**CSK 2113 GLOBALISATION AND EMERGING COMMUNICATION MEDIA**

This course introduces the history, purpose, channels, content, technologies, policy, and regulation of international communications systems. Issues covered include: differences in media infrastructure between nations and regions; international trends in the development, appropriation and governance of information and communication technologies (ICTs) and media industries; patterns in international news, entertainment and information flows, and the emergence of global communication in historical perspective. It also examines a survey of the social forums such as Face book, Twitter, MySpace etc and how they affect communication.

**Course Objectives:**

A main objective of this class is to familiarize students with ideas, concepts, and ways of

analyzing globalization. Upon successful completion of this course, students will be able to do the following:

1. Recognize and understand the basic concepts of globalization and its interaction with the

world we live in.

1. Assess the trajectory globalization has taken, and begins to consider new directions for

globalization and society.

1. Enter the global dialogue that is a product of globalization.
2. Improve their written and spoken communication skills.

**Course Content:**

* Introduction and Definition of Globalization
* .Stages of the Modern Era of Globalization: A Historical View
* Economic Dimensions of Globalization
* Effects of Globalization on Culture: Identity, Culture, and Conflict
* Sociology of Globalization
* Gender and Globalization
* Globalization and Environment
* The Media and Globalization
* Challenges of Globalization: IS A BETTER WORLD POSSIBLE?

**Learning Outcomes:**

By the end of the course students should be able to:

1. Contextualise and structure communication in a globalised world

**Course assessment:**

Extended coursework essay}

Group presentation} = 30%

Test}

Final Comprehensive Examination = 70%

(End of Semester)

**Instruction methods:**

Lectures

Case Studies

Group Discussion and Class Presentations

Activity Research Work

**References**

What is Globalization?

http://globalization.about.com/od/whatisit/index.htm

**Friedman, Thomas L.** *The World is Flat.* New York: Farrar, Straus and Giroux,

2005 (especially Introduction).

**Stiglitz, Joseph E.** *Making Globalization Work.* WW Norton: 2006

**Friedman, Thomas L.** *The World is Flat.* New York: Farrar, Straus and Giroux, 2005.

**Fukayama, Francis.** *The End of History and the Last Man.*New York: Free Press, 1992.

Development and Globalization: Facts and Figures

http://www.unctad.org/en/docs/gdscsir20041\_en.pdf

**Bhagwati, Jagdish.** *In Defense of Globalization.*OxfordUniversity Press, 2004.

Globalization and Culture:

http://www.cato.org/pubs/policy\_report/v25n3/globalization.pdf

Globalization and Cultural Identity

http://www.polity.co.uk/global/pdf/GTReader2eTomlinson.pdf

Globalization and World Culture

http://www.sociology.emory.edu/jboli/isb408026.pdf