

Course Code	Global Communication UNYP 91460
Level	Upper-level course in a Bachelor's degree program
Credits	3 semester credits / 6 ECTS
Pre-requisite(s)	C- or better in Media History

Scheduled meetings	45 hours
Average preparation time	105 hours
Total student work time	150 hours

Description The course focuses not only on essential concepts of global communication, but also global public relations and advertising, trends in media consolidation, cultural implications of globalization, international broadcasting, information flow, governmental and nongovernmental organizations, international communication law and regulation, the evolving impact of the Internet, and trends in communication and information technologies.

Learning outcomes Upon successfully completing this course, the student will be able to:

- understand the relationship between communication and empire;
- explain how the privatization of telecommunications affects international communication;
- analyze global news flow;
- understand the political economy of global communication;
- describe the effect of the global digital divide;
- detect and explain cultural globalization;
- predict the future of international communication, and its effect on global stability.

Study literature

McPhail, Thomas L. (2010) *Global Communication: Theories, Stakeholders, and Trends*. New York: Blackwell Publishing.

Thussu, Daya Kishan (2006) *International Communication: Continuity and Change*. London: Oxford University Press.

Kamalipour, Yahya R. [ed.] (2002) *Global Communication*. Toronto: Wadsworth.

Additional readings available on UNYP E-Learn or in the UNYP Library.

All courses are taught in English, with the exception of language courses. UNYP's 3-year and 4-year Bachelor's programs are accredited by the Czech Accreditation Commission, a part of the Czech Ministry of Education, Youth and Sports, and lead to the award of a *bakalář* (Bachelor's) degree. UNYP's 3-year Bachelor's of Business degree is also accredited by the the U.S.-based International Assembly for Collegiate Business Education (IACBE), a CHEA-recognized accreditor.