

**AL AKHAWAYN UNIVERSITY**  
**SCHOOL OF HUMANITIES AND SOCIAL SCIENCES**

**Version 2.0**

(Last Updated 5 September 2006)

**CONTACT DETAILS:**

Class time: Tuesday and Thursday 8.00 to 9.20  
Class place: 4/001  
First class: Thursday 31<sup>st</sup> August 2006  
Last class: Thursday 14<sup>th</sup> December 2006  
Total 30 classes

Supervisor: Mohammed Ibahrine  
Office: Building 6, Room 9  
Tel.: (212) 55 86 24 42  
Email: [mohammad.ibahrine@googlemail.com](mailto:mohammad.ibahrine@googlemail.com)  
OFFICE HOURS: Monday: 11-12 am  
Tuesday: 1-4 pm  
Wednesday: 11-12 am  
Thursday: 1-4 pm  
Friday: 11-12 am

**COURSE SYNOPSIS:**

The course examines the major issues in international communication through analyses of international news and information flows, media imports/exports, privatization and globalization within communications industries and the various models of global media systems. Students will evaluate the social and economic impacts of ICTs, the shifting relationships between developed and developing countries, and the socio-economic trends associated with globalisation of media, and explore concepts such as nationalism, regionalism, globalization, and cultural identity.

**THE AIM OF THE COURSE**

The aim of the course is to introduce students to the main concepts, theories, practice and controversies of the history and modern state international communication. The overall objective of this course is to develop the knowledge for understanding and critically assessing the role of international communication, especially in the international relations and diplomacy.

**THE COURSE DESCRIPTION**

The course consists of four parts. The history of long-distance communication, emergence of international communication channels, news agencies will be represented as a continuity and change in international community will be discussed. Theories will help us to answer the question why to study international communication from these perspectives. The second part will introduce the international system for producing and distributing news, international organizations communication, information within national society and comparative media systems. The third part of the course will explore controversial concepts such as cultural imperialism, cultural hegemony, cultural sovereignty Geo-culture. Finally, the course will be devoted to the media and international relations. Who, why and how shape the agenda and content of foreign news? What is public diplomacy and what is propaganda? Do they create public opinion and do they affect the decision makers? What kind of images brings this interplay? Do these images stimulate conflict resolution? Public and cultural diplomacy as a means of better human understanding will be traced.

**COURSE REQUIREMENTS:**

The lecturer will follow **lectures and seminars format**. The students participation in class and seminar discussions is expected and encouraged and will be considered in final course evaluations (30%). Students should also be prepared, during each class session, to discuss current events and news as they relate to the subject. Each student has to present one required article or a chapter of the textbook during the semester (15%) and one research paper 20%. Two quizzes and two exams, mid-term and final, will be graded the overall 35% (10%+10%+15%).

Students that are particularly interested in this subject should explore with the lecturer to get involved in his research.

#### **ACADEMIC HONESTY:**

If you expect others to respect you, please respect yourself. So if you feel desperate, don't make things worse by acting out of desperation: please come and talk to me about your problems before you do anything foolish. We will find a way. It is compulsory to come to my office hours.

#### **READINGS:**

Do the readings *before* class and *come* to class. You will come to class having completed the assigned readings and participate fully in class discussion. I expect you to be a fully contributing member of the class by being prepared, taking responsibility for having productive discussions, helping yourself and others understand the material, and generating interesting ideas. I want to avoid the "professors teach, students learn" view of this enterprise.

Please note: The course requires a minimum of 8-10 hours of outside work per week (e.g., reading, analysis, group meetings, writing assignments).

#### **REQUIRED READINGS**

There are two sources of reading for this course: one textbook and a packet of readings prepared by the supervisor.

#### **TENTATIVE CLASS SCHEDULE AND READINGS**

##### **I. INTERNATIONAL COMMUNICATION: AN INTRODUCTION**

###### **Week 1. An historical overview.** (September 5 & 7)

The role of the communication in the world history; the field of international communication; the approaches, issues, controversies and modern trends

**Required Reading:** Chapter 1 in Daya Kishan Thussu, *International Communication*.

###### **Week 2. Global Communication. A theoretical approach** (September 12 &14)

Micro- and macro-level, mid-range communication theories

**Required Reading:** Chapter 2 in Daya Kishan Thussu, *International Communication*.

##### **II. MODERN INTERNATIONAL COMMUNICATION**

###### **Week 3. International Organizations and Global Communication** (September 19 &21)

International organizations, media corporations, NGOs and global communication

**Required Reading:** Chapter 3 in Daya Kishan Thussu, *International Communication*.

###### **Week 4. The flow of Information and International News Systems** (September 26 &28)

Media empires, news agencies and international TV

**Required Reading:** Chapter 3 in Daya Kishan Thussu, *International Communication*.

###### **Week 5. Societies, Countries and Media Systems Culture** (October 3 &5)

Models and theories of journalism, comparative media law, regulations, professionalism and agenda and trends in Morocco

**Required Reading:** Chapter 6 in Daya Kishan Thussu, *International Communication*.

**Week 6. Communication and National Development** (October 10 & 12) Moroccan, North African and Arab media in the global context

**Required Reading:** Chapter 1 in Daya Kishan Thussu, *International Communication*..

**MIDTERM EXAM** October 17 (Tuesday)

### III. CROSS-CULTURAL COMMUNICATION, NATIONAL SOVEREIGNTY AND IDENTITY

**Week 7. Cultural Industry and Cultural Ecology** (October 19)

Flow of entertainment and international advertising

**Required Reading:** Chapter 4 in Daya Kishan Thussu, *International Communication*.

**Week 8. Communication and Cultural Globalisation** (October 24 & 26)

Globalisation of American culture, Americanisation of globalisation and Glocalisation

**Required Reading:** Chapter 5 in Daya Kishan Thussu, *International Communication*.

**Week 9. Contraflow and Communication Sovereignty** (October 31 & November 2)

Cultural imperialism, cultural hegemony, cultural sovereignty and communication from the South (periphery) to the North (Centre)

**Required Reading:** Chapter 6 in Daya Kishan Thussu, *International Communication*.

### IV. MEDIA AND INTERNATIONAL RELATIONS

**Week 10. Media and International Relations** (November 7 {NO CLASS.} & November 9)

Media and foreign policy, media events as media diplomacy, international broadcasting and public diplomacy

**Required Reading:** Chapter 1 in Daya Kishan Thussu, *International Communication*.

**Recommended Reading:** (to be determined)

**Week 11. International Images and Foreign Policy** (November 14 & 16)

News media and images of nations, international public relations, impact on domestic, foreign public and elite opinion, propaganda and stereotypes (case study: Mohammed Caricature)

**Required Reading::** (to be determined)

**Recommended Reading:** (to be determined)

**Week 12. Communication, Conflicts (war) and Peace** (November 21 & 23)

The work of media in the conflict areas, war and infowars, the use of the Internet in Terrorism, media coverage of international conflicts (Iraq and Lebanon) and Arab women journalists in the conflict zones

**Required Reading:** Chapter 8 in Howard Frederick, *Global Communication and International Relations*. Wadsworth, 1993, pp. 223-244

**Recommended Reading:** (to be determined)

**Week 13. Communication and Public Diplomacy** (November 28 & 30)

The basic principles of diplomacy, from traditional diplomacy to public diplomacy

**Required Reading:** (to be determined)

**Recommended Reading:** (to be determined)

**Week 14. New Technologies and Network Society** (December 5 & 7)

The information revolution, Google society, Web 2.0 and Social Software for national and international for human development (democracy and civil society)

**Required Reading:** Chapter 3 in Daya Kishan Thussu, *International Communication*.

**Recommended Reading:** (to be determined)

**Week 15. DISCUSSION And FUTURE PROSPECTS** (December 12)

**FINAL EXAM** December 14 (Thursday)