Cultural Diversity and Global Communication Trends

ULMS084  5 credit module (equivalent to 2.5 ECTS)

1. Module Leader

Dr Giulia Sirigu

Biography. Dr Giulia Sirigu has multi-year teaching experience started in 2010 and has been involved in teaching undergraduate and postgraduate students in International Business, Globalisation, International Development, International Relations and Global Political Economy in both the United Kingdom and Mexico. Expert in international communication and international campaigns, she has a PhD in International Relations from the University of Manchester. Furthermore, she holds a MA in International and Diplomatic Studies and a BA in International Communication. She also works as a manager of the Italian Chamber of Commerce and Industry for the North West and as a consultant in international campaigns and projects. Her other research interests include processes of Globalisation in Latin America, New and Social Media Communication, Foreign Policy and Global Governance.

2. Module Description

This module aims to enable students to understand the emerging global communication trends and introduce them to the most recent globalisation processes. This module will enable students to critically analyse the process of global communication and the key concepts concerning cultural diversities in our societies with a focus on different perspectives on business organisations, international organisations and international campaigns.

3. Module Aims

This module aims to:

- To develop confidence in understanding and communicating complex ideas.
- To develop skills in research, collaborative learning and producing and delivering presentations.
- To introduce students to the concepts of global communication trends and develop an understanding of the differences among cultural diversities in our societies in the light of new global dynamics in different contexts.

4. Content

The following topics will be considered on the module:

- History of global communication trends
- Cultural Diversity and World Communication
- International Trade and Business and Impact on Communication
- Communication Trends and Impact on Mass Media
- Impact of Mass and Social Media on Communication trends

5. Module structure

The module will be delivered over a three-week period in six two hour sessions (four hours per week, total 12 hours contact time). The final block will be an assessment session.

Each session will consist of short lecture style sessions interspersed with practical activities and group discussions. The teacher will demonstrate the approaches used in
teaching International Communication in relation to different cultural contexts. Students will have a number of opportunities to put what they are learning into practice with their classmates. Students will be expected to participate fully and actively throughout the sessions.

In addition, it is expected that students will spend 38 study hours outside of the classroom contact hours on activities including assigned reading, optional reading of areas of personal interest, homework tasks, web research and preparation for assessment. The ‘flipped classroom’ approach will be used, requiring students to prepare in advance for the sessions, and so students should be aware that in order to fully benefit from the face-to-face classroom sessions, they will need to have done the preparation work assigned beforehand.

6. Teaching methods

The teaching approach will include the following:

- Taught sessions
- Flipped classroom – preparation work
- Small group working
- Group discussions
- Presentations
- Online learning
- Use of multimedia and interactive materials
- Use of case studies
- Workshops

7. Assessment:

Assessment will be by:

- Group presentation (worth 25% of the overall mark)
- Written essay/reflection of 750-850 words (worth 75% of the overall mark)

Standard University policies apply with regard to late submission of assessments. There is no re-assessment opportunity.

8. Course structure:

The course will be practical in nature, with the sessions highly focused on giving the students as much practical experience as possible, and encouraging them to put theory into practice throughout.

The Indicative schedule is as follows:

**Session One:**
*Global Communication Trends: a hint of history*

The course will begin with some general information about the module, including the aims and assessment. Then it will move to an overview of historical events related to global communication and different types of strategic communication. The students will be introduced to concepts and processes as Flow of Information and Information Technology. Student activity: a case study will be analysed during the seminar.

**Session Two:**
*Cultural Diversity and World Communication*

This session will introduce students to the essence of cross-cultural communication and the socio-cultural challenge represented by it. The seminar will present the importance of understanding the economic, cultural and political cultural environment in order to
manage cross-cultural teams, challenges in the light of the international development. Students will have the opportunity to practise reflecting in group on the multimedia materials provided.

**Session Three:**
*International Trade and Business and Impact on Communication*
The students will be also introduced to the key international institutions related to international trade and business. Students will learn how a strategic communication process is composed and how it changes in an intercultural communication context. This session will also introduce them to how the technology and innovation can enhance the impact of business on communication, teaching them how to use a range of communication tools. Students will have the opportunity to practice how to elaborate a social media analysis.

**Session Four:**
*Communication Trends and Impact on Mass Media*
In this session the focus on the Information technology, learning how to differentiate between: Electronic, Web based Media, Blogs and E-Societies. Students will then learn how communication trend can impact the cinema industry and different types of movies. Starting from the differentiation in class between the American influence on Hollywood and the differences in the world cinema, students will have the possibility to develop a case study analysis.

**Session Five:**
*Impact of Mass and Social Media on Communication trends*
In this session students will learn how mass and social media can impact the global communication trends. Students will be introduced to different types of communication and mass and social media. Then they will learn how to plan a communication campaign. In this session they will also look at global communication video developing a social media activity based on contemporary empirical examples.

**Session Six:**
*Group Presentation of case studies*
In this final session the students will give a short presentation about a communication campaign of their choice, analysing it according to the elements and concepts studied during the course.

9. **Learning outcomes**

On completion of this module, students will be able to:

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<thead>
<tr>
<th>Learning outcome</th>
<th>Assessment component which assesses this learning outcome</th>
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<tbody>
<tr>
<td>Students will be able to develop confidence in understanding and communicating complex ideas in written and spoken language.</td>
<td>Written essay/reflection Group presentation</td>
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<tr>
<td>Students will be able to research a topic and work collaboratively to produce a presentation and deliver it</td>
<td>Group presentation</td>
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<tr>
<td>Students will possess an introductory understanding of the process of global communication and the key concepts concerning cultural diversities in our societies, including the impact of mass communication in the determination of an</td>
<td>Written essay/reflection Group presentation</td>
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</table>
ever-changing global environment.

10. Skills

Key skills that will be developed:

<table>
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<tr>
<th>Skill</th>
<th>How this skill is developed</th>
<th>Mode of assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teamwork</td>
<td>Group discussions, activities and tasks in class</td>
<td>Group presentation</td>
</tr>
<tr>
<td>Communication skills</td>
<td>Orally in class discussions, activities and debate in class; written communication skills via completion of written assessment</td>
<td>Written essay/reflection</td>
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11. Books, ebooks and websites:

The University Website at [www.liv.ac.uk/library](http://www.liv.ac.uk/library) provides access to many relevant books and electronic books, as well as academic journals and databases.

**Recommended Pre-Course Reading**

Doug Newsom  (2007), *Bridging the Gaps in Global Communication*, Blackwell Publishing


These books are excellent introductions to the application and study of global marketing strategies , but it is not necessary or required to read all of them. We would recommend choosing and reading one, or at least dipping into the chapters of particular interest to you.

We may also assign readings from these books as preparatory work during the course.

If you are not familiar with the concepts related to global communication and cross-cultural diversity, it would be advisable to also buy or borrow a good handbook of reference.

An example can be:


**Core Texts**


Useful Websites
International Journal of Communication www.ijoc.org
Diversity Resources http://www.diversityresources.com
Global Alliance http://www.globalalliancepr.org
Twitter www.twitter.com
Facebook www.facebook.com
Instagram www.instagram.com
Linkedin www.linkedin.com
Statistics UK www.statistics.gov.uk
The Economist www.economist.com
Global Edge http://globaledge.msu.edu/ibrd/ibrd.aspwww.fco.gov.uk
Offstats http://www.library.auckland.ac.nz/subjects/stats/offstats/www.scholar.com