

Syllabus of 1st Semester, 2023

Course Title	GLOBAL COMMUNICAIT ON	Course Code	CO3600443	Section	029
Department	Media & Communicatio n	Level	3rd year	Credit-Theory - Practice	3.0 - 3.0 - 0.0
Class Hours & Classroom	Mon 15:00(75) 421-303, Wed 15:00(75) 421-303				
Lecturer	Sigi Lee	Office (Counsel room)		Counsel Hours	
		Telephone	0515102145	E-mail	sg.lee@pusan.ac.kr
Lesson Style	<ul style="list-style-type: none"> · 대면 · Teacher-centered learning, Presentation- or Discussion-based 				
Evaluation Method	Attendance/Participation 10%, Case study presentation 20%, Mid-term exam 30%, Global campaign designing 40% (Proposal oral presentation 20% & Video script submission 20%) <i>* Students with disabilities can request an extension of the exam hour, and they can take exams by getting writing assistance or by using a computer.</i>				
Competitors and Knowledge					
Objective	This course will provide students with an understanding of international and intercultural communications in a digital media world. Through a combination of discussions and case studies, the course will cover a variety of global issues including emerging trends in global business communication and media, cultural contexts, electronic colonialism, and ethical and legal issues.				
Lecture Overview	Throughout the semester, students will work in a team to conduct two in-class presentations (a case study and a campaign proposal) and submit one final campaign video script. For the case study presentation, each team will be assigned a theme from the class material; They will introduce and describe relevant cases, analyze the implications of that case, and lead an in-class discussion. Students will also work in a team to conduct a campaign-designing project in which they propose a campaign message on a global problem that could be improved with the support of intercultural communication, and write a video script for that campaign. <i>* Students with disabilities can negotiate with the Disabled Student's Academic Support Center regarding course materials and assignments.</i>				
Textbooks and References					
Required Textbooks	Lecture slides				
References	Martin., J. & Nakayama, T. K. (2013). Intercultural Communication in Contexts. McGraw Hill.; Jin. D. Y. (2019) Globalization and Media in the Digital Platform Age. Routledge.				

Week Lecture Plan

Week	Lesson and Lab Contents	Challenges and Other Notes
1 Week	[Orientation and Education on Academic Misbehavior(e.g . Cheating, Plagiarism) and Safety Education on Experiment and Practice] Course Introduction	
2 Week	Intercultural communication in the era of globalization: Why study intercultural communication?	
3 Week	Research and approaches to the study of intercultural communication	
4 Week	Culture, communication, context, and power	
5 Week	Identity and intercultural communication	
6 Week	Language and intercultural communication	
7 Week	Nonverbal communication and behavior	
8 Week	Mid-term Exam	
9 Week	Campaign designing workshop	
10 Week	Popular culture, soft power, and intercultural communication	
11 Week	New media technology and globalization	
12 Week	Global campaign proposal presentation (Feedback)	
13 Week	Global campaign proposal presentation (Feedback)	
14 Week	In-class group workshop	
15 Week (Appointed)	Global campaign presentation	
16 Week	Final project submission	