

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 as 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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