**Spring 2018**

**CMN 3560: International Communication**

Instructor: Carrie Wilson-Brown Course Meets: 11:00-11:50 MWF

Office: CH 1812 Room: 1731 CH

Main Office Phone: 581-2016 Section: 001 Credits: 3

Office Hours: 12-1 MW – 10-12 TR

E-mail: [cawilsonbrown@eiu.edu](mailto:cfcaw@eiu.edu)

**Course Description**

In recent years, the globalization of electronic media has become a key issue of debate in many nations and communities around the world. It has been suggested that the development of electronic media in this century has been responsible for undermining national identities, eroding state and community controlled media, and constructing transnational image empires. Yet, according to some scholars, the strength of these empires is questionable and the concept of culture itself is far more complicated than analytical approaches highlighting media imperialism might suggest. Rather than autonomous local cultures or a purely dominant media, one finds a dynamic relationship between global, national, and local forces. This course will

theoretically interrogate the very notion of nation, nationalism, modernity, and postcoloniality by highlighting the history and expansion of various national film industries, global TV systems and digital culture.

Catalog: Examines cultural, social, political, economic, and regulatory dimensions of international communication media: topics include nation, nationalism, culture, and communication; comparative studies of international media systems; communication and development; international relations, diplomacy, and the media; the rise of global culture; cultural autonomy and globalization.

**Learning Objectives**

1. Explain major communication theories.

2. Analyze research methods in international research.

3. Critique comparative international communication media systems and content.

4. Identify regulatory, historical, political, economic, technological constituents of international communication.

5. Describe international communication topics.

**Texts**

McMillin, Divya (2007). *International Media Studies*. Oxford: Blackwell Publishing.

Thussu, Daya Kishan (2006). *International Communication: Continuity and Change*, 2nd edition. London: Hodder Arnold.

**All secondary readings are posted on d2l.**

**Assignments**

3 Written Assignments

Y Tu Mama Tambien  100

Prisoners of War and Homeland 100

A Separation & Girl Walks Home Alone at Night 100

5 Narrative Prompts regarding class readings 150

Case Study 250

Test #1 100

Final 100

**Total: 900**

**Late Arrivals and Early Departures**

Entering and leaving the classroom during the lecture and demonstrations is distracting. Practice courtesy: arrive promptly. Clear any early dismissal with me before class and leave quietly and discreetly. If you are over 10 minutes late that counts as an absence.

**Late Work**

There are only two circumstances with which you will be allowed to make-up missed work: (1) an illness that requires you to seek medical treatment and (2) a catastrophic occurrence (death, serious illness, etc) in your immediate family. Your instructor will decide if you will be allowed to submit or resubmit assignments. It is your responsibility to make arrangements to make-up missed work and to provide proper documentation for your absence. If missed work is accepted a letter grade will be deducted for every day the assignment is late. All documentation must be placed in your class folder at a maximum of two classes after an absence.

**Cheating and Plagiarism**

EIU and the Communication Studies Department values academic integrity, therefore all students must understand the meaning and consequences of cheating and plagiarism.

According to Eastern’s Student Code of Conduct ***plagiarism*** is*: the use without adequate attribution of another persons words or thoughts as if they were ones’ own.*

No form of plagiarism or cheating will be tolerated. Students caught plagiarizing or cheating will receive a failing grade for the course and will be reported to the Judicial Affairs Office for violating Eastern’s student conduct code.

**Accommodations**

If you require special testing accommodations or other classroom modifications, please contact the Office of Disability Services. ODS is located in 2142 Old Main or phone, 581-6583.

**Student Success Center**

Goal: The Eastern Illinois University Student Success Center's mission is to provide comprehensive programs and holistic services designed to empower students and to connect them with the resources needed to achieve both academic and personal goals.

Address: 1302 9th Street Hall and phone (217) 581-6696

**Tentative Course Schedule**

Week 1 **Introduction: History of International Communication Systems**

1/08 Course Introduction

1/10 Thussu: Chapter 1

1/12 Thussu: Chapter 1

Week 2 **International Communication Theory: Modernization to Postmodernism**

1/15 No Class: MLK Birthday

1/17 Thussu: Chapter 2

***Assign: Narrative Prompt 1***

1/19 Thussu: Chapter 2

Week 3 **International Communication Theory: Postcolonial Approaches**

1/22 Thussu: Chapter 2

1/24 McMillin: Chapter 3

***Assign: Narrative Prompt 2***

1/26 McMillin: Chapter 3

Week 4 **Mexican Radio: Policy and Practice**

1/29 Read: Robert Rabe: Selling the shortwaves: Commercial Broadcasting to Latin America and the limits of the American System, [Border Radio](http://www.texascooppower.com/texas-stories/history/border-radio), and Narco Corridos.

***Assign: Narrative Prompt 3***

1/31 Thussu Chapter 3

Focus: Murdoch’s media – The eyes of the world is on us (pp. 86)

NPR: British Government puts $15 billion Fox-Sky Takeover on Hold

Disney to Buys 21st Century Fox

2/02 Garcia, The impacts of NAFTA in the Mexican Audio Visual Industry.

Week 5 **Post-NAFTA Mexican Cinema**

2/5 Screen: ***Y Tu Mama Tambien (2001)***

2/7 Screen: ***Y Tu Mama Tambien (2001)***

2/9 Discussion

Week 6 **Theory and Practice**

2/12 Understanding theory: Exam Prep

2/14 Test #1

2/16 No Class: Lincoln’s Birthday

Week 7 **Colonialism, Imperialism, and the Third World**

2/19 McMillin: Chapter 4

2/21 McMillin: Chapter 4

2/23 McMillin: Chapter 4

Week 8 **Contraflow: Israeli TV**

2/26 Thussu: Chapter 6 & McMillian pp. 158-165.

Assign: *Hutufim/Prisoners of War* screening worksheet

2/28 Screen: *Hatufim/Prisoners of War*

3/2 Screen: *Hatufim/Prisoners of War* & Discussion

Week 9 **Diaspora, Globalization, and Format TV**

3/5: McMillin: Chapter 5

3/7 McMillin: Chapter 5

Screen: *Homeland*

***Assign: Narrative Prompt 4***

3/9 McMillin: Chapter 5

Read: Yvonne Tasker: Television Crime Drama and Homeland Security: From Law and Order to Terror TV

Week 10 **Spring Break**

3/12 - 3/16 Spring Break

Week 11 **The Middle East: Iran & Diaspora**

3/19 **Screen: Girl Walks Home Alone at Night (2014)**

3/21 ***Screen***: ***Girl Walks Home Alone at Night (2014)***

3/23 ***Discussion***

Week 12 **New Iranian Cinema**

3/26 **Screen: A Separation (2011)**

3/28 ***Screen: A Separation (2011)***

3/30 ***Screen: A Separation (2011)***

Cheshire, [Iran’s Cinematic Spring](https://www.dissentmagazine.org/article/irans-cinematic-spring)

Week 13 **Net Neutrality & Digital Tools**

4/2 Net Neutrality Decision: The Global Impact from Wireless Week, *The Verge*, *BBC* & *Vice News*

4/4 In China a Three Digit Score Can Dictate Your Place in Society, *Wired* & The Cashless Society has Arrived – Only It’s in China, *WSJ*

4/6 How Facebook’s Political Unit Enable the Dark Art of Political Propaganda, *Bloomberg Technology*

Week 14 **Media Tools, Public Relations & International Theory**

4/9 Hegemony: The Troubled History of the Foreskin, Mosaic

4/11 Critical Theory: Soft Power, Branding, & K-Pop

[South Korean Growing Soft Power](https://www.belfercenter.org/publication/south-koreas-growing-soft-power) , Harvard Kennedy School of Science and International Affairs & [Korean Wave Makes Splash Worldwide](https://www.ft.com/content/06a541aa-8725-11e7-8bb1-5ba57d47eff7), Financial Times.

4/13 Readings TBD

Week 15 **Presentations**

4/16 Case Study

4/18 Case Study

4/20 Case Study

Week 16

4/23 Case Study

4/25Case Study

4/27 Case Study

**Final Exam: Tuesday, May 1 12:30-2:30**