

# Journalism 6201: International Mass Communication

Fall 2004

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Rdg Packet \$12<sup>00</sup>

## Course Emphasis:

International Mass Communication is about sharing values, ideas, knowledge and beliefs among the various people, cultures and nations of the world through the understanding of their mass media systems. Therefore, as a course, International Mass Communication encompasses the historical, cultural, social, political and economic dimensions of communication systems in various parts of the world and their relationship with technological and cultural processes. The course aims to provide a critical overview of the profound changes in media and communication in today's digitally connected/disconnected world. Theories of both international communication and intercultural communication will be used as a framework to explore a variety of issues and topics.

## Expectations and Assignments:

Obviously, there are more issues and countries we can explore than what I have listed on this syllabus. As we progress, I expect you would develop special interests in a particular topic area or in a particular region or country. In order to share your interests with and get feedback from the whole class, I would like you to assign readings and lead a discussion on the topic/country/region of your choice during the last part of the semester. If we need more time, your topics/countries may also replace some of the listed ones on the syllabus. We shall discuss and rearrange the line-up together as we advance through the semester. My philosophy is that for a class like ours, a good syllabus should be organized but flexible. While the course needs to give you enough grounding and guidance for solid and continuing development, it should also evolve with your progress.

You are free to select a topic for your final paper. I highly recommend you examine the same topic for both of your class presentation/leading discussion and final paper. Of course, you may choose to write a final paper on something entirely different from your presentation, if you prefer.

Please complete all assigned readings before coming to class. To facilitate class discussion, please type up four to five paragraphs that highlight some of the questions raised for you as you complete the readings for the day and /or significant points from the readings that you would like to share with the class. Please turn them in at the end of each session. Together, these discussion essays and your classroom participation will account for 20% of your grade.

## **Journalism 6201: International Mass Communication**

Fall 2004

### **Grading:**

Class Presentation/Leading Discussion	30%
Class Participation & Discussion Essays	20%
Final paper	50%

### **CU Policies**

If a student qualify for accommodations because of a disability, please submit to the professor a letter from Disability Services in a timely manner so that your needs may be addressed. Disability Services determines accommodations based on documented disabilities (please refer to 303-492-8671, Willard 322, [colorado.edu/disabilityservices](http://colorado.edu/disabilityservices)).

Every effort shall be made to reasonably and fairly deal with a student's conflicts with scheduled exams, assignments or required attendance because of his/her religious obligations. If a student and an instructor cannot come to a mutually satisfactory agreement for a particular situation, the student may appeal the matter to the department chair and then, if necessary, to the relevant Dean's office.

This class follows the CU Honor Code. Students should familiarize themselves with the code. Information could be found on the following web sites: [colorado.edu/policies.honor.html](http://colorado.edu/policies.honor.html) and [colorado.edu/academics/honorcode](http://colorado.edu/academics/honorcode)

**Journalism 6201: International Mass Communication**  
Fall 2004

**Weekly Schedule:**

- 8-23 Introduction and Background
  - 8-30 International Communication - Theories and Concepts
  - 9-06 Labor Day /No class meeting
  - 9-13 Introduction to Asia
  - 9-20 China
  - 9-27 Hong Kong
  - ✓ 10-04 Taiwan and Singapore
  - ✓ 10-11 Reflection and Research *no class/independent research work*
  - ✓ 10-18 Japan; Discuss topics for class presentation and final paper
  - ✓ 10-25 South Korea
  - ( 11-01 Introduction to Scandinavia; Denmark and Sweden ←
  - ( ~~11-08 Norway and Finland; Finalize topics for class presentation~~ *No class, send*
  - 11-15 Reflection and Research *Class Presentations ①*
  - 11-22 Class Presentation: Countries/Regions of your choice *②*
  - 11-29 Class Presentation: Countries/Regions of your choice *③*
  - 12-06 Class Presentation: Countries/Regions of your choice *④*
  - 12-13 Final paper due in my mailbox *if maybe class 12/14 3:30-6 Tue*
- Combine ok to skip reflection paper*  
*More Presentations*

# Journalism 6201: International Mass Communication

Fall 2004

August 30: International Communication – Theories and Concepts

## Required:

get OK \*  
Thussu, Kishan Daya (2000). *International Communication: Continuity and Change*. New York: Oxford University Press. Chapter 2: Approaches to theorizing international communication.

## Of your interests:

Please choose one of the three chapters that interests you the most. If time permits, of course, please read all three.

⊙  
Thussu, Kishan Daya (2000). *International Communication: Continuity and Change*. New York: Oxford University Press. Chapter 5: Communication and cultural globalization.

OK \*  
Thussu, Kishan Daya (2000). *International Communication: Continuity and Change*. New York: Oxford University Press. Chapter 6: Contraflow in global media.

Thussu, Kishan Daya (2000). *International Communication: Continuity and Change*. New York: Oxford University Press. Chapter 7: International communication in the Internet age.

## Journalism 6201: International Mass Communication

Fall 2004

September 13: Introduction to Asia ✓

### Required:

- ◊ Chuang, Rueyling and Chen, Guo-Ming (2003). Buddhist Perspectives and Human Communication. *Intercultural Communication Studies*, 7(4), 65-80. ✓
- ◊ Stowell, Jessica A. (2003). The Influence of Confucian Values on Interpersonal Communication in South Korea, Compared to China and Japan. *Intercultural Communication Studies*, 7(4), 105-116.
- ✓ Gunaratne, Shelton A. (1999). The media in Asia. *Gazette*, 61 (3-4), 197-223.
- ✓ Hachigian, Nina and Wu, Lily (2003). *The Information Revolution in Asia*. Santa Monica, CA: RAND.

### Optional:

- Hagiwara, Shigeru, Joshi, S.R., Karthigesu, R., Keny, James, F., Lee, Paul S.N., Pernia, Elena (1999). The reception of global TV in Asia: An assessment of its impact on local cultures. *Asian Journal of Communication*, 9(1), 1-20.
- 7 Atkins, William (2003). Brand power and state power: rise of the new media networks in East Asia. *The Pacific Reviews*, 16 (4), 465-487.

## Journalism 6201: International Mass Communication

Fall 2004

September 20: China

### Required:

- o Xiao, Xiaosui (2003). Zhong (Centrality): An Everlasting Subject of Chinese Discourse. *Intercultural Communication Studies*, 7(4), 127-150.
- \* Gunarantne, Shelton A. (2000). *Handbook of the media in Asia*. Thousand Oaks, CA: Sage. Chapter 18: China. (pp. 497-526).
- o Sun, Wanning (2001). Women in the City: Mobility, Television and the Choices of Becoming Modern. *Asian Journal of Communication*, 11 (2), 18-38.
- ← Harwit, Eric and Clark, Duncan (2001). Shaping the Internet in China: Evolution of political control over network infrastructure and content. *Asian Survey*, May/June, 377-408.

### Optional:

- o Chen, Peter Y. H. (2003). Taoist Anchoretism and Intrapersonal Communication: A Pentad Approach. *Intercultural Communication Studies*, 7(4), 117-126.
- o McIntyre, Bryce, T. and Wei, Ran (1998). Value Changes in Chinese Advertisements from 1979 to 1995. *Asian Journal of Communication*, 8 (2), 18-40.
- o Wang, Jian (1997). Through the Looking-Glass of Foreign Ads in China. *Asian Journal of Communication*, 7 (1), 19-42.
- o Kalathil, Shanthi (2003). China's new media sector: Keeping the state in. *The Pacific Review*, 16(4), 489-501.
- o Yang, Guobin (2003). The Internet and the rise of a transnational Chinese cultural sphere. *Media, Culture & Society*, 25(4), 469-490.

## Journalism 6201: International Mass Communication

Fall 2004

September 27: Hong Kong

### Required:

Gunaratne, Shelton A. (2000). *Handbook of the media in Asia*. Thousand Oaks, CA: Sage. Chapter 19: Hong Kong. (pp. 527-551).

Chan, Joseph Man (1992). Mass media and socio-political formation in Hong Kong, 1949-1992, *Asian Journal of Communication*, 2 (3), 106-129.

Lee, Paul S.N. and Chu, Leonard L. (1995). Hong Kong media system in transition: A socio-cultural analysis. *Asian Journal of Communication*, 5(2), 90-107.

Curtin, Michael (1998). Images of trust, economies of suspicion: Hong Kong media after 1997. *Historical Journal of Film, Radio and Television*, 18(2), 281-294.

### Optional:

Wilkins, Karin G. and Bates, Benjamin J. (1995). Political distrust in Hong Kong: News media use and political beliefs regarding the 1997 transition. *Asian Journal of Communication*, 5(2), 68-89.

Curtin, Michael (2000). A Hong Kong Studio has wide influence, but an uncertain future. *Chronicle of Higher Education*, 47(14). PB16, 2p, 1c.

## Journalism 6201: International Mass Communication

Fall 2004

October 4: Taiwan and Singapore

### Required:

- 0 Gunarantne, Shelton A. (2000). *Handbook of the media in Asia*. Thousand Oaks, CA: Sage. Chapter 25: Taiwan. (pp.661-681).
- 0 Hong, Junhao (1999). Globalization and change in Taiwan's media: The interplay of political and economic forces. *Asian Journal of Communication*, 9(2), 39-59.
- 0 Chien, Chou (2001). Internet Heavy Use and Addition among Taiwanese College Students: An Online Interview Study. *CyberPsychology & Behavior*, 4(5), 573-585.
- 0 Gunarantne, Shelton A. (2000). *Handbook of the media in Asia*. Thousand Oaks, CA: Sage. Chapter 15: Singapore. (pp. 403-428).

Jussawalla, Meheroo, Heng, Toh Mun, and Low, Linda (1992). Singapore: An intelligent City-State. *Asian Journal of Communication*, 2(3), 31-54.

Rodan, Garry (2003). Embracing electronic media but suppressing civil society: authoritarian consolidation in Singapore. *The Pacific Review*, 16(4), 503-524.

### Optional:

Shaw, Ping (1999). Internationalization of the women's magazine industry in Taiwan: Context, process and influence. *Asian Journal of Communication*, 9(2), 17-38.

Kuo, Cheng (1999). Consumer styles and media uses of generation Xers in Taiwan. *Asian Journal of Communication*, 9(1), 21-49.

Hao, Xiaoming (1996). The press and public trust: The case of Singapore. *Asian Journal of Communication*, 6(1), 111-123.

Choi, Alfred (1999). Press coverage of a social problem in Singapore: An analysis of content, modes and styles of communication. *Asian Journal of Communication*, 9(1), 129-147.

George, Cherian (2003). The Internet and the Narrow Tailoring Dilemma for "Asian" Democracies. *The Communication Review*, 6, 247-268.

## Journalism 6201: International Mass Communication

Fall 2004

October 18: Japan ✓

### Required:

- Hara, Kazuya (2003). Aspects of Shinto in Japanese Communication. *Intercultural Communication Studies*, 7(4), 81-104.
- Gunarantne, Shelton A. (2000). *Handbook of the media in Asia*. Thousand Oaks, CA: Sage. Chapter 21: Japan. (pp.561-585).
- Wasko, Janet, Phillips, Mark and Meehan, Eileen R. (2001). *Dazzled by Disney? The global Disney audiences project*. London: Leicester University Press. Chapter 8, Japan : America in Japan/Japan in Disneyfication: The Disney Image and the Transformation of America in Contemporary Japan.
- Faiola, Anthony (2004). Cell phones a way of life in Japan. *Biz Report*. [WWW.Bizreport.com](http://WWW.Bizreport.com).

### Optional:

- Hammond, Phil (1999). The mystification of culture: Western perceptions of Japan. *Gazette*, 61 (3-4), 311-325.
- Cooper-Chen, Anne (1999). An animated imbalance. *Gazette*, 61 (3-4), 293-310.
- Sakamoto, Takashi (2002). E-learning and educational innovation in higher education in Japan. *Education Media International*, 39(1), 9-16.

## Journalism 6201: International Mass Communication

Fall 2004

October 25: South Korea

### Required:

Gunarantne, Shelton A. (2000). *Handbook of the media in Asia*. Thousand Oaks, CA: Sage. Chapter 23: South Korea. (pp.611-637).

Choi, Yong Jun and Haque, Mazharul (2002). Internet use patterns and motivations of Koreans. *Asian Journal of Communication*, 12(1), 126-140.

Stewart, Kym and Choi, Hyewon Park (2003). PC-Bang (Room) Culture: A study of Korean college students' private and public use of computers and the Internet. *Trends in Communication*, 11(1), 63-79.

Rhee, In-Yong (2003). The Korean election shows a shift in media power: Young voters create a 'cyber Acropolis' and help to elect the president. *Nieman Reports*, 57(2), 95-96.

### Optional:

Han, Gwang-jub (2003). Broadband adoption in the United States and Korea: Business driven rational model versus culture sensitive policy model. *Trends in Communication*, 11(1), 3-25.

Wasko, Janet, Phillips, Mark and Meehan, Eileen R. (2001). *Dazzled by Disney? The global Disney audiences project*. London: Leicester University Press. Chapter 9. Korea: Disney in Korean mass culture.

Lee, Chang-Keun (1997). Rating competition and the patterns of South Korean public television programming, 990-95. *Asian Journal of Communication*, 7(1), 156-169.

Han, Gwang-jub and Won, Woo-hyun (1995). Building a Telecommunications infrastructure for the 21<sup>st</sup> century public policy implications of the cable television development plan in Korea. *Asian Journal of Communication*, 5(1), 1-51.

Larson, James F. (1994). Telecommunications for the 'New Korea'. *Asian Journal of Communication*, 4(2), 33-59.

+ new articles - 4

## Journalism 6201: International Mass Communication

Fall 2004

November 1: Introduction to Scandinavia; Denmark and Sweden

### Required:

R# Gundelach, Peter (2002). Joking relationships and national identity in Scandinavia. *ACTA Sociologica*, 43, 113-122.

R# Ronning, Helge (2003). Status of media in Sweden, Denmark, Norway, Finland and Iceland. *Encyclopedia of International Media and Communications*, 4, 285-300.

Jesen., Jakob Linaa (2003). Public spheres on the Internet: Anarchic or government-sponsored : A comparison. *Scandinavian Political Studies*, 26(4), 349-374.

R Olsson, Tobias, Sandstrom, Hakan and Dahlgren, Peter (2003). An information society for everyone? *Gazette: The International Journal for Communication Studies*, 65(4-5), 347-363.

### Optional:

R Wasko, Janet, Phillips, Mark and Meehan, Eileen R. (2001). *Dazzled by Disney? The global Disney audiences project*. London: Leicester University Press. Chapter 5. Denmark: 'Donald seems so Danish': Disney and the formation of cultural identity.

Nordfors, David, Bajuk, Michel, Norberg, Lena, Brikmann, Jochen and Forbush, Dan (2003). Introducing a country to Internet-enabled expert networks. *Communications of the ACM*, 46(11), 127-132.