

Tutorial Letter 101/3/2018

International Communication COM3705

Semesters 1 & 2

Department of Communication Science

IMPORTANT INFORMATION

Please register on myUnisa, activate your myLife e-mail addresses and make sure that you have regular access to the myUnisa module website, MODULE CODE-2018-S1/S2, as well as your group website.

Note: This is an online module and therefore it is available on myUnisa. However, in order to support you in your learning process, you will also receive some study material in printed format.

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1 INTRODUCTION

Dear Student

Warm greetings to you.

Welcome to COM3705 International Communication. In this module, we explore how information and communication technology (ICT) can link individuals; organisations or institutions; companies or businesses, such as media conglomerates; groups; governments and other global communication players located in different parts of the world.

In this module we pay attention not only to phenomena such as globalisation; the information society, the international flow of people and migration patterns; global news flow; international marketing and business strategies; as well as global news agencies, but we also look more specifically at the role that technology and communication media play in these phenomena and processes.

International communication is a dynamic and multi-disciplinary subject, combining knowledge of international relations, political science, media studies, organisational communication, sociology and psychology. This very aspect of it being dynamic and multi-disciplinary also means that the study of international communication is interconnected and intertwined – which makes it seem as though it were a difficult subject.

Due to this inter-disciplinary approach, the content of this module is closely related to other second and third-level modules in Communication Science. While the modules in Media Studies focus on media theory and the media in South Africa, this module emphasises the international environment. The position and role of the media in most countries, both in the centre and on the periphery, are closely interwoven, which makes it essential to understand global media dynamics. Not only in reference to traditional media, but also inclusive of the new media environment and media and communication networks that arise. At present, ICT plays an important role in the development of globalisation, while the processes associated with globalisation brought about new forms of contact and interaction among nations, groups and individuals of different cultures.

We sincerely hope that you will enjoy the syllabus of this module and that you will add value via your interaction with us and your fellow-students via the various online platforms available. You can learn more by sharing ideas and assisting each other. You are also welcome, if you feel unfamiliar with online study methods and content, to use alternative ways of contacting us, should you experience difficulties accessing your study material. Please take note that COM3705 is a completely online module. In this online environment, we are moving away from study units to learning units, which puts more emphasis on you as a student to play a more prominent role in your learning activities, as opposed to the old learning environment in which the lecturers played a direct teaching role. It is the responsibility of students to familiarise themselves with the expectations of the module, as indicated in this Tutorial Letter 101, referencing as detailed in Tutorial Letter 301, as well as to keep up with deadlines and to submit all assignments online and on time.

We wish you success on your journey!

Because this is a fully online module, you need to use *myUnisa* to study and complete the learning activities for this course.

You also need to visit the websites for COM3705 on *myUnisa* frequently.

The website pertaining to your module is:

Semester 1: <https://my.unisa.ac.za/portal/site/COM3705-16-S1>

Semester 2: <https://my.unisa.ac.za/portal/site/COM3705-16-S2>

1.1 Getting started

Owing to the nature of this module, you can read about the module and find your study material online. Go to the website at <https://my.unisa.ac.za> and log in using your student number and password. You will see [COM3705 site-18-S1/S2] in the row of modules displayed in the orange blocks at the top of the webpage. Select the **More** tab if you cannot find the module you require in the orange blocks. Then click on the module you want to open <https://my.unisa.ac.za/portal/site/COM3705-16-S1>

In addition, you will receive this tutorial letter and a printed copy of the online study material for your module. While the printed material may appear different from the online study material, it is the same, as it has been copied from the *myUnisa* website.

We wish you much success in your studies!

2 OVERVIEW OF COM3705

2.1 Purpose

Students who successfully complete this module will be able to do the following:

- Acquire a thorough understanding, knowledge and practical research skills with regard to the information society explored in this module, including its definition, history, indices of measurement, information-rich and information-poor societies (the digital divide), as well as ethical issues impeding the realisation of the information society in various areas of the globe.
- Acquire advanced knowledge; critical skills; people skills and applied competence in analysing theories and discourses related to international communication that will facilitate meaningful participation in relevant debates; events; discourses; informed input into relevant decision-making; continued personal intellectual growth; gainful economic activity; and valuable contributions to the development of people and society.
- Determine or demarcate and explore the intricacies of various communication mediums and systems in the world; the role of global media information and ICT (new and social media) in globalisation; international communication; and the international flow of information.

- Demonstrate knowledge of dominant theories in international communication in a historical perspective (past, present and future), as well as congruent practical skills of applying these theories to explain international events and policy directions in the realms of international communication.
- Knowledge of international communication media, such as television, the internet, radio and film – in terms of how these media transmit international communication messages and the patterns of flow.
- Impart knowledge and business skills on the role and importance of international marketing in international communication and business transactions.
- Explore personal, business and social relations being formed on social networks and clarifying differences between connected and unconnected societies.
- Gain substantial knowledge and the application of that knowledge in real life regarding important transnational issues in international communication, including migration; intercultural communication; adapting to new countries; and mastering cultural shock, diplomacy and tourism in a world characterised by countries where different languages are spoken and inhabited by people from different countries.

The module is delivered via *myUnisa*, the internet, peer group interaction, as well as community engagement in some of the activities. The lecturers are available to interact with students on *myUnisa* and via e-mail.

2.2 Outcomes

The following are the outcomes that we hope you will be able to accomplish by the end of the module:

The module outcomes can also be seen in **Figure 1 in the online module information (these are the same as the bulleted ones in this tutorial letter)**. For this module, there are a few learning outcomes that we hope you will be able to accomplish by the end of the course. These are:

- **Specific outcome 1**

Position yourself within the complex environment of international communication being able to define and explicate the meaning, theory and measurement tools of an information society, while being aware of any barriers to such a society, as well as the structural challenges encountered by such societies – such as the digital divide.

- **Specific outcome 2**

Have a good understanding of, and demonstrate our understanding of theories that are dominant in international communication in an historical perspective (past, present and future); and the theory that drives the thinking of many international communication scholars and analysts. This unit also provides you with platforms and practical ways that enable you become part of the debates and discussions currently taking place in the field of international communication – so that you are part of the diaspora.

- **Specific outcome 3**

Explore the historical development and functions of, as well as changes in international communication media, such as television, radio, the internet and film.

- **Specific outcome 4**

Illuminate how information, such as news and entertainment, flows across national borders via technology; and clarify ownership and control issues, as well as production and distribution factors that characterise the international flow of news.

- **Specific outcome 5**

Explain the nature and role of marketing in international communication and differentiate between national and global marketing campaigns and environments.

- **Specific outcome 6**

Explore and understand the role of an individual, business and other institutions in social networks. The unit also explores the question as to why there are connected and disconnected communities in the world and what our role as citizens entails in changing disconnected to connected societies, via international communication linkages and interaction.

- **Specific outcome 7**

To elucidate the relevance and importance of transnational issues, such as migration, diplomacy and tourism in the field of international communication, as well as exploring the role played by technology in these issues.

- **Specific outcome 8**

Keying in and completing the assignment on international news flow, as well as completing the **FINAL PROJECT** that you will have to submit as part of your **assessment** to see whether you have understood the contents of this module.

3 LECTURER(S) AND CONTACT DETAILS

3.1 Lecturer(s)

The primary lecturers for this module are:

Dr RF Mukhudwana

Tel 012 429 4379

E-mail mukhurf@unisa.ac.za



Figure 1: Dr Rofhiwa Mukhudwana

Mr TM Thatelo
 Tel 012 429 6661
 E-mail thatemt@unisa.ac.za



Figure 2: Mr Thomas Thatelo

Mr Simphiwe Rens
 E-mail rensse@unisa.ac.za

Mr Percy Mabisela
 E-mail mabizpp@unisa.ac.za

- **Personal visits**

You are welcome to visit us if you experience any problems with this module. Lecturers are usually available in their offices from Monday to Friday between 09:00 and 15:00. **You should, however, make an appointment in advance.** If you make an appointment, you can be sure that the lecturer concerned will be available when you visit. Please make sure that you arrive on time for your appointment or telephone us to let us know if you are going to be late or have to postpone the appointment. Should you not be able to get hold of the module coordinator telephonically, you are welcome to contact one of the departmental secretaries, who will make an appointment on your behalf or take a message.

You may contact your lecturers by post, e-mail, telephone or on *myUnisa*.

3.2 Department

You can contact the Department of Communication Science as follows:

You can also contact the department by post, telephone or e-mail. Postal enquiries should, however, be directed to the module coordinator as indicated in this tutorial letter.

Please address all written enquiries about this module to:

The Module Coordinator (COM3705)
Department of Communication Science
PO Box 392
UNISA
0003

When you write to the department, please provide the subject name (Communication Science), the module code (COM3705), your name, title, student number, postal address, telephone number and e-mail address (if you have one) clearly at the top of each letter.

- **By telephone**

You may also contact the module coordinator or any of the other lecturers involved with this module by telephoning one of our secretaries at the following numbers:

 Ms A Vermeulen 012 429 6016

- **By e-mail**

You can also reach us at the following e-mail address: vermea@unisa.ac.za

3.3 University

To contact the University follow the instructions in the brochure **Study @ Unisa**. Remember to have your student number available whenever you contact the University.

Whenever you write to a lecturer, please include your student number to enable the lecturer to help you more effectively.

4 RESOURCES

4.1 Joining myUnisa

If you have access to a computer that is linked to the internet, you can quickly access resources and information at the University. The myUnisa learning management system is the University's online campus that will help you communicate with your lecturers, with other students and with the administrative departments at Unisa – all through the computer and the internet.

You can start at the main Unisa website at <http://www.unisa.ac.za> and then click on the myUnisa orange block. This will take you to the myUnisa website. To go to the myUnisa website directly, go to <https://my.unisa.ac.za>. Click on the **Claim UNISA Login** on the right-hand side of the screen on the myUnisa website. You will then be prompted to give your student number in order to claim your initial myUnisa details as well as your myLife e-mail login details.

For more information on myUnisa, consult the brochure **Study @ Unisa**, which you received with your study material.

4.2 Other resources – printed support material

Because we want you to be successful in this online module, we also provide you with some of the study material in printed format. This will allow you to read the study material even if you are not online.

The printed study material will be sent to you at the beginning of the semester, but you do not have to wait for it before you start studying – you can go online as soon as you have registered and find all your study material there. The material we will send you is an **offline** copy of the formal content for the online module. Having an offline copy will enable you to study for this module **WITHOUT** having to use the internet or to go to an internet café. It will save you time and money, and you will be able to read and re-read the material and start doing the activities.

It is very important that you log in to myUnisa regularly. We recommend that you log in at least once a week or every 10 days to do the following:

- **Check for new announcements.** You can also set your myLife e-mail account to receive the announcement e-mails on your cellphone.
- **Do the Discussion Forum activities.** When you do the activities for each unit, we want you to share your answers with the other people in your group. You can read the instructions and even prepare your answers offline, but you will need to go online to post your messages.
- **Do other online activities.** For some of the unit activities you will need to post something on the **Blog**, take a quiz or complete a survey under the **Self-Assessment** tool. Do not skip these activities because they will help you complete the assignments and the activities for the module.

We hope that by giving you extra ways to study the material and practise all of the activities, this system will help you succeed in the online module. To get the most out of the online course you **MUST** go online regularly to complete the activities and assignments on time.

Remember, the printed support material is back-up material for everything that is found online on myUnisa. It does not contain any extra information. **In other words, do NOT wait for the printed support material to arrive before you start studying.**

4.3 Library services and resource information

For brief information, go to www.unisa.ac.za/brochures/studies

For detailed information, go to <http://www.unisa.ac.za/library>. For research support and services of personal librarians, click on "Research support".

The Library has compiled numerous library guides:

- finding recommended reading in the print collection and e-reserves – <http://libguides.unisa.ac.za/request/undergrad>
- requesting material – <http://libguides.unisa.ac.za/request/request>
- postgraduate information services – <http://libguides.unisa.ac.za/request/postgrad>
- finding, obtaining and using library resources and tools to assist in research – http://libguides.unisa.ac.za/Research_Skills
- contacting the Library/finding us on social media/frequently asked questions – <http://libguides.unisa.ac.za/ask>

5 HOW TO STUDY ONLINE

5.1 What does it mean to study fully online?

Studying fully online modules differs completely from studying some of your other modules at Unisa.

- ***All your study material and learning activities for online modules are designed to be delivered online on myUnisa.*** Although we give you a printed copy to support your studies, the module is designed to be delivered online.
- ***All of your assignments must be submitted online.*** This means that you do all your activities and submit all your assignments on myUnisa. In other words, you may **NOT** post your assignments to Unisa using the South African Post Office. [This will depend on the module]
- ***All of the communication between you and the University happens online.*** Lecturers will communicate to you by e-mail, and using the **Announcements**, the **Discussion Forums** and the **Questions and Answers** tools. You can also use all of these ways to ask questions and contact your lecturers.

5.2 The myUnisa tools you will use

All of the information about myUnisa tools is located under **Unit 0** on the myUnisa website for this module. However, we thought it was important to highlight the tools that will be used for your formal assignments.

In this module, there are three different types of assessment using different myUnisa tools:

- **Discussions:** This is the place where the online discussion forums take place and where you can share your ideas and insights with other students in your group. For many activities, the discussion forums are also used, and there are five activities that will count as assignments for this module. For these assignments to be submitted the teaching assistant (TA) for the site needs to create a forum with a topic, for example **Assignment 01** under **Discussions**. When you click on **Discussions**, you should find the topic **Assignment 01: Language Diversity**.

Here you click on **Reply** and a message box is displayed in which you will do your assignment. Scroll down to **Publish** to finalise/submit the assignment. Never create a new topic by yourself unless the TA requests you to do so. For the activities that need to be done under **Discussions**, the TA will create a forum called **Unit 1** and then a topic for the activity. Again, do the activity as a reply under the topic created by the TA and not as a separate topic.

- **Assignments:** The assignments that are not done under **Discussions** are called written assignments. You have to type these assignments in a Word document and submit them online in the same way as you will submit all the other assignments online. The assignments will be routed to your TA who will mark them. Depending on the assignment, you may be asked to fill in a form or type a document. These typed assignments must be submitted as Word documents using the online **Assignments** tool on myUnisa. The instructions for submitting these assignments are given under **Unit 0**.

Under **Discussions**, several other discussion forums are available where you can share ideas and post your opinions online. We have also provided the **Social Indaba** where you can socialise with the other students in the course. (In several African languages, an indaba is a place where people gather to interact socially.)

You may also ask questions using the **Questions and Answers** tool. If your question is of general importance, your TA may publish it for the whole group to see.

6 ASSESSMENT

6.1 Assessment plan

We have given you a breakdown of the formal portfolio activities and assignments as they become due during the semester:

FINAL MARK COMPOSITION

SEMESTER 1

COMPONENT	PERCENTAGE
Year-mark (Assignments 1 & 2)	49
Non-venue examination FINAL PROJECT	51
Venue examination	00

ASSIGNMENT INFORMATION

SEMESTER 1

Assignment 01	
Written format	
Unique number	741616
Due date	5 April 2018
Individual assignment	
Normal weight of assignment	30% of the year-mark

Assignment 02

Written format

Unique number

893589

Due date

26 April 2018

Individual assignment

Normal weight of assignment

20% of the year-mark

Assignment 03

Written format

Unique number

641181

Due date

25 May 2018

Final portfolio or project

The weight constitutes 50% of the final mark

6.2 Year mark and final examination/portfolio

Your year mark for this module is as follows:

- weighting of the course: **year mark and examination/portfolio**

You will not write an examination for this module for the following reasons:

- Your final assessment task is called a portfolio and it is the focal point of this course.

SEMESTER 1

ASSIGNMENT 1

QUESTION 1

[40]

SOCIAL NETWORKS, POLITICAL GLOBALISATION AND CONNECTIONS, THE NETWORK SOCIETY AND DIGITAL DIVIDE

Using Learning Unit 6 and the article, "*Will the revolution be tweeted? A conceptual framework for understanding the social media and the Arab spring as a point of reference*", write an essay in which you explain the relevance of social media networks in shaping political debates. Your case study is the #TheAfricaTheMediaNeverShowsYou social movement by Africans within and beyond the continent, and its perceived role in shaping political debates about the portrayal of the African continent in global media.

Read this article for more insight:

<http://www.borgenmagazine.com/what-is-theafricathemedianevershowsyou/>

Other helpful links:

<https://twitter.com/hashtag/theafricathemedianevershowsyou?lang=en>

<https://www.theguardian.com/global-development-professionals-network/2015/jun/30/the-africa-the-media-never-shows-you-in-pictures>

Guidelines:

Your essay should include the following:

- An introduction in which you briefly define social media networks, grant the scope of discussion, and advance a thesis statement about the purpose of your essay.
- An explanation of the concepts “network society” and “global connectivity”, taking into account the key figures contributing to our understanding of the concepts and what their key ideas about the concept entail. Take care to point out overlapping and contrasting viewpoints where possible.
- Discuss whether SNSs created the #TheAfricaTheMediaNeverShowsYou movements or merely facilitated it. Your discussion here should take cognisance of the theory of technological determinism.
- Continuing your focus on the #TheAfricaTheMediaNeverShowsYou case study, grant an explication of the role of SNSs in global activism.
- Does social media render the international society truly connected? Is it relevant only on a national scale? Is it inclusive or does it contributes to division in society? In other words, based on your case study and the theories you have discussed above, explicate whether the “..... revolution [will] be tweeted”
- A conclusion in which you revisit your thesis statement and provide an informed summary of the key points that emerged from your essay and how these are linked to your thesis statement.

QUESTION 2**[20]**

- 1 What is an information society? Write a paragraph in which you argue or advocate for or against the existence on an information society. (10)
- 2 Frank Webster (1995 or later edition) suggests that an information society is characterized by five societal changes. Discuss these changes and provide one example of each. (10)

QUESTION 3**[30]**

A South African family clothing retail giant, *O’Peso* has established long term goal of expanding and establishing its footprint to the Caribbean Islands of Barbados, Bahamas, Jamaica, Trinidad and Tobacco.

As an international business consultant, you have been approached by *O’Peso* to assist the company about the significance and processes (five stages) involved in the expansion of the company from the local to the international markets using theoretical framework of the Uppsala Model.

Guidelines on how to answer this question

In this assignment activity, you are expected to do the following:

1 The Nature of the Uppsala Model

Provide theoretical definitions of the Uppsala Model, the nature of the Uppsala Model: Who are the seminal (who conceptualised) of the Uppsala model? What is the definition of the Uppsala model? What are the underlying theoretical assumptions of the model in question? (5)

For each step of the Uppsala Model: Provide a descriptive name for the specific step

Provide underlying theoretical assumptions of the first step of the Uppsala model and apply to the given case scenario.

(Please note: the tutorial letter COM3705/501/2018 has provided you with a brief description of the first step. As such, you are expected to provide a lengthy theoretical discussion as well as the hypothetical application thereof to demonstrate your understanding (in one or two paragraphs). That means, you need to do a bit of research and please in-text reference your work). (5 x 5= 25)

The following video links provide you with an overview and critical discussions around issues of international business activities (and/or globalisation) and the Uppsala Model.

<https://www.youtube.com/watch?v=KFoVbMJDQ44>

<https://www.youtube.com/watch?v=c-KKy-03O5A>

<https://www.youtube.com/watch?v=Bb43b4YWuZU>

<https://www.youtube.com/watch?v=IMdhfBQUhtI>

<https://www.youtube.com/watch?v=wnOj3hP4hIE>

<https://www.youtube.com/watch?v=MjfRSMkRoSk>

<https://www.youtube.com/watch?v=N6rT-Up9ZIY>

<https://www.youtube.com/watch?v=nT7ATwmX1rU>

TECHNICAL PRESENTATION

[10]

ASSIGNMENT 2

MULTIPLE-CHOICE QUESTIONS

Q1 With 3000 outlets in 15 countries across the African continent, employing over 143 000 people, the *FamilyMart* continues to seize new opportunities for growth and even greater success in years to come.

The above expansion of *FamilyMart* best describe which of the following related concepts of international marketing?

- (1) Domestic marketing
- (2) International relations
- (3) International business
- (4) Global marketing

Q2 A South Korean tire manufacturing company, *Napsang* intends to open a new manufacturing plant in Ghana, West Africa, to take advantage of the robust economic growth.

Which of the following step best describe steps of the Uppsala Model theoretical framework?

- (1) Firstly, the organisation focuses on international markets.
- (2) Secondly, the organisation establishes sales subsidiaries abroad.
- (3) Thirdly, the organisation export goods and services through its established sales subsidiary abroad.
- (4) Lastly, the organisation opens a foreign production and manufacturing plant in the established foreign market.

Q3 Which of the following makes assumptions (propositions) of the Dunning Eclectic Theory?

- (a) Fragmentation advantage of the international market.
- (b) Ownership advantage of the international market.
- (c) Location advantage of the international market.
- (d) Internationalisation advantage of the international market.
- (e) Domestic advantage of the international market.

- (1) (a) (b) (c)
- (2) (b) (c) (d)
- (3) (c) (d) (e)
- (4) (a) (b) (e)

Q4 In the *2017 Annual Summit of Doing Business in Southern Africa*, multinational companies pledge U.S \$ 50 billion towards the constructions of roads, rail networks, telecommunication and water connectivity within the Southern African region (Angola, Botswana, Zambia, Zimbabwe, Malawi and Mozambique). This fund is intended at improving conditions of doing business in the Southern African region.

In light of the above, the US \$ 50 billion investment seeks to address which of the following uncontrollable environmental factors of international marketing?

- (1) Culture
- (2) Language
- (3) Political system
- (4) Infrastructure

Q5 A South African telecommunication giant, *Tlhaeletsanyo Telecoms* was fined billions of American dollars for not complying with the Nigerian government.

The above telecommunication fine best describe which of the following uncontrollable environmental factor of international marketing?

- (1) Culture
- (2) Language
- (3) Legal system
- (4) Political system

Q6 All South African consumer products exported to different parts of the sub-Saharan African are required by international trade to be written in both English, French, Arabic and Swahili.

The above requirement best describe which aspect of product dimension within the context of international marketing?

- (1) Core products dimension
- (2) Packaging dimension
- (3) Auxiliary dimension
- (4) Promotional dimension

Q7 Which theory suggests that news flows from the centre to the periphery countries of the world?

- (1) World Systems Theory
- (2) Structural Theory of Imperialism
- (3) Media Imperialism
- (4) Communication Imperialism

Q8 According to, hegemony is a political power that feeds not only from authority and armed forces (military, police etc), but also from intellectual and moral leaders who strongly affect how people think.

- (1) Manuel Castells
- (2) Antonio Gramsci
- (3) Sigmund Freud
- (4) Stuart Hall

Q9 Many highly skilled South Africans professionals in the early 1990's left the country in numbers for Australia, United Kingdom, New Zealand and North America. As such, the country had shortage of doctors, engineers and accountants.

The foregoing South African experience, best describe which problem of migration?

- (1) Xenophobia
- (2) Brain gain
- (3) Brain drain
- (4) International network

Q10 The Japanese government has entered a long standing agreement with the several governments around the world such as Australia, Britain, Canada, Jamaica, New Zealand, South Africa and United States of America (USA) to invite fresh university graduates to teach English language at the Japanese public schools.

The foregoing Japanese government initiative best describe which type of diplomacy?

- (1) Media diplomacy
- (2) Formal diplomacy
- (3) Secret diplomacy
- (4) Cultural diplomacy

Q11 In the early sixteen hundreds (1600) the first Englishmen to settle permanently in America hoped for some rich discoveries of gold when they established their first permanent settlement in Jamestown, Virginia in 1607. They were sponsored by common stock companies such as the chartered Virginia Company financed by wealthy Englishmen who exaggerated the economic potential of the mineral gold in the new land of North America.

The foregoing early historical development of the Unites States (US) best describes which of the forms of migration?

- (1) Industrial revolution
- (2) Postindustrial period
- (3) Colonialism
- (4) Apartheid

Q12 Which of the following statements represents a correct reflection of current patterns in the international flow of news?

- (a) Most international news reports come from the centre.
- (b) Countries of the periphery are minimally covered in international news.
- (c) Cultural proximity plays an important role in the international flow of news.
- (d) There is little flow of news between countries in the periphery.

- (1) (a) (b) (c) (d)
- (2) (a) (b) (d)
- (3) (c)
- (4) (a) (b)

Q13 “The diffusion of technology and computer hardware is considered as the major characteristic of the information society”.

Which definition of the information society does this quotation represent?

- (1) Economical
- (2) Technological
- (3) Spatial
- (4) Occupational

Q14 South African Press Association (SAPA) is regarded as a

- (a) global agency that plays an important role in the international flow of international news
- (b) wholesaler of international news
- (c) retailer of international news
- (d) national agency of news

- (1) (b) (d)
- (2) (b)
- (3) (c)
- (4) (d)

Q15 Which of the following statements correctly reflects the consequences or impact of current patterns in international news flows?

- (a) International news reports do not lead readers to obtain an in-depth insight into the context and underlying causes of world events.
- (b) International news tend to focus on “negative” and catastrophic events.
- (c) Developing countries receive no coverage in international news.
- (d) Periphery countries are portrayed as symbols of rationalism and places where science prevails over superstition.

- (1) (a) (b) (c) (d)
- (2) (a) (b) (c)
- (3) (b) (c)
- (4) (a) (b) (d)

ASSIGNMENT 3

PORTFOLIO EXAM

QUESTION 1**[30]**

If a tourist faces culture shock while staying at his or her destination, which four phases of culture shock would he or she possibly go through?

- 1.1 Name and discuss these stages. (10)
- 1.2 In addition critically discuss how the tourist can overcome culture shock. (10)
- 1.3 Why do people migrate? State any five reasons of why people migrate from one country to another and provide a real life scenario or example of each reason that you have mentioned. (10)

QUESTION 2**[60]**

You are hypothetically employed at a media corporation (choose which one: CNN, E-TV, SABC, 702, Reuters News Agency, Xinhua News Agency, BBC International, Bloomberg or any other 'news' company you like or wish to be working for.

You have a role as a management executive who has recently graduated in international communication; you are quickly entrusted to develop an informative portfolio detailing the flow of international news in this company. In this portfolio report, advise on selection processes and factors influencing media coverage of specific international news and report on the current global news flow patterns.

SELECT FIVE NEWS ITEMS TO ANALYSE:

Your portfolio report must include description and/or explanations of the following aspects or issues:

- 2.1 Company profile (who owns the company and how does the company report international news). (10)
- 2.2 Discuss patterns of international news flow in the organisation by refereeing to theories describing international flow of news. (10)
- 2.3 Describe how the structural theory of imperialism the position of the country of the selected news company) influence the nature of international coverage in the company. (5)
- 2.4 State how language affects news production and reporting in this company. (5)
- 2.5 Factors influencing international flow of news (News related and none news related). i.e How news flows in and out of this company and mention other aspects you have found as playing a crucial role in how international news is reported in this TV channel or other media. Give examples of those factors from the selected 5 news items analysed. (20)

- 2.6 Outline and give a thorough discussion of the major global news agencies working with this company. In addition, describe the role of global news agencies in this company including the relationship of this company with the global news agencies. (10)

TECHNICAL PRESENTATION

[10]

SEMESTER 2

FINAL MARK COMPOSITION

SEMESTER 2

COMPONENT	PERCENTAGE
Year-mark (Assignments 1 & 2)	49
Non-venue examination FINAL PROJECT	51
Venue examination	00

ASSIGNMENT INFORMATION

SEMESTER 2

Assignment 01

Written format

Unique number

860908

Due date

27 August 2018

Individual assignment

Normal weight of assignment

30% of the year-mark

Assignment 02

Written format

Unique number

740899

Due date

20 September 2018

Individual assignment

Normal weight of assignment

20% of the year-mark

Assignment 03

Written format

Unique number

642323

Due date

22 October 2018

Final portfolio or project

The weight constitutes 50% of the final mark

ASSIGNMENT 1**QUESTION 1****[50]**

Refer to learning unit 4 in attempts to answer the questions that follows:

SELECT AN INTERNATIONAL NEWS ARTICLE of your choice from an online or offline publication. The news story should be about any African country or issue. Attach the news article to the assignment.

ENSURE the story you selected is international and demonstrates any news-related factors influencing global flow of news; as they appear on your study guide.

- 1.1 Discuss five news-related factors (normative, social deviancy; timeliness) that contribute to the global coverage of the news story you selected and give examples from the international news article you selected. (10)
- 1.2 Discuss five non-news related factors that contributed to the coverage of the story you selected give examples from the international news article you selected. (10)
- 1.3 Discuss theories describing the international flow of news. (10)
- 1.4 Discuss how Africa is covered in international news. (10)
- 1.5 Discuss how global news agencies influence the content of international news. (10)

QUESTION 2**[25]**

You work at a local or national media company or conglomerate of your choice. Your employers are concerned about the influence of international flows in your media industry. You have been asked to write an article in which you conduct research on the concept of media imperialism in relation to your industry and publish the article in an academic journal.

Write a publishable article in which you explore the concept of media imperialism. Discuss the positive and negative effects of media imperialism in your country. Limit your examples to one media industry in your country (film, news, television programming, books, music, internet, etc.). Because this is an academic article, it should be theoretically grounded. Conclude your article by debating whether the ideas around media imperialism are still relevant in the current new media environment.

Learning Units 2, 3 and 4 will assist you in formulating this essay. However, you will have to add your own resources from at least four credible academic sources.

Guidelines:

In your discussion, you should consider theoretical concepts discussed in learning units 2, 3 & 4.

Discuss media imperialism in relation to the following theories:

- 2.1 Dependency theory
- 2.2 Cultural Imperialism\
- 2.3 Structural theory of imperialism
- 2.4 World systems theory

QUESTION 3

[15]

Read learning unit 2 (agency, continuity and discontinuity in international communication scholarship and provide a three paragraph conclusion debating whether the system and structure of international communication has changed or remained the same despite the obvious changes in technology.

TECHNICAL PRESENTATION

[10]

ASSIGNMENT 2

MULTIPLE-CHOICE QUESTIONS

Q1 Tshekedi has lived in the Far East country for the past ten years, but cannot speak the language of the host country. He prefers his home country's food, music and never makes friends with the locals. He prefers making friends with his home countrymen.

The foregoing experience of Tshekedi best describes which migration challenge?

- (1) Marginalization
- (2) Separation
- (3) Assimilation
- (4) Integration

Q2 In the late 1700, people started to move from a village to a town in the hope of finding work whilst others moved from one country to another in search of a better way of life in the growing industrial cities. Some had no choice; they were transported as a punishment for a crime.

The above nineteenth century developments particularly in England, best describe which form of migration?

- (1) Apartheid
- (2) Post-Industrialization
- (3) Colonialism
- (4) Industrial Revolution

Q3 United States, Western Europe and Japan are the first countries in the world after the Second World War to transform their economies from manufacturing based economy to a service-based economy. In Europe these transition brought labour from war ravaged Eastern European countries.

The above economic transition best describe which form of migration?

- (1) Colonialism
- (2) Communism
- (3) Apartheid
- (4) Post-Industrial period

Q4 Due to the climate change, the South Pacific island of Tegua in the Pacific Ocean flooded as a result of the rising of the sea level which forced the some one hundred residents to permanently leave the island.

The relocation of the Tegua resident's best described which form of migrations?

- (1) Illegal immigrant
- (2) Migrants intending to take permanent residents
- (3) Temporary workers
- (4) Refugee

Q5 A delegation of diplomats from Botswana met with their counterparts from Namibia and Mozambique to deliberate on the 1 500 kilometers coal rail line that will transport coal from its coal fields to the Walvis Bay in Namibia for exports to the Asian markets.

The foregoing diplomacy, best describe which type of diplomacy?

- (1) Secret diplomacy
- (2) Public diplomacy
- (3) Formal diplomacy
- (4) Media diplomacy

Q6 Many highly skilled South Africans professionals in the early 1990's left the country in numbers for Australia, United Kingdom, New Zealand and North America. As such, the country had shortage of doctors, engineers and accountants.

The foregoing South African experience, best describe which problem of migration?

- (1) Xenophobia
- (2) Brain gain
- (3) Brain drain
- (4) International network

Q7 Which of the following statements represents a correct reflection of current patterns in the international flow of news?

- (a) Most international news reports come from the centre.
- (b) Countries of the periphery are minimally covered in international news.
- (c) Cultural proximity plays an important role in the international flow of news.
- (d) There is little flow of news between countries in the periphery.

- (1) (a) (b) (c) (d)
- (2) (a) (b) (d)
- (3) (c)
- (4) (a) (b)

Q8 The abduction of over 220 girls by Boko Haram in Nigeria received widespread coverage in international news in 2014.

Which of the following news factors provide a plausible explanation for the attention given to this news story by the *South African Media*?

- (a) The position of the country in the world system
- (b) Social deviance
- (c) Normative deviance
- (d) Geographic proximity
- (e) Relevance for elite nations, states and people

- (1) (a)
- (2) (b) (c) (d)
- (3) (d)
- (4) (e) (d)

Q9 In World Systems Theory (WST), the concept of flow is used to describe the flow of information between countries at the same level?

- (1) vertical
- (2) counter
- (3) circular
- (4) horizontal

Q10 Which of the following statements correctly reflects the consequences or impact of current patterns in international news flows?

- (a) International news reports do not lead readers to obtain an in-depth insight into the context and underlying causes of world events.
- (b) International news tend to focus on “negative” and catastrophic events.
- (c) Developing countries receive no coverage in international news.
- (d) Periphery countries are portrayed as symbols of rationalism and places where science prevails over superstition.

- (1) (a) (b) (c) (d)
- (2) (a) (b) (c)
- (3) (b) (c)
- (4) (a) (b) (d)

Q11 The homogeneity of global media products represents which definition of the information society?

- (1) Economical
- (2) Technological
- (3) Spatial
- (4) Cultural

Match the concept/theorist in Column A with the explication in Column B.

COLUMN A	COLUMN B
Q12 Globalisation	(1) Its role is to distance an international broadcaster from its supporting government in order to improve the credibility of the international broadcaster in a foreign country.
Q13 Intermediary	(2) The intent to pursue the goals of foreign policy through effective means of compromise, persuasion and threat of war, generally characterized by the total isolation and exclusion of the media and the public from negotiations and related policy-making.
Q14 Secret diplomacy	(3) The process by which the world is becoming increasingly interconnected as a result of massively increased trade and cultural exchange.
Q15 Acculturation	(4) A culture change as a result of continuous and first-hand contact between the minority culture and the majority culture.

ASSIGNMENT 3

PORTFOLIO EXAM

SOCIAL NETWORKS, POLITICAL GLOBALISATION AND CONNECTIONS, THE NETWORK SOCIETY AND DIGITAL DIVIDE [60]

- 1 Critically discuss the fundamental differences and similarities between Twitter and Facebook as social networking sites. Your answer should:
 - 1.1 Provide a brief historical overview of Twitter and Facebook. (5)
 - 1.2 Engage in a discussion of the structural and user-based differences and similarities between Facebook and Twitter. (5)
- 2 Define networks in the context of international communication. (5)
- 3 An explanation of the concepts “network society” and “global connectivity”, taking into account the key figures contributing to our understanding of the concepts and what their key ideas about the concept entail. Take care to point out overlapping and contrasting viewpoints where possible. (10)
- 4 Enthusiastic international communication scholars portray social media as a panacea for all ills of international communication (such as uneven information flow patterns) calling for the end of history, end of geography and the end of inequalities, the ends of imperialism and the end of hegemony”. Make an argument FOR or AGAINST this statement (15)
- 5 Write three paragraphs in which you discuss the role of social networks in facilitating global activism, choose any global activism project as a case study (20)

INTERNATIONAL MARKETING [30]

KgalagadiTV is a commercially owned paid television channel based in the Northern Cape Province of South Africa. The Kenyan government has recently granted the television company a license to commercially operate in the Kenyan market (or your home country).

In light of the above, as an international marketer of the *KgalagadiTV* you have been asked to PLAN a marketing mix campaign for the paid television channel to the Kenyan market.

Guidelines on how to answer this question

In this assignment activity, you are expected to do the following:

- 1 Theoretical Framework of Marketing Mix (5)**

In this section, you are expected to demonstrate your theoretical understanding of the concept marketing mix. That is, provide relevant and underlying theoretical assumptions of the concept Marketing Mix: Define and describe the nature of the theoretical approach of the marketing mix. (We strongly advise you to use additional sources in your discussion of the marketing mix, as the tutorial letter COM3705/501 provide you with basic information).

2 Elements or dimensions of marketing mix

Now that you have contextualized the nature of the marketing mix. In this section, you are required to briefly introduce relevant and theoretical elements of marketing mix within the context of international marketing.

2.1 First element of Marketing Mix (5)

Identify, define and describe the identified element of marketing mix. What are the underlying theoretical assumptions? What are the dynamics or decisions of standardization and/or customization of the element under scrutiny? What is the key offering of the element under scrutiny? Please apply this theoretical concept (element of the marketing mix) to the given case scenario and in-text reference your theoretical discussion with sources.

2.2 Second element of Marketing Mix (5)

Identify, define and describe the identified element of marketing mix. What are the underlying theoretical assumptions? What are the dynamics or decisions of standardization and/or customization of the element under scrutiny? What is the key offering of the element under scrutiny? Please apply this theoretical concept (element of the marketing mix) to the given case scenario and in-text reference your theoretical discussion with sources.

2.3 Third element of Marketing Mix (10)

Identify, define and describe the identified element of marketing mix. What are the underlying theoretical assumptions? What are the dynamics or decisions of standardization and/or customization of the element under scrutiny? What is the key offering of the element under scrutiny?

Under the fourth element under scrutiny, you are not expected to use all of the elements of the IMC. You really need to be creative here, see what can be used and what cannot be used for your campaign. Please apply this theoretical concept (element of the marketing mix) to the given case scenario and in-text reference your theoretical discussion with sources. (10)

2.4 Fourth element of Marketing Mix (5)

Identify, define and describe the identified element of marketing mix. What are the underlying theoretical assumptions? What are the dynamics or decisions of standardization and/or customization of the element under scrutiny? What is the key offering of the element under scrutiny? Please apply this theoretical concept (element of the marketing mix) to the given case scenario and in-text reference your theoretical discussion with sources.

The following video links provides an overview of the four P's of marketing within the context of international marketing environment. (30)

<https://www.youtube.com/watch?v=JlirzTdaey4>

<https://www.youtube.com/watch?v=3Y8TvN3WG6U>

<https://www.youtube.com/watch?v=i29EQtnPG8U>

<https://www.youtube.com/watch?v=hZLMv5aexto>

TECHNICAL PRESENTATION

[10]

7 CONCLUSION

Do not hesitate to contact us by e-mail if you are experiencing problems with the content of this tutorial letter or with any academic aspect of the module.

We wish you a fascinating and satisfying journey through the learning material and trust that you will complete the module successfully.

Enjoy learning about international communication issues with us.

THE COM3705 TEAM

Dr RF Mukhudwana

Tel 012 429 4379

E-mail mukhurf@unisa.ac.za

Mr TM Thatelo

Tel 012 429 6661

E-mail thatemt@unisa.ac.za

UNISA
