

Faculty	Management and Social Sciences	
Department	Mass Communication	
Course Title	International Communication	
Year of Study	3	
Course Code	MCM 301	
Credit Hours	2	
Contact Hours	30	
Mode of Delivery	Classroom Lectures and Class Presentation	
Mode of Assessment		Weight%
Continuous Assessment		20%
Assignments		10%
Final Examination		70%
Total		100%
Course Lecturer/Instructor	MRS FALOPE B. G	
Course Description	This course discusses issues like communication imbalance, media/cultural imperialism, global information flows, the New Communication Age, Press Freedom and the role of news agencies in the gathering and dissemination world news and information. The course also considers the role of the international media in the eradication of global images. The focus of this course will be on the unidirectional flow of information between the industrialized and Third World nations, and how ideology, culture, economy and international market structure have all contributed either in hindering or advancing the international flow of news among nations. The impact of Globalization and ICT will also be a primary focus in this course.	
Course Objectives	This course would enable the understanding of the following: 1. Introducing students to basic concepts of Communication and international Communication 2. Explain how ideology, culture, economy and international market structure have all contributed either in hindering or advancing the international flow of news among nations.. 3. Explain the unidirectional flow of information between the industrialized and Third World nations 4. State the impact of Globalisation and ICT on the Nation.	
Learning Outcomes	By the end of the course, students will be able to: 1. Define International Communication 2. Explain communication imbalance, media/cultural imperialism, global information flows, the New Communication Age, Press Freedom and the role of news agencies in the gathering and dissemination world news and information. 3. State clearly the impact of Globalisation and ICT in Nigeria. 4. Discuss reasons behind the unidirectional information flow between the industrialized and third world nations. 5. Demonstrate an ability to apply communication to the solution of global problems	

Teaching and Learning	The class will meet for two hours every week for a combination of both the lecture hours and tutorials.	
Course Content Sequencing		
Weeks	Detailed Course Outline	Allocated Time
Week 1	Introduction to Concepts of Communication <ul style="list-style-type: none"> • Definition of communication • Etymology of communication • Why do we communicate • Components of communication • Definition of international communication • Scope of international communication • Why do we study international communication 	2 hours
Week 2	Media of International Communication	2 hours
Weeks 3 and 4	<ul style="list-style-type: none"> • International communication in the Internet age • (Imbalance in) Global News Flow i. Unidirectional flow of information between the industrialized and third world nations ii. Impact of ideology, culture, economy and international market structure on international flow of news among nations • The New World Information and Communication Order (NWICO) • Towards an integrative view of balanced information flow 	2 hours
Week 5	Theorizing International Communication <ul style="list-style-type: none"> • Modernization theory • Dependency theory • Technological Determinism • Structural imperialism 	2 hours

Week 6	Theorizing International Communication <ul style="list-style-type: none"> • Hegemony • Propaganda • Globalization • Cultural Imperialism • Theories of information society 	2 hours
Week 7	International Media Messages and Audience Sources of International News Contents and Nature of International Media Messages Flow of International Media Messages Unit	2 hours
Week 8	Impact, Influence and Effects of International Media Messages Dynamics of International Media Audience	2 hours
Week 9	International News Agencies and Operation Understanding News Agency Notable International News (AFP, AP, and ITAR-TASS) Notable International News (Reuters, PANA, and UPI)	2 hours
Week 10	Globalization and Global media systems The role of the international media in the eradication of global images Global homogenization Cultural hybridity Revised cultural imperialism Spaces of empowerment	2 hours
Weeks 11 and 12	Global media Ownership pattern and Control	2 hours
Week 13	Class Presentation	2 hours
Weeks 14 and 15	Revision and Examination	

RECOMMENDED TEXTBOOKS/MATERIALS

Akinfeleye, Ralph. (2008). Contemporary issues in mass media for development and national security, Lagos: Malthouse Press Limited

- Mowlana, H. (1986) *Global information and world communication: New frontiers in international relations*, New York: Longman
- M'Bayo, R.T (Undated). *Genesis of the New World Information order*, In Peter Nwosu, Chuka Onwumechili and Ritchard M'Bayo (Eds.). *Communication and the transformation of society*, New York: University Press of America
- Thusssu, D. K.(2006). *International Communication: Continuity and change*, New York, New York; Oxford University Press
- Baran S. J. (2002). *Introduction to Mass Communication*. New York: McGraw Hill.
- Manovich L. (2002) *The Language of The New Media:USA*, First MIT Press
- Curran, J. and Gurevitch, M. (eds) (2005). *Mass Media and Society*. 4th ed. London: Hodder Arnold