

COURSE DESCRIPTION (Group C)

Course code	Course group	Volume in ECTS credits	Course valid from	Course valid to	Reg. No.
VKS3001	c	4	2011 06 01	2013 06 01	

Course type (compulsory or optional)	Optional
Course level (study cycle)	Undergraduate
Semester the course is delivered	Autumn
Study form (face-to-face or distant)	Face-to-face

Course title in Lithuanian

VKS3001 GLOBALIZACIJA IR TARPTAUTINĖ KOMUNIKACIJA

Course title in English

VKS3001 GLOBALISATION AND INTERNATIONAL COMMUNICATION

This course is designed to cover trends and tendencies in comparative media and communication research. Lectures and practical seminars are designed to question and critically assess the impact of different contextual factors on the development of “communication/journalism culture”. It also takes into account the impact of globalization as well as localization on journalism development, change and diversification. This course puts a strong emphasis on communication analysis, comparative media research methodology and analytical writing. In this respect, a particular attention is paid to media democratization (in general) and professionalization of journalism (in particular). Seminars are designed to offer critical review of available research results; moreover, students learn how to apply comparative research methods in small-scale media research cases.

Prerequisites for entering the course

Students should have taken introductory courses to sociology, public communication, and media studies.

Course aim

After completing this course students will have knowledge about the variety of functions (and cultures) of contemporary communication systems ranging from media institutional transformations to emergence and consolidation of professional journalism, they will be able to analyze and critically assess communication developments and changes in contemporary democracies and conduct small-scale comparative media research projects.

Links between study programme outcomes, course outcomes and criteria of learning achievement evaluation

Study programme outcomes	Course outcomes	Criteria of learning achievement evaluation
Explain the historic, international context of developing countries and regions and predict their prospects for development	Identify and assess the variety of functions (and cultures) of contemporary communication systems.	Knowledge and critical assessment of the variety of functions (and cultures) of contemporary communication systems.
		Students present their knowledge about the democratic performance of the media in different contexts by selecting and discussing in groups different case studies, writing journalistic commentaries, etc.
	Analyze and critically assess developments and changes of media transformations according to political, economic, technological and socio-cultural factors.	Knowledge and understanding of fundamental issues and key aspects of contemporary political communication in the global, European and national contexts.
		Students discuss in groups the most recent changes in global communications and media developments; they show personal attitude to the problem(s) discussed, support and/or contradict the views and facts, give their own examples, arguments, suggestions, etc.

	Discuss, provide strong arguments and participate in debates on such issues as “media convergence”, “media concentration and commercialization”, “effects of liberal media policy on media content”, “state and media relationships”, “media diversity and pluralism”, etc.	Students discuss in groups different ideas for the theme of a scientific conference on current media developments, decide on the conference title and propose 5-7 thematic sections.
		Students prepare and present “Call for papers” for the conference and thematic sections, give arguments and explain what will be the selection criteria for the abstracts to each section, how it corresponds to the theme of the course and its problematics.
	Be aware of relevant international comparative communication research studies and based on this independently formulate research questions, experiment with ideas, perform small-scale comparative media research projects and present their results.	Students write abstracts for conference presentations where they provide independently formulated research ideas, strengthen them with sufficient evidence/details/examples, peer-review, etc.
	Apply comparative research (analysis) methods and explain how such global processes like modernization, commercialization, secularization, convergence, etc. affect the cultures of communication in different countries within and outside Western democracies.	Students conduct comparative media research analysis by using different methods, relevant research material and sources, etc.
		In their group presentations and individual essays students demonstrate knowledge gained during the course (from assigned readings, classroom discussions, independently selected sources and gathered data, etc.).
	Understand the contextual factors and particularities of the national setting as well as global trends that determine the differences/similarities between different media cultures	In their group presentations and individual essays students not only present results of their research (analysis) but also suggest interesting/original ideas, address new questions and perspectives, give interesting conclusions, useful recommendations for future communication research, etc.

Link between course outcomes and content

Course outcomes	Content (topics)
1. Identify and assess the variety of functions (and cultures) of contemporary communication systems.	1. Media and communication cultures and their local and global contexts
	2. International communication and politics (the emerging dichotomies of globalism and localization in international media and communications)
	3. Media and communication in <i>transcultural</i> environments: A comparative perspective
2. Analyze and critically assess developments and changes of media transformations according to political, economic, technological and socio-cultural factors.	4. The rise of transnational communication culture
	5. Ideas and practices of media democratization and their (local/global) diffusions

3. Discuss, provide strong arguments and participate in debates on such issues as “media convergence”, “media concentration and commercialization”, “effects of liberal media policy on media content”, “state and media relationships”, “media diversity and pluralism”, etc.	6. Communication and global economy I (perspectives of media commercialization and concentration)
	7. Communication and global economy II (media convergence and its effects)
4. Be aware of relevant international comparative communication research studies and based on this independently formulate research questions, experiment with ideas, perform small-scale comparative media research projects and present their results.	8. Comparative media and communication studies – a historical perspective (lessons from the West: Western Europe and North America)
	9. Media and communications beyond the Western World I (Central and Eastern Europe, Latin America)
	10. Media and communications beyond the Western World II (Near East, Central Asia, South Pacific Asia)
5. Apply comparative research (analysis) methods and explain how such global processes like modernization, commercialization, secularization, convergence, europeanization, etc. affect the cultures of communication in different countries within and outside Western democracies.	11. Managing global communications I (international public diplomacy and other case studies)
	12. Managing global communications II (propaganda and other case studies)
	13. Comparative studies of global media and international communication professionalization
6. Understand the contextual factors and particularities of the national setting as well as global trends that determine the differences/similarities between different media cultures	14. Transnational communicative spaces and their local impacts (the rise of virtual, networking, socially-empowering and participatory communication)
	15. European and transnational communication in a global perspective

Study (teaching and learning) methods

Lectures; seminars and discussions; group work and presentations; individual creative writing assignments (essays, commentaries, research papers, etc.).

Methods of learning achievement assessment

Students develop idea/topic for a scientific conference, compose conference programme, write Call for Papers for the conference and individual sections, draft paper proposals, peer-review, work in groups (2 to 3 students in each) and present their work progress during seminars, conduct small-scale comparative media research projects, make PPT presentations during the simulated conference sessions, write essays and research papers, etc.

Distribution of workload for students (contact and independent work hours)

Lectures – 10 hours, group work – 50 hours; individual written assignments – 30 hours, individual student’s work (including preparation for the exam) – 30 hours. Total: 120 hours.

Structure of cumulative score and value of its constituent parts

Group presentations – 20 %, group written assignments – 30 %, exam (essay) – 50 % of the final grade.

Recommended reference materials

Nr.	Leidimo metai	Leidinio autoriai ir pavadinimas	Leidykla	Egzempliorių skaičius		
				Universiteto bibliotekoje	Metodiniuose kabinetuose	Kitose bibliotekose
Pagrindinė literatūra						
1.	2006	Thusu, D. K. <i>International Communication: Continuity and Change.</i>	Hodder Education	1	2	1
2.	2008	Bauman, Z. <i>Liquid Modernity.</i>	Polity	1	3	1
3.	2009	Beck, U. <i>What is Globalization.</i>	Polity	1	1	1
4.	2004	Hallin D., Mancini P. <i>Comparing Media Systems: Three Models of Media and Politics.</i>	Cambridge University Press	3	6	2
5.	2004	Bondebjerg, I., Golding, P. <i>European Culture and the Media.</i>	Intellect	2	2	-

6.	2000	Curran J., & Myung-Jin P. <i>De-Westernizing Media Studies</i> .	Routledge	1	2	2
7.	Reading materials are also available online: www.BalticMedia.eu					
Papildoma literatūra						
8.	2009	Beck, U. <i>World at Risk</i> .	Polity			
9.	2011	Trappel, J., Meier, W., D’Haenens, L., Steemers, J. and Thomass, B. (eds.). <i>Media in Europe Today</i> .	Intellect			
10.	2010	Dobek-Ostrowska, B., Glowacki, M., Jakubowicz, K. (eds.). <i>Comparative Media Systems: European and Global Perspectives</i> .	CEU Press			
11.	2000	Bauman, Z. <i>Globalizacija: pasekmės žmogui</i> .	Apostrofa			
12.	2008	Steger, M. B. <i>Globalizacija: labai trumpos įvadas</i> .	Eugrimas			

Course programme designed by

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