








Communication Studies (CMNS) 402

Global Communication (Revision 3)

Status:	Replaced with new revision, see the course listing  for the current revision 
Delivery mode:	Individualized study online  with eText 
Credits:	3
Areas of study:	Arts or Social Science
Prerequisites:	None
Precluded:	None
Challenge:	CMNS 402 has a challenge for credit option.
Faculty:	Faculty of Humanities and Social Sciences 

Overview

In this course students will engage critically with problems presented by the production, distribution, and consumption of global media products, and will develop an understanding of the social, political, and economic influences that shape global media systems.

We discuss both mainstream and alternative media of various countries in the broader context of international media flows. Case studies focus mainly on North and Latin America, but readings and assignments offer scope for exploring the media systems of other regions.

Outline

Unit 1: Introduction to the Study of Global Media

- Part A: Defining Global Communication
- Part B: Critical Views: Media Flows and Transnationalization

Unit 2: Controlling Communications

- Part A: Organizations and Regulations
- Part B: Dependence and Sovereignty: Canada

Unit 3: Global Networks and Flows: America and the World

- Part A: Corporations and Conglomerations
- Part B: Beyond America: Developing Media Flows

Unit 4: Alternative Media Systems

- Part A: Democratic and Community Media
- Part B: Ethnic, Minority, and Special-Interest Media Production

Unit 5: Media in Latin America



- Part A: Latin Politics, Global Media
- Part B: Popular Culture, Transnationalization, and Identity

Learning outcomes


CMNS 402 will develop students' ability to

1. describe the connection between media systems and economic and political structures in various types of societies, and the role of the mass media in the functioning of economic and political systems.
2. explain the significance of regulatory frameworks of international communications.
3. inform themselves about mainstream and alternative media networks.
4. identify some of the main developmental directions of current information and communications systems.
5. improve critical tools with which to analyze the complex interests involved in media systems.


Evaluation

To **receive credit**  for CMNS 402, students must complete all five of the assignments and achieve a course composite grade of at least **D (50 percent)** . There is no final exam. The weighting of the assignments is as follows:



Activity	Weight
Glossary Probe	15%
Critical Response Essay	25%
Media Exploration—Case Study	20%
Research Proposal	N/A
Research Paper	40%
Total	100%

To learn more about assignments and examinations, please refer to Athabasca University's [online Calendar](#) .

Materials

McPhail, T. L., and Phipps, S. (2020). *Global communication: Theories, stakeholders and trends* (5th ed.). Wiley-Blackwell.  (eText)

eText

Registration in this course includes an electronic textbook. For more information on [electronic textbooks](#) , please refer to our [eText Initiative site](#) .

Other materials

All of the other course materials are online.

Challenge for credit

Overview

The challenge for credit process allows you to demonstrate that you have acquired a command of the general subject matter, knowledge, intellectual and/or other skills that would normally be found in a university-level course.

Full information about [challenge for credit](#)  can be found in the Undergraduate Calendar.

Evaluation





To [receive credit](#)  for the CMNS 402 challenge registration, you must achieve a grade of at least **D (50 percent)**  on the examination.

Activity	Weight
Part I: Take home essay exam	40%

Activity	Weight
Part II: Paper exam	60%
Total	100%

 [Challenge for credit course registration form](#)

Important links

- > [Academic advising](#) 
- > [Program planning](#) 
- > [Request assistance](#) 
- > [Support services](#) 

Athabasca University reserves the right to amend course outlines occasionally and without notice. Courses offered by other delivery methods may vary from their individualized study counterparts.

Opened in Revision 3, April 9, 2021

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View [previous revision](#) 
