

SAINT CLARET COLLEGE, ZIRO
B. A. (MASS COMMUNICATION)
SYLLABUS AS PER RGU SEMESTRAL SCHEME
(Subjected to syllabus enrichment by SCCZ for Claretines)
Semester IV
BMC-403: International Communication

Total Marks: 100 (80- End Semester and 20- Sessional)

Objectives Having studied this paper, a student will be able to:

- a. *Explain the concept of the various aspects of International communication & International Relations.*
- b. *Promote the understanding of regulatory, technological, political and cultural factors in communication.*
- c. *Understand global media agencies: to learn the function and organization of political institution and business industries and the social responsibilities of professional communicators.*
- d. *Reflect critically on the role of media and communication in social, cultural, economic, psychological, technological, political, legal, and other factors on communication processes.*

Unit- 0 Baseline Analysis: Course Objectives & Goal Setting, Understanding International communication, Global Media, International co-operation and relations.

Unit- I Introduction

1. Introduction to International Communication
2. Political, economic and cultural dimensions of International communication
3. Communication and information as a tool of equality and exploitation.

Unit- II International Media Agencies

1. Impact of new communication technologies on news flow
2. International media agencies: Introduction to International newspapers, International television channels: BBC, CNN, NHK, CCTV, International radio channels: BBC, Voice of America.

Unit-III Models of International Communication

1. UNESCO's efforts in removing imbalances in news flow
2. MacBride Commission Report
3. New world communication order

Unit-IV International Media Organizations

1. Media Monopoly and big five agencies (AP, UPI, Reuters, AFP, ITAR-TASS)
2. Media convergence
3. Mis-information and Information war- Media and Communication propaganda
4. Role of media in promoting humanity and peace
5. Market forces and media

Unit- 100 Advanced Skills: Journal/magazine article discussion assignment; seminar
Presentation, E-resources.

Recommended Readings:

Hasan, S. (2010). *Mass Communication: Principles and Concepts*. Delhi: CBS Publications.

Kumar, K. J. (1981). *Mass Communication in India*. Mumbai: Jaico Publishing House.

Chandler, D. & Munday, R. (2011). *Oxford: Dictionary of Media and Communication*, Oxford University Press.

IAS, V. (2019). *International Relations*, Delhi: Vision IAS

Murthy, B.S. (2017). *International Relations and Organization*. Mumbai: EBC

Aggarwal, H. O. (2018). *International Organizations*. London: Central Law Publications (CLP)

Afaque Shamsi, N. (2007). *Media Organization and Management*. New Delhi: Anmol Publications Pvt Ltd

Choudhury, L. B. (2008). *Media organization and management*. Delhi: Unique Books International

Prakash, C. (2007). *International Relation*. Gurugram, Delhi: Cosmo Bookhive Pvt. Ltd.