



湖北工业大学
HUBEI UNIVERSITY OF TECHNOLOGY

Course Title	Global Media and Cross-cultural Communication
Course Code	COMM 5104
Semester	Winter 2027
Course Length	8 Weeks, 60 Contact Hours
Credits	4
Instructor	TBA
Office	TBA
Email	TBA
Prerequisite(s)	N/A
Antirequisite	COMM 5102 Global Media and Cross-cultural Communication (4 Weeks)

Course Description:

Effective communication professionals in the contemporary global environment must be internationally oriented, culturally aware, and capable of working across national, linguistic, and cultural boundaries. This course examines contemporary global media and communication environments, focusing on the structures, institutions, technologies, and cultural forces that shape the production and circulation of information across borders.

The course explores the relationship between media, power, and public opinion, with particular attention to how media systems, news narratives, digital platforms, and strategic communication practices influence public understanding in different societies. Students critically examine global information flows, media representation, cultural identity, political communication, and the opportunities and challenges created by digital transformation.

In addition, the course develops advanced knowledge and practical skills in ethical, inclusive, and effective intercultural communication. Students investigate cultural differences, communication styles, language and meaning, intercultural misunderstanding, and the influence of social and institutional contexts on communication outcomes.

Through comparative case studies, research-based discussions, collaborative workshops, and applied communication projects, students develop the analytical and professional capabilities required to design communication strategies for international and transnational audiences. The course emphasizes critical inquiry, cultural sensitivity, ethical responsibility, and evidence-based decision-making in diverse professional contexts.

Course Goals:

Students who successfully complete this course will demonstrate competency in the following general education core goals:

- **Critical Thinking Skills** – Students will engage in analytical thinking, demonstrating the ability to critically evaluate, synthesize, and apply knowledge to complex problems, and construct well-reasoned solutions and arguments.
- **Independent Research and Inquiry** – Students will conduct independent research, utilizing academic resources to explore relevant topics, formulating research questions, analyzing data, and presenting findings in a coherent, scholarly manner.
- **Problem-Solving and Application** – Students will apply theoretical concepts and methodologies learned in the course to real-world problems, demonstrating the ability to develop practical solutions informed by academic inquiry.
- **Global and Cultural Awareness** – Students will gain awareness of the global and cultural contexts relevant to the course, appreciating diverse perspectives and considering the implications of their studies in a broader, international context.

Student Learning Outcomes:

Upon completion of this course, students will be able to:

- Explain and critically evaluate major theoretical perspectives on global media, international communication, and intercultural communication;
- Analyse the structures and dynamics of global media systems, including media ownership, regulation, digital platforms, and transnational information flows;
- Evaluate how media framing, agenda-setting, representation, and strategic narratives influence public opinion across different national and cultural contexts;
- Compare media coverage and communication practices across countries using relevant theoretical frameworks and credible empirical evidence;
- Identify and critically assess intercultural communication challenges involving language, cultural values, identity, power relations, and social context;
- Apply ethical, inclusive, and culturally sensitive principles to the design of communication strategies for international audiences;
- Conduct research-based investigations of global media and intercultural communication issues using appropriate academic methods and reliable sources;
- Develop evidence-based communication recommendations for professional situations involving diverse cultural and linguistic groups;
- Present complex research findings and strategic recommendations through professional reports, presentations, and collaborative projects;
- Demonstrate intercultural competence, critical self-reflection, academic integrity, and responsible professional judgement.

Textbooks:

Thussu, D. K. (2018). *International Communication: Continuity and Change* (3rd ed.). Bloomsbury Academic.

Piller, I. (2017). *Intercultural Communication: A Critical Introduction* (2nd ed.). Edinburgh University Press.
 Couldry, N., & Hepp, A. (2017). *The Mediated Construction of Reality*. Polity.

Course Requirements:

Comparative Global Media Analysis Report (20%)

Students compare media coverage of an international issue across two countries and analyse differences in framing, representation, and public discourse.

Intercultural Communication Case Analysis (15%)

Students examine intercultural communication cases, identify key challenges, and propose appropriate solutions.

Global Media Research Presentation (15%)

Students present research on a selected global media or intercultural communication issue, demonstrating critical analysis and effective communication.

Global Intercultural Communication Strategy Project (30%)

Students develop a communication strategy for an international or culturally diverse audience, integrating research, cultural awareness, and ethical considerations.

Seminar Preparation and Class Participation (10%)

Students complete assigned readings and contribute actively to discussions, case analyses, and collaborative activities.

Reflective Learning Report (10%)

Students reflect on their intercultural learning, critical thinking, and professional development throughout the course.

Assessments: Activity	Percent Contribution
Comparative Global Media Analysis Report	20%
Intercultural Communication Case Analysis	15%
Global Media Research Presentation	15%
Global Intercultural Communication Strategy Project	30%
Seminar Preparation and Class Participation	10%
Reflective Learning Report	10%

Grading:

Final grades will be based on the sum of all possible course points as noted above.

Grade	Percentage of available points
A	94-100
A-	90-93
B+	87-89
B	84-86
B-	80-83
C+	77-79

C	74-76
C-	70-73
D	64-69
D-	60-63
F	0-59

Course Schedule:

The schedule of activities is subject to change at the reasonable discretion of the instructor. Minor changes will be announced in class, major ones provided in writing.

COMM 5104 Schedule		
Lecture	Topic	Readings
L1	Introduction to Global Media and Cross-cultural Communication	<i>Thussu</i> , Ch. 1
L2	Theories of Global Communication	<i>Thussu</i> , selected chapters
L3	Comparative Global Media Systems	<i>Thussu</i> , selected chapters
L4	Political Economy of Global Media	<i>Thussu</i> , selected chapters
L5	Digital Platforms and Global Communication	<i>Couldry & Hepp</i> , selected chapters
L6	Global News Flows and International Journalism	<i>Thussu</i> , selected chapters
L7	Media Framing and Public Opinion	Assigned journal articles
L8	Strategic Narratives, Propaganda, and Soft Power	Assigned journal articles
L9	Disinformation and the Global Information Environment	Assigned journal articles
L10	Media, National Identity, and Global Belonging	<i>Piller</i> , selected chapters
L11	Representation, Stereotypes, and Cultural Difference	<i>Piller</i> , selected chapters
L12	Language, Translation, and Intercultural Meaning	<i>Piller</i> , selected chapters
L13	Foundations of Intercultural Communication	<i>Piller</i> , Ch. 1
L14	Cultural Values and Communication Styles	<i>Piller</i> , selected chapters
L15	Power, Positionality, and Intercultural Ethics	<i>Piller</i> , selected chapters
L16	Inclusive Communication in Global Contexts	Assigned journal articles
L17	Intercultural Crisis Communication	Assigned case studies
L18	Global Strategic Communication and Public Diplomacy	<i>Thussu</i> , selected chapters
L19	Global Campaigns, Brands, and Advocacy	Assigned case studies
L20	Ethics, Privacy, and Emerging Communication Technologies	<i>Couldry & Hepp</i> , selected chapters
L21	Research Methods for Global Media Analysis	Instructor-provided readings
L22	Evaluating Communication Effects and Impact	Assigned journal articles
L23	Intercultural Collaboration and Communication Workshop	Instructor-provided readings
L24	Student Research and Strategy Presentations	Student-selected research sources
L25	Future Directions in Global Media and Intercultural Communication	Instructor-provided readings

Accommodation Statement:

Academic accommodations may be made for any student who notifies the instructor of the need for an accommodation. It is imperative that you take the initiative to bring such needs to the instructor's attention, as he/she is not legally permitted to inquire.

Students who may require assistance in emergency evacuations should contact the instructor as to the most appropriate procedures to follow.

Academic Integrity Statement

Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. The University reserves the right to take disciplinary action, up to and including dismissal, against any student who is found guilty of academic dishonesty or otherwise fails to meet the standards. Any student judged to have engaged in academic dishonesty in coursework may receive a reduced or failing grade for the work in question and/or for the course.

Academic dishonesty includes, but is not limited to, dishonesty in quizzes, tests, or assignments; claiming credit for work not done or done by others; hindering the academic work of other students; misrepresenting academic or professional qualifications within or without the University; and nondisclosure or misrepresentation in filling out applications or other University records.

Other Items:**Attendance and Expectations**

All students are required to attend every class, except in cases of illness, serious family concerns, or other major problems. We expect that students will arrive on time, be prepared to listen and participate as appropriate, and stay for the duration of a meeting rather than drift in or out casually. In short, we anticipate that students will show professors and fellow students maximum consideration by minimizing the disturbances that cause interruptions in the learning process. This means that punctuality is a must, that cellular phones be turned off, and that courtesy is the guiding principle in all exchanges among students and faculty. You will be responsible for the materials and ideas presented in the lecture.

Assignment Due Dates

All written assignments must be turned in at the time specified. Late assignments will not be accepted unless prior information has been obtained from the instructor. If you believe you have extenuating circumstances, please contact the instructor as soon as possible.

Make-Up Work

The instructor will not provide students with class information or make-up assignments/quizzes/exams missed due to an unexcused absence. Absences will be excused and assignments/quizzes/exams may be made up only with written documentation of an authorized absence. Every effort should be made to avoid scheduling appointments during class. An excused student is responsible for requesting any missed information from the instructor and setting up any necessary appointments outside of class.

Access, Special Needs, and Disabilities

Please notify the instructor at the start of the semester if you have any documented disabilities, a medical issue, or any special circumstances that require attention, and the school will be happy to assist.