

MLC350 International Communication

3rd and 4th quarters, Junior

Instructor	Ryuhei Hosoya
Style of Class	Lecture, seminar
Number of Credits	2
Day and Period	To be advised

Course Description

This course will explore from a range of perspectives the dynamics of communication through words and other media in the international setting, where diverse languages, cultures, and values coexist. Specific situations will be examined in which understanding among nations are at stake, coordination and negotiations are called for, and where message dissemination plays a critical role. The principles, mechanisms, and rules that govern the modes of communication will be studied. Towards the second half of the course, students will be asked to make presentations on situations of their choice for discussion in class.

Course Objectives

- (1) To gain an overview of a range of approaches to the multi-faceted theme of international communication, and to acquire an inter-disciplinary, principle-based understanding of the subject.
- (2) To research and explore concrete situations in light of those principles, and develop skills of practical thinking and application.

Prerequisites

Students taking this course should preferably have completed International Relations and International Policies.

Class Materials

- (1) Marshall McLuhan "The Medium is the Message" 9th Edition, Gingko Press 2001.
- (2) James W. Carey "Communication as Culture" Routledge 1992.
- (3) The MacBride Commission "Many Voices, One World" Rowman & Littlefield 2003.
- (4) Janet H. Murray "Hamlet on the Holodeck" MIT Press 1998.
- (5) Miura Nobutaka, et al. *Tabunka shugi towa nanika* (What is Multiculturalism?), Fujiwara Shoten, 1997.
- (6) Wolfgang Donsbach, Editor "International Encyclopedia of Communication" Wiley-Blackwell 2008 –.
- (7) Shimada Kunihiko, *Kosho purofessionaru* (Professional Negotiators), NHK Publishing, 2013.
- (8) Rachel Carson, *Chinmoku no haru* (Silent Spring), Shincho Bunko, 1974.
- (9) Kubota Ken'ichi, *Kaihatsu komyunikeshon* (Developmental Communication), Akashi Shoten, 1999.
- (10) Robert R. Ulmer, et al. "Effective Crisis Communication" 3rd Edition, SAGE Publications, 2014.

Course Method

Classes are conducted in lecture and seminar formats. Students are expected to participate actively in mutual question/answer activities and debates. In seminar classes, students will make presentations on reports they have produced individually in English, critique each other's presentations, and engage in discussion in small groups.

Evaluation/Assessment

Active participation in class discussion. Presentation of reports, mutual critique, and response to questions. Capacity to analyze and integrate materials from multiple perspectives. Adaptability to think in step with the development of discussion.

Grading

Participation in discussion: 40%
Report: 60%

Course Schedule

Week 1: Genealogy of media studies

Introduction to the course as a whole. Also, as a precursor to studying the diverse and multidisciplinary field of research on communication, think about how to approach the concept of “media” (modes of information transmission) itself using tools such as McLuhan’s theory on media.

Week 2: Mass media and the world information order

Consider issues of freedom of the press and international relations by exploring the discussion of the New World Information and Communication Order in UNESCO in the 1970s, the CNN Effect, and the rise of alternative media.

Week 3: New media and communication

Analyze new paradigms of communication with the emergence of the internet and social media, and consider their impact on international communication, consensus-building, and social change.

Week 4: Non-verbal communication and international understanding

Gain an overview of the various modes of communication using means other than language, and consider their applications to international communication. Examine Japan’s soft power as seen in cultural media such as films, manga, animation, and Japanese cuisine.

Week 5: Multilingual communication

Through various documents and experiences of UNESCO and the Council of Europe, learn how acquiring proficiency in multiple foreign languages and respect for minority languages elevates one’s understanding of other cultures and ability to think from multiple standpoints, and may be an important foundation for international coexistence.

Week 6: Inter-organizational communication

Explore a variety of models of communication to achieve effective transmission of ideas and building of consensus in the global community, which is intermediated by a diverse range of actors including governments, international organizations, private companies, NGOs, and individuals.

Week 7: International negotiation

Explore models of communication in international negotiation to build consensus in regard to various problems requiring the coordination of conflicting interests. Use case studies across a variety of types such as bilateral and multiparty, power relations, and nature of the problem at hand.

Week 8: International dissemination of information

Use various case types to study models of and communicative techniques in global publicity and advertising, cultural presentation, and other forms of international dissemination.

Week 9: Developmental and environmental communication

Think about the role of communication in addressing important international issues, using case studies in development assistance and global environmental problems.

Week 10: Risk management communication

Use case studies to learn how governments and companies respond when confronted with a variety of risks, and especially the theories and realities in situations demanding international communication.

Week 11: Presentations

Individual presentations on case studies chosen by students, Q&A, and debate.

Week 12: Presentations**Week 13: Presentations****Week 14: Presentations****Week 15: Presentations****Preparation and Follow-up**

Before class, review the content of courses already completed, and prepare by means such as reading the reference materials. After class, based on the lecture content and discussion, and in line with your own interests,

do more research and consideration including of the reference materials, and prepare a report for your presentation.