

<b>Programme</b>	B.S. (4-years), Communication Studies	<b>Course Code</b>	BSCS-301	<b>Credit Hours</b>	3
<b>Course Title</b>	<b>International Communication</b>				
<b>Course Introduction</b>					
<p>The purpose of this course is to:</p> <ul style="list-style-type: none"> <li>• Examine the History and the Role of International Communication Systems</li> <li>• Analyze the changes in the world Media Systems as it relates to Content and Technologies</li> <li>• Explore controversies surrounding access to information as well as the regulation of information</li> <li>• Critically elaborate international news gathering and reporting, in addition to entertainment and strategic communication</li> </ul>					
<b>Learning Outcomes</b>					
<p>By the end of the semester, the students will be able to:</p> <ul style="list-style-type: none"> <li>• Locate Information on Media Systems in other countries</li> <li>• Evaluate the Media Systems based on various criteria</li> <li>• Demonstrate an understanding of the history of international communications, and the issues and controversies that have appeared</li> <li>• Demonstrate an understanding of the international agencies responsible for the regulation of media, including content and technologies</li> </ul>					
<b>Course Content</b>					
<b>Week 1</b>	1. The outline of this course has been designed to enable students to understand international cultural, media, political and social discourses. The seminar-based course will explore the impact and implication that global communication has or may have on the diverse cultures of the world with emphasis on an understanding of the interrelationship between culture and communication				
<b>Week 2</b>					
<b>Week 3</b>	2. In this course, students will present abstracts of pertinent books and articles from journals and periodicals. The main instructional focus will be on following aspects				
<b>Week 4</b>					
<b>Week 5</b>	3. Concept of International Communication				
<b>Week 6</b>	4. Conglomeration, Globalization and Corporate Media				
<b>Week 7</b>	5. New Media Technology and International Communication				
<b>Week 8</b>	6. International Communication Orders [Development of New International Information and Communication Order (NIICO) and Aligned and Non-aligned Countries Perspective], International Program for the development of Communication (IPDC)				
<b>Week 9</b>					
<b>Week 10</b>					
<b>Week 11</b>	7. Threats and Alternatives to Sovereignty and Cultural Issues				
<b>Week 12</b>					
<b>Week 13</b>	8. Responsibility of International Agencies for the Regulation and Implementations of Communication Orders				
<b>Week 14</b>					
<b>Week 15</b>	9. International Issue of Media Debates: Terrorism, Islam phobia (The case of Muslims, Islam and Muslim world representation in the Western media), Racism, Sectarianism, War and Peace perspectives etc.)				
<b>Week 16</b>					
<b>Textbooks and Reading Material</b>					

Baran, S. J. (2001). Introduction to mass communication. Media literacy and culture 2001 update. California, London, Toronto: Mayfield Publishing Company.

Cees. J. Hamelink. (1983). Cultural autonomy in global communication: Planning national information policy. New York: Longman.

Esposito, J. L. (1992). The Islamic threat-myth or reality. New York: Oxford University Press

Gudykunst, William, B. & Mody, B.(Eds.). (2002). Handbook of international and intercultural communication. London, Sage.

Galtung, J. & Ruge, M. H. (1965). The structure of foreign news. Journal of Peace Research. Oslo. 35 pp

Jaudt, F. E. (1995). Inter cultural communication An introduction. UK. New Delhi: Sage.

**Teaching Learning Strategies**

1. Lectures
2. In-Class Activities
3. Written Assignments

**Assignments: Types and Number with Calendar**

1. Class Participation
2. Attendance
3. Presentations
4. Attitude & Behavior
5. Hands-on Activities
6. Short Tests
7. Quizzes

**Assessment**

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.