## International Communications

**Lecturer:** Elisabeth Adyiningtyas Satya Dewi, Ph.D

**Description**
This course describes the nature and characteristics of communication in international relations along with the role of mass media in shaping public opinion. This course discusses how to analyzes the media regarding to the propaganda, campaigns, and public relations and also analyzes how information technology affects international communication and how it impacts to the global economy. At the end of this course, students are expected to understand the nature of communication and communication tools in international relations, and how these tools affect foreign policy, global economy, and hyper globalization. Students are expected to devise proposals of public relations campaigns.

**Pre-requisite:** None

### 1st Meeting

**Topics:**
"The basic concept and understanding of Communication and International Communication"
- Theory & Definitions of Communications
- Theory of Meaning and Action
- Communication and Power
- International Communication in the World today
- International Communication & International Relations

**Required Readings:**
*(Tubbs and Moss 2001): Chapter 1 & 2*

**Activities:**
*Presentation and discussion*

### 2nd Meeting

**Topics:**
"Theory of International Communications"
- Modernization Theory
- Dependency Theory
- Structural Theory
- World Systems Theory
- Theory of Hegemony
- Information-Society Theory

**Required Readings:**
*(Tehrania 1999): Chapter 3*

**Activities:**
*Presentation and discussion*
<table>
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<tr>
<th><strong>Meeting</strong></th>
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| **3rd Meeting** | "Mass Communication"  
- Concepts and Definitions  
- Theory of Mass Media  
- Function of Mass Media for Society  
- The media: TV, Radio, Newspapers, Magazines  
| **4th Meeting** | "Journalism in the Mass Media"  
- Principles of Journalism  
- The Difference between News and Feature  
- News and Feature  
- Development of Citizen Journalism  
| **5th Meeting** | "Campaign"  
- Persuasion Theory and Social Change  
- Theory & Propaganda Campaign  
- Context  
| **6th Meeting** | "Public Opinion"  
- The nature of public opinion  
- Public Communication and Public Opinion  
- Mass Media and Public Opinion  
- Campaign and Propaganda in manipulating Dynamics of Public Opinion  
- Domestic and International Public Opinion | | |
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<tr>
<td>7th</td>
<td>&quot;The coverage of International &amp; Foreign Policy&quot;&lt;br&gt;• CNN Effect&lt;br&gt;• The influence of the mass media in policy&lt;br&gt;• Mass media and global issues&lt;br&gt;• The intersection media agenda, public agenda and the policy agenda&lt;br&gt;• World opinion and foreign policy</td>
<td>(Arifin 2010): Chapter 3 – 5, (Shoelhi 2012): Chapter 7 &amp; 8</td>
<td>Presentation and discussion</td>
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<td>8th</td>
<td>&quot;Mass Media and Foreign Policy&quot;&lt;br&gt;• Breaking the authoritarianistics in decision making&lt;br&gt;• Abandonment of Diplomat &amp; Experts: contributing citizens&lt;br&gt;• Facilitate diplomatic manipulation;&lt;br&gt;• The creation of high expectations&lt;br&gt;• The tendency of the involvement of citizens-Instant assessment</td>
<td>(Howard 2006): Chapter 2 &amp; 3, (Ammon 2001): Chapter 1 &amp; 2</td>
<td>Presentation and discussion</td>
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<td>9th</td>
<td>&quot;War Propaganda&quot;&lt;br&gt;• Media before the war&lt;br&gt;• Mass Media and Total War&lt;br&gt;• Media and War Limited&lt;br&gt;• Propaganda and campaign as a &quot;spearhead&quot; War&lt;br&gt;• Mass Media and Terrorism</td>
<td>(Carruthers 1998): Chapter 1 – 4, (Rampton and Stauber 2003): Chapter 2 – 6</td>
<td>Presentation and discussion</td>
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<td>10th</td>
<td>&quot;Mass Media and Public Relations: Domestic and International&quot;&lt;br&gt;• The principle of public relations&lt;br&gt;• The function of public relations</td>
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• Function of embassies  
• The techniques of community relations  
• The techniques of community and institutional relations for the embassy

Required Readings:
(Wasesa dan Macnamara 2006): Chapter 1,2,11, (Tehrania 1999): chapter 3,4,6

Activities:  
*Presentation and discussion*

| 11th Meeting | Topics:  
"The revolution of information technology in connection with cross-border communication”  
• New media and its derivatives in linking cross-border communication  
• New media led to global issues into local issues and vice versa. New media reinforce the strategic groups in overseeing injustice, human rights, etc  

Required Readings:  
(Castells 1999): Chapter 1 – 4

Activities:  
*Presentation and discussion* |
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| 12th Meeting | Topics:  
"Intercultural Communication and Hyper Globalization"  
• Economic globalization and consumer culture  
• Capitalism and popular culture  
• Image and imagology  
• The media and the new realities of culture  
• Synchronization culture versus culture pollination  

Required Readings:  
(Piliang 2011): Chapter 13, Part III and IV

Activities:  
*Presentation and discussion* |
|---|---|

| 13th Meeting | Topics: -  
Required Readings: -  
Activities: - |
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| 14th Meeting | Topics: -  
Required Readings: -  
Activities: - |
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References:  

**Evaluation Criteria**:

1. Mid-term Exam : 30 %
2. Final-term Exam : 40 %
3. Other Assessment : 30 %