

JMS 505 International Communication

Total = 40 hrs

Course Objectives

1. To empower the pupils to read and analyze current research in international and transnational communication from multiple research paradigms in the communication discipline and related disciplines.
2. To enable the pupils to understand both fundamental and advanced concepts of international communication.
3. To nourish the skills to communicate effectively through multiple modes across culturally diverse environments.
4. To motivate the pupils to investigate the complexity of international communication and its relationship with culture and communication. Through this investigation, the pupils will become critical consumers of media as well as sensitive and articulate global communicators.
5. To persuade the pupils to connect theory and practice of international communication, linking the theories taught in this course to real life experiences and views on the world.
6. To persuade them to explore and develop communication strategies to address current issues facing international communities.

Course Outcomes

1. Enabling to analyze and explain the role of international communication in a global society
2. Critically analyze the impact of various social and political philosophies on the media
3. Demonstrate an ability to apply communication to the solution of global problems
4. Display an understanding of the place of social movement in solving problems
5. Evaluate the process of international communication within the frame work of social, cultural, economic, religious and political division of the early 21st century

Unit –I

Introduction: Meaning, scope and importance of international communication – An historical overview: Writing, Print, Radio, transnational news agencies and syndicates - Political, economic and cultural dimensions.

10 hrs

Unit –II

Colonialism - Cold war - NWICO debate, MacBride Commission - International News Flow – Imbalances – Media growth - International, regional and internal disparities, NANAP, IPS.

8 hrs

Unit –III

Impact of New Communication technology on news flow – Satellite – Internet – Era of De-regulation and global communication infrastructure Convergence, media conglomerates. International regulatory bodies.

10 hrs

Unit – IV

Contemporary issues in international communication: globalization, Hegemony – Propaganda – Cultural autonomy- Political Rights – Counter-flow – Social justice.

6 hrs

Unit – V

Applications of international communication – diplomacy and conflict resolution – Civil society – public sphere.

6 hrs

Books recommended:

1. Sean MacBride (1980). Many Voices, One World - Towards a New, More Just, and More Efficient World Information and Communication Order, Rowman & Littlefield, United States.
2. Keval J. Kumar (1994). Mass Communication in India, Jaico Publishing House, Mumbai.
3. Denis McQuail (2010). McQuail's Mass Communication Theory, SAGE Publications Ltd, New York.
4. Bhaskar Mukherjee (2012). Information, Communication and Society, EssEss Publications, New Delhi.
5. Edward S. Herman & Noam Chomsky (2002). Manufacturing Consent: The Political Economy of the Mass Media, United States.
6. A. Shelton Gunaratne (2000). Handbook of the Media in Asia, SAGE Publications Ltd, New York.
7. Simon Haykin & Michael Moher (2009). Communication Systems, John Wiley & Sons, United States.
8. Fred E. Jandt (2012). An Introduction to Intercultural Communication: Identities in a Global Community, SAGE Publications Ltd, New York.
9. Kathryn Sorrells & Sachi Sekimoto (2015). Globalizing Intercultural Communication – A Readers, SAGE Publications Ltd, New York.
10. Daya Kishan Thussu (2009). International Communication: A Reader, Routledge, United Kingdom.
11. V. S. Gupta (2005). International Communication: Contemporary Issues and Trends in Global Information Revolution, Concept Publishing Company, New Delhi.
12. Richard C Vincent (2008). International Communication, Pearson Education, United States.