecting cultural, socioeconomic, and political dynamics that have created the complex nature of human communication in a global dimension.
<b>Transferable Skills</b>	Analyze, synthesize and evaluate concepts, issues, milestones, trends, and patterns of international communication.
<b>Teaching Methodologies</b>	Lectures, Seminar/Colloquium, Field Trip, Case Study, Discussion, Small Group Sessions, Directed Self-learning, Industrial Talk
<b>CLO</b>	CLO1 Analyze various ways and conflicts in international news and communication flows. CLO2 Synthesize the concepts and issues of global communication. CLO3 Evaluate the milestone, trends, and patterns of international communication in terms of its historical and cultural dimensions.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Following the Historical Paths of Global Communication</b> 1.1) n/a	
<b>2. Drawing a Bead on Global Communication Theories</b> 2.1) n/a	
<b>3. Global Economy and International Telecommunications Networks</b> 3.1) n/a	
<b>4. The Transnational Media Corporation and the Economics of Global Competition</b> 4.1) n/a	
<b>5. Global Communication Law</b> 5.1) n/a	
<b>6. Global News and Information Flow</b> 6.1) n/a	
<b>7. International Broadcasting</b> 7.1) n/a	
<b>8. Milestones in Communication and National Development</b> 8.1) n/a	
<b>9. The Politics of Global Communication</b> 9.1) n/a	
<b>10. Global Advertising and Public Relations</b> 10.1) n/a	
<b>11. Communication and Culture</b> 11.1) n/a	

<b>12. Pedagogy, Critical Citizenship, and International Communication</b> 12.1) n/a
<b>13. Patterns in Global Communication: Prospects and Concerns</b> 13.1) n/a
<b>14. Seminars</b> 14.1) n/a

Assessment Breakdown		%	
Continuous Assessment		100.00%	

  

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	Mini Case Study	25%	CLO1
	Assignment	Individual Term Paper	25%	CLO2
	Final Test	Final Test	25%	CLO1
	Individual Project	Write an article for in-press global website and a short summary of what they have understood from the industry talk session	10%	CLO3
	Test	Mid Term Test	15%	CLO1

  

Reading List	Recommended Text	<ul style="list-style-type: none"> <li>Yahya R. Kamalipour 2006, <i>Global communication</i>, 2 Ed., 13, Wadsworth Pub Co North Western [ISBN: 049505027X]</li> </ul>
	Reference Book Resources	<ul style="list-style-type: none"> <li>Cees J. Hamelink, <i>World communication</i>, NA Ed., 6 [ISBN: 1856493938]</li> <li>Roberts Fortner 1993, <i>International Communication: History Conflict and Control of the Global Metropolis</i>, na Ed., 22, Wadsworth Publishing Company California [ISBN: 0534190928]</li> <li>Hamid Mowlana, Laurie J. Wilson 1990, <i>The passing of modernity</i>, na Ed., 11, Addison-Wesley Longman Ltd na [ISBN: 0801304091]</li> <li>International Commission for the Study of Communication Problems, Seán MacBride 1980, <i>Many voices, one world</i>, 1 Ed., 5, Unipub ; Paris : Unesco France [ISBN: 085038348X]</li> </ul>
Article/Paper List	Recommended Article/Paper Resources	<ul style="list-style-type: none"> <li>Relevant Anything relevant, <i>International relations</i>, NA</li> </ul>
Other References	This Course does not have any other resources	