COURSE DETAIL

GLOBAL COMMUNICATION
Country Hong Kong
Host Institution Chinese University of Hong Kong
Program(s) Chinese University of Hong Kong
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Communication
UCEAP Course Number 102
UCEAP Course Suffix
UCEAP Official Title GLOBAL COMMUNICATION
UCEAP Transcript Title GLOBAL COMM
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This course introduces the key concepts, issues, challenges and trends essential to understand the cross-border multidirectional flows of information. More specifically, this course provides an overview of the changing paradigm of global communication by studying the interrelation between cultural, economic, political, social, and technical dimensions of media and communication in the contemporary world, as well examining the changing nature of power and the process of power diffusion in the information age. This is a three-part interdisciplinary course, which covers the essential theories and concepts ranging from media and communication studies, political science, international relations, economics and psychology. The first part, Week 2 and 3, introduces key concepts related to the study of global communication, including media economics, world-systems theory, electronic colonialism, soft power, constructivism, and cultural change. The second part, Week 4 to 8, studies major global communication actors – multinational media conglomerates (MMCs), social media platforms, news agencies, advertisers and marketers. It applies the tools from Part 1 to study how each of them as a system (structure and flow) works, as well as some of the contemporary debates in each sector. The third part, Week 9 to 13, looks at major issues of global communication in the digital age, such as misinformation and artificial intelligence, identity politics and polarization, inequality and global conflicts.

Language(s) of Instruction
English

Host Institution Course Number
GLSD2102,GLSD2101

Host Institution Course Title
GLOBAL COMMUNICATION

Host Institution Course Details
https://rgsntl.rgs.cuhk.edu.hk/aqs_prd_applx/Public/tt_dsp_crse_catalog.aspx

Host Institution Campus

Host Institution Faculty
Host Institution Degree
Host Institution Department Global Studies
Course Last Reviewed 2025-2026

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