

# International Mass Communication

Michaelmas Term, 2022

**Instructor:** Diyi Liu (She/Her)

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**Location:** Meeting Room, 1 St Giles, OX1 3JS

**Class Hours:** Friday, 2pm-3pm

**First day of class:** Oct 14, 2022

**Last day of class:** Dec 2, 2022

## 1 Course Descriptions

The course critically examines the role of global communication in shaping international politics, security, societal activism, and trans-border cultural practices. Students will analyze global communication processes, its political, economic and cultural implications, global media systems, and transnational news flow (among other topics) through both theoretical and practical perspectives.

We will engage with practices of global communication, as deployed by different actors, including nation-states, social activists, transnational organisations (TNCs) and cultural producers, as well as with the contradictions that these practices ensue for our ability to derive theories about and to partake in global communication. The course draws on case studies around the world, with a special emphasis on developing, non-Western contexts.

## 2 Course Objectives

Students will come out of the course well versed in diverse implications of global communication, theoretically grounded in different lenses of the field, and practically equipped to incorporate global communication into their career trajectories.

## 3 Textbook

### Required:

Hamelink, C. J. (2016). *Global Communication*. Thousand Oaks, CA: Sage. [Link]

### Recommended:

Volkmer, I. (Ed.). (2012). *The handbook of global media research*. Wiley-Blackwell. [Link]

McPhail, T. L. (2019). *Global communication: Theories, stakeholders, and trends*. John Wiley & Sons. [SOLO Link]

## 4 Evaluation

### 4.1 Participation/attendance

Students should be present and actively participate in discussions. They are expected to prepare for class topics and be on time. Questions and comments are encouraged and expected. Laptops will be used during class only for class-related projects/readings specified by the instructor.

If students are unable to attend class, they are supposed to notify the instructor by email or in person of the planned absence before class to reschedule. Students must present a medical or other suitable excuse to compensate for missed assignments.

## 4.2 Assignments

All work will be evaluated based on the ability to meet assignment objectives, clarity, professionalism, and quality. There will be **FIVE marked assignments (four written essays and one in-class presentation)** throughout the course and no final exams at the end. Each essay or assignment should be emailed directly to the course instructor via email ([diyiliu@oii.ox.ac.uk](mailto:diyiliu@oii.ox.ac.uk)) and will be returned with a mark before the ensuing essay or assignment is set.

The following breakdown explains how **the final grade** is to be computed:

- Thematic Essays\*4 80%
- Presentation\*1 10%
- Participation 10%

## 4.3 Grading Scale

A	100-94%
A-	90-93%
B+	87-89%
B	84-86%
B-	80-83%
C+	77-79%
C	74-76%
C-	70-73%
D+	67-69%
D	64-66%
D-	60-63%
F	59% and below

*\*Note: Grade breakdown subject to change at the discretion of the instructor*

## 5 Academic Integrity

There is a zero tolerance policy for academic dishonesty in this class. Violations include plagiarism, unauthorized collaboration, falsification, and multiple submissions (i.e., submitting work completed for another class).

All submitted work must be entirely original, except where the students provide proper acknowledgement and attribution. Violation will result in failing the class in addition to possible disciplinary sanctions.

## 6 Tentative Course Schedule <sup>1</sup>

*\*The course syllabus and discussion questions are general plans for the course; deviations announced to the class by the instructor may be necessary.*

### Week 1: International Communication the Field

*Discussion Questions: What is International Communication? Is this an outdated concept, and if so, which terms are more suitable for capturing globalized communication practices? What are the dominant paradigms deployed in studying the field? What are the other key stakeholders engaged in global communication apart from nation-states? What constitutes globality?*

#### Reading:

- Hamelink, C. J. (2016). *Global Communication*. Thousand Oaks, CA: Sage. Chapter 1 & 3.\*
- Mattelart, A. (2002). An archaeology of the global era: constructing a belief. *Media, Culture Society*, 24(5), 591-612.\*[Link]
- Chan, J. M. (2005). Global Media and the Dialectics of the Global. *Global Media and Communication*, 1(1), 24-28.\*[Link]
- Castells, M. (2007). Communication, power and counter-power in the network society. *International journal of communication*, 1(1), 29.\*[Link]
- Braman, S. (2012). Internationalization of the Internet by design: The first decade. *Global Media and Communication*, 8(1), 27-45.[Link]
- Fitzgerald, S. (2019). Over-the-top video services in India: Media imperialism after globalization. *Media Industries Journal*, 6(2), 00-00.[Link]
- Madikiza, L., & Bornman, E. (2007). International communication: shifting paradigms, theories, and foci of interest. *Communication: South African Journal for Communication Theory Research*, 33 (2), 11-44.[Link]

### Week 2: Mapping the Global Media Industry

*Discussion Questions: What are the contradictions and challenges ensued in the industry of media development? Who are the key actors? What are the best and worst practices? Has the rise of the network society lead to a decentralised global market and the erosion of the power of the 'Westphalian' state system?*

#### Reading:

- Hamelink, C. J. (2016). *Global Communication*. Thousand Oaks, CA: Sage. Chapter 4.\*
- Arsenault, A. H., & Castells, M. (2008). The structure and dynamics of global multi-media business networks. *International Journal of Communication*, 2, 43.\*[Link]
- Chalaby, J. K. (2012). At the origin of a global industry: The TV format trade as an Anglo-American invention. *Media, Culture & Society*, 34(1), 36-52.\*[Link]

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<sup>1</sup>\*Required reading

- Winseck, D. (Ed.). (2011). The political economies of media: The transformation of the global media industries. Bloomsbury Publishing.\*[Link]
- Louhiala-Salminen, L., Kankaanranta, A. (2011). Professional communication in a global business context: The notion of global communicative competence. IEEE Transactions on professional communication, 54(3), 244-262.[Link]
- O'Donnell, C. (2011). The Nintendo entertainment system and the 10NES chip: Carving the video game industry in silicon. Games and Culture, 6(1), 83-100.[Link]
- McPhail, T. L. (2019). Global communication: Theories, stakeholders, and trends. John Wiley & Sons. Chapter 14.

### [Essay 1]: Due 23:59pm BST, Oct 21, Friday

In an essay not to exceed 1500 words in length, please pick up at least one specific case from (either) the infrastructure level (CloudFlare, Amazon Web Service, Alibaba Cloud), service level (telecommunication providers, online banking system), content level (social media companies, music streaming applications, global news agencies), or industrial conglomerates operating across entire value chain, and give a detailed examination of how the lasting convergence in the global media landscape has been influencing the development of the aforementioned industry and how their digital transformation has been reshaping globalization.

### Week 3: From Propaganda to Public Diplomacy

*Discussion Questions: Why do international political actors increasingly believe that communicating to foreign audience is vital to international relations? What are key political and commercial motivations behind national branding? What role does media and communication more broadly play in nation-branding? How do we measure the influence and effectiveness of (digital) public diplomacy?*

#### Reading:

- Hamelink, C. J. (2016). Global Communication. Thousand Oaks, CA: Sage. Chapter 6-7.
- Nye Jr, J. S. (2008). Public diplomacy and soft power. The annals of the American academy of political and social science, 616(1), 94-109.\*[Link]
- Snow, N. (2012). Public diplomacy and propaganda: Rethinking diplomacy in the age of persuasion. E-international Relations, 1-3.\*[Link]
- Bolin, G., & Ståhlberg, P. (2015). Mediating the nation-state: Agency and the media in nation-branding campaigns. International Journal of Communication, 9, 19.\*[Link]
- Graham, S. E. (2014). Emotion and public diplomacy: Dispositions in international communications, dialogue, and persuasion. International Studies Review, 16(4), 522-539.[Link]
- Sheaffer, T., Gabay, I. (2009). Mediated public diplomacy: A strategic contest over international agenda building and frame building. Political communication, 26(4), 447-467.[Link]
- Cheng, Z., Golan, G. J., Kioussis, S. (2016). The second-level agenda-building function of the Xinhua news agency: Examining the role of government-sponsored news in mediated public diplomacy. Journalism practice, 10(6), 744-762.[Link]

**Useful Resources:** The Soft Power 30 Project

**[Essay 2]: Due 23:59pm BST, Oct 31, Monday**

In a single essay not to exceed 1500 words in length, please identify and analyze a recent example characterising how the rise of online social media networks influence the practices of public diplomacy. Have the messages or the framing of the messages changed? What are the commons and differences between the new forms of strategic communication and the well-known "CNN effect"?

**Week 4: Mediatization of Global Culture**

*Discussion Questions: What are the dominant forces behind the globalization of cultural production? How can we discern between globalization, hybridity, and glocalization of cultural products? What are the actors involved in empowering cultural products to gain international leverage? Why do some products succeed in "going global," but not others?*

**Reading:**

- Hamelink, C. J. (2016). Global Communication. Thousand Oaks, CA: Sage. Chapter 14.\*
- Castells, M. (2008). The New Public Sphere: Global Civil Society, Communication Networks, and Global Governance. The ANNALS of the American Academy of Political and Social Science, 616(1), 78–93. \*[Link]
- Jin, D. Y. (2012). Transforming the global film industries: Horizontal integration and vertical concentration amid neoliberal globalization. International Communication Gazette, 74(5), 405-422.\*[Link]
- Kim, J. (2012). The institutionalization of YouTube: From user-generated content to professionally generated content. Media, culture & society, 34(1), 53-67.\*[Link]
- Schroeder, R. (2010). Mobile phones and the inexorable advance of multimodal connectedness. New Media & Society, 12(1), 75-90.[Link]
- Castaldo Lundén, E. (2020). Exploring Fashion as Communication: The Search for a new fashion history against the grain. Popular Communication, 18(4), 249-258.[Link]
- Rocamora, A. (2017). Mediatization and digital media in the field of fashion. Fashion Theory, 21(5), 505-522[Link]

**Week 5: Global Online Activism**

*Discussion Questions: Do global communication flows and technologies empower or undermine social movements? What new opportunities and challenges do they present for grassroots activism, regional and global activism?*

**Reading:**

- Hollenbeck, C. R., Zinkhan, G. M. (2006). Consumer activism on the internet: The role of anti-brand communities. ACR North American Advances.\*[Link]

- Clark-Parsons, R. (2021). "I see you, I believe you, I stand with you":# MeToo and the performance of networked feminist visibility. *Feminist Media Studies*, 21(3), 362-380.\* [Link]
- Knüpfer, C., Hoffmann, M., & Voskresenskii, V. (2022). Hijacking MeToo: transnational dynamics and networked frame contestation on the far right in the case of the '120 decibels' campaign. *Information, Communication & Society*, 25(7), 1010-1028.\* [Link]
- El-Nawawy, M., & Powers, S. (2010). Al-Jazeera English: A conciliatory medium in a conflict-driven environment?. *Global Media and Communication*, 6(1), 61-84.[Link]
- Zulli, D., Zulli, D. J. (2022). Extending the Internet meme: Conceptualizing technological mimesis and imitation publics on the TikTok platform. *New Media & Society*, 24(8), 1872-1890.[Link]
- Bennett, W. L. (2003). New media power: The Internet and global activism. *Contesting media power: Alternative media in a networked world*, 17, 37. [Link]

### [Essay 3]: Due 23:59pm BST, Nov 11, Friday

In a single essay not to exceed 1500 words in length, please analyze a current social movement of your choice (e.g., climate change, consumer activism, feminist movement), or more general global cultural trends, and discuss what makes a local movement global, what are effective communicative social movement strategies, what are some barriers/limitations on transnational movements when it comes to communication practices.

## Week 6: Global Content Flow and Contra Flow

*Discussion Questions: How does information, in whatever forms, flow across nation-states' borders in the network society? Does the rise of emerging online media reshape the landscape of techno-culture? Most importantly, is the development of media technology aligned with the existing world order and cultural hierarchy or building a universally connected utopia?*

### Reading:

- Thussu, D. K. (2006). *Media on the move: Global flow and contra-flow*. Routledge. Chapter 1&3.\*[Link]
- Ng, Y. M. M., & Taneja, H. (2019). Mapping user-centric internet geographies: How similar are countries in their web use patterns?. *Journal of Communication*, 69(5), 467-489.\*[Link]
- Hamelink, C. J. (2016). *Global Communication*. Thousand Oaks, CA: Sage. Chapter 5.\*
- Sheaffer, T., Ben-Nun Bloom, P., Shenhav, S. R., & Segev, E. (2013). The conditional nature of value-based proximity between countries: Strategic implications for mediated public diplomacy. *American Behavioral Scientist*, 57(9), 1256-1276.[Link]
- Moon, S. I., Barnett, G. A., & Lim, Y. S. (2010). The structure of international music flows using network analysis. *New Media & Society*, 12(3), 379-399.[Link]
- Padovani, C., & Nordenstreng, K. (2005). From NWICO to WSIS: Another world information and communication order? Introduction. *Global Media and Communication*, 1(3), 264-272.[Link]

**[Essay 4]: Due 23:59pm, Nov 21 BST, Monday**

Please discuss the following quote by a single essay not to exceed 1500 words in length: "Transnational advertising poses a particular problem because the content of promotional messages are sometimes culturally laden and can have a significant influence on the values, economics, and politics of host nations" (Holwerda and Gershon, 1997:61)<sup>2</sup>.

**Week 7: Comparative Media Systems**

*Discussion Questions: Why are comparative media system studies an important instrument for contemporary communication phenomena under study? What should comparative media research be comparing? How could we adapt the original interpretative schema in analyzing the landscape of the digital media sphere?*

**Reading:**

- Hallin, D. C., & Mancini, P. (2017). Ten years after comparing media systems: What have we learned?. *Political Communication*, 34(2), 155-171.\*[Link]
- Chakravartty, P., & Roy, S. (2013). Media pluralism redux: Towards new frameworks of comparative media studies “beyond the West”. *Political communication*, 30(3), 349-370.\*[Link]
- Georgiou, M. (2012). Media, Diaspora, and the Transnational Context. In *The Handbook of Global Media Research* (pp.365-380).\*[Link]
- Hepp, A., & Couldry, N. (2009). What should comparative media research be comparing? Towards a transcultural approach to ‘media cultures’. In *Internationalizing media studies* (pp. 46-61). Routledge.[Link]
- Downey, J., & Stanyer, J. (2010). Comparative media analysis: Why some fuzzy thinking might help. Applying fuzzy set qualitative comparative analysis to the personalization of mediated political communication. *European journal of communication*, 25(4), 331-347.[Link]

**Week 8: Global Digital Divide and Decolonization**

*Discussion Questions: Discuss ways in which the digital divide across the world could be reduced. How would the system be paid for and managed? What effects do you think it would have on the quality of Internet service? What social effects do you think it would have for people who are now able to have broadband Internet access?*

**Reading:**

- Appadurai, A. (2015). Disjuncture and Difference in the Global Cultural Economy. In *Colonial discourse and post-colonial theory* (pp. 324-339). Routledge.\* [Link]
- Sparks, C. (2013). What is the “Digital Divide” and why is it important?. *Javnost-The Public*, 20(2), 27-46.\* [Link]
- Fuchs, C. (2018). Capitalism, patriarchy, slavery, and racism in the age of digital capitalism and digital labour. *Critical Sociology*, 44(4-5), 677-702.\*[Link]

<sup>2</sup>Holwerda, H. H., & Gershon, R. A. (2013). The Transnational Advertising Agency: Global Messages and Free Market Competition. In *The Transnational Media Corporation* (pp. 60-76). Routledge.

- Wilkins, K. G., & Enghel, F. (2013). The privatization of development through global communication industries: living proof?. *Media, Culture & Society*, 35(2), 165-181.[Link]
- Pearce, K. E. (2013). Phoning it in: Theory in mobile media and communication in developing countries. *Mobile Media & Communication*, 1(1), 76-82.[Link]
- Smith Pfister, D., & Soliz, J. (2011). (Re) conceptualizing intercultural communication in a networked society. *Journal of International and Intercultural Communication*, 4(4), 246-251.[Link]

**[In-class Presentation]:** Please prepare a 20-minute presentation to (a) analyze and critique theories of media systems, (b) identify comparison spheres and (c) apply the framework to compare at least two different media systems. More details about this assignment will be provided in the class.