

Tutorial Letter 201/2/2018

International communication COM3705

Semester 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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Dear Student

1 INTRODUCTION

Welcome to COM3705.

We hope that you are already working hard on this module and are finding the content informative and interesting. It is important that you keep abreast of international news, developments and other issues related to international communication. We are here whenever you need us. Therefore, do not hesitate to contact any of us. We are available on weekdays during working hours. We will be happy to address any problem or questions you have. You are welcome to discuss any aspect of the content of this module with us.

This tutorial letter is important, as it contains feedback on Assignments 01 and 02 and guidelines for completing your examination portfolio.

2 LECTURERS

The lecturers for this module are:

Mr Simphiwe Rens	012 429 6460	rensse@unisa.ac.za
Mr MT Thatelo	012 429 6661	thatemt@unisa.ac.za
Mr Percy Mabizela	012 429 2678	mabizpp@unisa.ac.za
Mr Melusi Mntungwa	012 429 3508	mntunml@unisa.ac.za

3 ASSIGNMENTS

You are required to submit three assignments for this semester. All the assignments are compulsory and are based on all the work covered in your study material.

Assignment 03 is in the form of a portfolio examination, which replaces the venue-based examination.

As you can see from the explanation below, all the assignments will contribute to your final mark for this module.

FINAL MARK COMPOSITION	
SEMESTER 2	
COMPONENT	PERCENTAGE
Year mark (Assignments 01 and 02)	49
Portfolio examination mark (Assignment 03)	51

ASSIGNMENT INFORMATION

SEMESTER 2

Assignment 01

Written assignment

Unique number

860908

Due date

27 August 2018

Contribution to year mark

30%

Assignment 02

Written assignment

Unique number

740899

Due date

20 September 2018

Contribution to year mark

20%

Assignment 03

Written assignment

Unique number

642323

Due date:

22 October 2018

Contribution to final mark

51%

It is very important that you plan your studies for this module properly. Try to spend **at least two hours** a day on this module. Scheduling a daily study period will help you meet the assignment due dates.

Answer all the questions. You will not earn any marks for the questions that you leave out.

To answer the questions properly, you have to do your own research on the topic – do not rely only on the information we give you. At tertiary level, we expect you to read widely to broaden your understanding of the various topics.

Some questions may require that you state your opinion and in this case, there will not be a right or wrong answer. In such cases, we want you to express your views and we will not penalise you for critical thinking. However, your views must be supported by facts and scientific evidence to prove that you are a reader and a scholar in the field. Of course, your arguments must be based on the content of this module (international communication), so please use relevant examples. Relevant examples include international news stories, the international flow of news, international media, migration issues and challenges, and movies released internationally.

4 FEEDBACK ON ASSIGNMENT 01

Please note that this is not a model answer but guidelines on what should have been included and how the assignment should have been treated.

These comments serve as a helpful guide in approaching the assignment effectively to ensure that you cover enough (and relevant) ground in your answers to the questions.

QUESTION 1**[50]**

Refer to **Learning Unit 4** to answer the questions that follow.

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

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

- 1.1 Discuss five news-related factors (such as normative, social deviancy and timeliness) that contribute to the global coverage of the news story you selected and give examples from the article you selected. (10)**

This question required you to provide a **theoretical discussion** of the five **news-related factors** that contribute to the global coverage of a news story of your choosing. These factors are **social deviancy, statistical deviancy, normative deviancy, relevance to elite nations and people, perceptions of journalists and editors, and timeliness**. Guided by the mark allocation, you should have ensured that you did not provide extensive theoretical discussions that required you to spend too much time on one question.

It is important to note that you had to **identify** the **news-related factors** in your selected news article. You should have ensured that you identified **clear examples** of these factors in your chosen article. In essence, you should have briefly explained each news-related factor and pointed out a specific aspect of the news story that you believe correlates with the theoretical explication you provided. This would have ensured that you support/substantiated your theoretical discussion.

- 1.2 Discuss five non-news-related factors that contributed to the coverage of the story you selected and give examples from the article you selected. (10)**

This question required you to give a theoretical description of the five non-news/context-related factors that contributed to the global coverage of the news story you chose. These factors are the **structural and hierarchical status of the country in the world system, political and ideological factors, social and cultural proximity, geographical proximity and attributes of the population**. See page 113 of Tutorial Letter 501 for basic insights into each of these factors. You should have used other sources beyond the study guide.

You were also expected to identify the non-news/context-related factors in your selected news article in order to support your theoretical discussion with clear real-life evidence (examples) to illustrate your understanding of the non-news/context-related factors. It was important to identify and provide clear examples of the non-news-related factors in your chosen article in order to score full marks.

1.3 Discuss theories on the international flow of news.

(10)

In this question, you had to provide a theoretical discussion of the theories on the international flow of news.

The following are the theories on the international flow of news:

- **Theory of structural imperialism and the world systems theory**

You should have discussed the direction of news flow and highlighted **the distinction between the centre and the periphery; the distinction between the North and the South; and the triangular flow between East, West and South**. Your discussion of the theory of structural imperialism should have included definitions of imperialism and types of imperialism as guided, but not limited to, the discussions outlined on pages 101 to 105 of your study guide.

- **Modernisation and diffusion of innovation theory**

This theory recognises that news carry modern ideas that can bring development to countries where news are distributed. In your discussion, you should have pointed to the relationship between society and technology that enables modernisation and development. The diffusion of innovations is explained as the spread of transnational corporate interests that are concerned with profit making. See Tutorial Letter 501 for a detailed discussion.

- **Dependency theory**

This theory divides the global system into two parts: the centre (which is made up of Western developed countries) and the periphery (which consists of the rest of the world). Poverty and lack of development in other countries are attributed to developed Western countries fostering dependency by developing countries in the periphery.

- **Media framing theory**

This relates to meaning construction where certain aspects of an issue or event are given more attention than others.

1.4 Discuss how Africa is covered in international news.

(10)

To answer this question, you had to read pages 134 to 136 of Tutorial letter 501 to gain a basic grasp with regards to international news flows, with specific consideration of Africa. Adding to that, you had to do your own online research on other sources of information to enhance your discussion. The discussion had to be based largely on your own justified observations about how Africa is covered in international news. You should have added practical examples to expand on and enhance your argument and discussion.

1.5 Discuss how global news agencies influence the content of international news. (10)

For this question, you had to provide a theoretical discussion on the **role of international media agencies**. Your discussion could have been enhanced by other sources. Tutorial Letter 501 (pages 118–126) is helpful to provide basic insight into tackling this question. Your discussion would have been enhanced if you incorporated a brief theoretical discussion on the **content of international news** and then expanded on this by briefly outlining how this content is influenced by global news agencies.

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 the media industry. You have been asked to conduct research and write an article on the concept of media imperialism in relation to the media industry in your country and to 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, the internet, etc.). Because this is an academic article, it should be theoretically grounded. Conclude your article by debating whether the ideas about media imperialism are still relevant in the current news media environment.

Learning Units 2, 3 and 4 will help you in formulating your article. However, you have to add information from at least four credible academic sources.

Guidelines: In your discussion, you should consider theoretical concepts discussed in Learning Units 2, 3 and 4.

Guidelines

Key to helping you structure your response and ensure that it is focused adequately on the concept of media imperialism is to provide a definition of media imperialism. This definition could have been in line with Boyd-Barret's (1977:116–135) definition that media imperialism is a process whereby the ownership patterns, structure, content creation and/or dissemination patterns of the media in one country are subjected to dynamic forms of external pressure/control from other countries. This pressure/control occurs in one direction without any reverse influence.

By defining media imperialism, you would have been able to keep your argument focused and incorporate information specifically relevant to the notion of media imperialism. This definition of media imperialism could have led directly to a discussion on how the theories can be used as lenses through which to view media imperialism.

2.1 Dependency theory

Bearing the core principles of the dependency theory in mind, you could have started your discussion by reminding the reader what this theory mainly proposes and then you could have suggested how to draw a correlation between this theory and the notion of media imperialism. Does the dependence of certain countries on others (due to various reasons) have any bearing on the depending country's media industry?

2.2 Cultural imperialism theory

In its core proposition, the theory of cultural imperialism argues for the increasing homogenising of certain local cultures, among other things, due to continuous globalisation. Proponents of this theoretical position even posit that the local cultures in question could experience the consequent extinction of its original nuances, practices and so on. With this in mind, you could have discussed how cultural imperialism may be fostered or sustained by media imperialism, if at all.

2.3 Structural theory of imperialism

In your discussion, you should have provided the core principles (argument/proposition) of this theory. You could have started by reminding the reader what this theory mainly proposes and then you could have suggested how you argue for a correlation between the structural theory of imperialism and the notion of media imperialism.

2.4 World systems theory

It was important to start your discussion with a brief but clear explication of the underlying argument of this theory. After this explanation, you could have argued the relationship between the core principles of the world systems theory and the notion of media imperialism. Is there a relation and how is it visible (how does it play out in the specific media industry within your country)?

QUESTION 3

[15]

Read Learning Unit 2 (agency, continuity and discontinuity in international communication scholarship) and provide a three-paragraph conclusion in which you debate whether the system and structure of international communication have changed or remained the same despite the obvious changes in technology.

Guidelines

For this question, you had to first plan and conceptualise a brief but adequate discussion successfully incorporating theory and evidentiary information to support a three-paragraph conclusion in which you debate whether the system and structure of international communication have changed or remained the same despite the obvious changes in technology. A thorough review of Learning Unit 2 would have stood you in good stead in terms of the depth and content of your discussion.

The mark allocation for the question should have made it clear that you had to avoid the tendency of over-explicating. Therefore, you should have done your best to remain within the confines of an adequate three-paragraph conclusion that offers an insightful discussion of your stance on whether the system and structure of international communication have changed or remained the same despite the obvious changes in technology.

TECHNICAL PRESENTATION [10]
TOTAL 100 marks

5 FEEDBACK ON ASSIGNMENT 02

QUESTION 1

Option (3) is correct

In the context of migration, assimilation means the process whereby a person acquires the social and psychological characteristics of a group (in this case, a Far East country such as China, Japan or South Korea).

Option (1) – marginalisation – is incorrect because Tshekedi is not marginalised in the host country.

Option (2) – separation – is incorrect because Tshekedi is not separated nor segregated in the host country; rather, he refuses to be “part” of the social life in the host country.

Option (4) – integration – is also incorrect because he has already been integrated in the social system of the host country. For example, he has been offered housing and employment; he has access to health care, the public transport system and night life; and he is most likely married to a local woman or man (if he identifies with the lesbian, gay, bisexual, transgender, intersex, and questioning community). However, he refuses to assimilate (acquire social characteristics of a host group such as learn the language of the host).

QUESTION 2

Option (4) is correct

The Industrial Revolution was an era of transformation from an agrarian economy to a manufacturing economy. Given this transition, people had to abandon their agricultural fields in the villages and moved to cities to find work in the factories. Freed slaves, for example, in the Deep South of the United States of America had to travel to the industrial northern cities and states such as Detroit, Michigan and Indiana to work in factories such as those of the Ford Motor Company.

Option (1) is incorrect. Apartheid was an extension of the British colonial system to a predominantly Afrikaner nationalist movement which ascended to power in 1948 led by the National Party (NP). Under the NP government, concerted efforts were made through legislation to oppress and isolate black people through the apartheid policy.

Despite the gains of 1994, millions of South Africans (particularly black people) continue to live in an apartheid-like system in segregated spatial development –townships, informal settlements and underdeveloped rural communities – far from towns and cities as well as poverty, underdevelopment, economic exclusion, inequality and marginalisation based on race. Furthermore, corruption in both the government and the corporate world continues to undermine the economic aspirations and social development of black people in South African.

Option (2) is incorrect. Post-industrialisation is when a society is at the stage of development when the service sector generates more wealth than the manufacturing sector. Under such an economy, service-based, knowledge-based, information-based and technology-based sectors, as well as research and innovation, are emphasised over the manufacturing-based sector. The post-industrial era can be traced back to the mid- and late 1990s, when internet technology increasingly became a central phenomenon in many companies and automation was emphasised.

Option (3) is incorrect. Colonialism is a historical phenomenon that continues to exist both directly and/or subliminally even today. Colonialism is a policy aimed at extending or retaining its authority over people or territories, generally to develop or exploit them to the benefit of the colonising country. It is often justified that the colonising country “helps” the colonies to modernise their economic systems, religions and so on. This reasoning is significantly flawed and very concerning. In many cases, colonialism has never benefited “natives” by any form of the imagination, as it has dispossessed the “natives” of their identity, culture, history and sense of being and has successfully reduced people to objects and property of exploitation – thus slavery. It dispossessed the “natives” from what is rightfully theirs. In the case of South Africa, one can think of the land that was taken from the San and Xhosa people in the Eastern Cape and in many other parts of South Africa through violence. It entails the suppression and undermining of people and their cultures and traditions in the name of “helping” and “modernising” the Global South, such as Africans and South Americans. Thus, colonialism never took people from one country to another for a better life. Instead, colonialism did the opposite – it was used to exploit, oppress and harass people through rape, murder and marginalisation. For example, German colonialists sought to exterminate the Herero people of Namibia and the Japanese sought to exterminate Chinese people in Manchuria and Nanjing/Nanking (called “The Rape of Nanking”).

QUESTION 3

Option (4) is correct

Post-industrialisation is when a society is at the stage of development when the service sector generates more wealth than the manufacturing sector. Under such an economy, service-based, knowledge-based, information-based and technology-based sectors, as well as research and innovation, are emphasised over the manufacturing-based sector. The post-industrial era can be traced back to the mid- and late 1990s, when internet technology increasingly became a central phenomenon in many companies and automation was emphasised.

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Option (2) is incorrect. Communism is a political ideology that has nothing to do with the post-industrial era.

Option (3) is incorrect. Apartheid was a nationalist political ideology meant to disenfranchise, oppress and marginalise non-white people both in South Africa and within the broader region of Southern Africa.

QUESTION 4

Option (4) is correct

The people of Tegua Island can be called environmental refugees – people who have been forced to leave their traditional habitat temporarily or permanently because of a significant environmental disruption triggered largely by nature or by people.

Option (1) is incorrect. Illegal immigration involves entry of a person or a group of people across a country’s border, in a way that violates the immigration laws of the destination country, with the intention to remain in the country.

Option (2) is incorrect and a distractor. The people of Tegua Island are not migrants who are searching for employment or economic opportunities elsewhere.

Option (3) is incorrect and a distractor. Given the above scenario, the people of Tegua Island do not leave the island because of economic opportunities but because of environmental disruption.

QUESTION 5

Option (3) is correct

Formal diplomacy is an art; it is the practice of conducting negotiations and maintaining relations between two or more nations. In this specific case, diplomats from Botswana, Mozambique and Namibia are involved in bilateral relations between their respective countries.

Option (1) is incorrect. Secret diplomacy is officials carrying out diplomacy behind closed doors.

Option (2) is incorrect. Public diplomacy, sometimes called people's diplomacy, involves communication with and dissemination of propaganda to foreign nations to establish dialogue designed to inform and influence.

Option (4) is incorrect. Media diplomacy refers to the role of the press in diplomatic practices between nations.

QUESTION 6

Option (3) is correct

Brain drain can be described as the departure or emigration of highly trained or professional people from one country to another where living and employment conditions (such as pay) are better. This is particularly common in developing nations such as in Sub-Saharan Africa. In recent years, Zimbabwe suffered a brain drain as millions of the most talented Zimbabweans left due to the economic and political collapse in the country.

Option (1) is incorrect. Xenophobia can be defined as dislike of or prejudice against people from other countries.

Option (2) is incorrect. Brain gain is a process whereby highly trained and skilled professionals enter a country to live and work there because of greater opportunities. The provided case scenario best describes brain drain instead of brain gain.

Option (4) is incorrect and a distractor.

QUESTION 7

Option (1) is correct

All the listed statements represent correct reflections of current patterns in the international flow of news. It is true that (a) most international news reports come from the centre; (b) countries on the periphery are minimally covered in international news, (c) cultural proximity plays an important role in the international flow of news and (d) there is little flow of news between countries on the periphery.

Thus, Options (2), (3) and (4) are incorrect.

QUESTION 8

Option (2) is correct

A combination of the following news factors provide a plausible explanation for the attention given to this news story by the South African media: (b) social deviance, (c) normative deviance and (d) geographic proximity.

Accordingly, Option (2) takes into account all three of these factors and is thus the correct answer. All the other combinations are incorrect.

QUESTION 9**Options (4) is correct**

Horizontal flow refers to a situation where the flow of information is devoid of any hierarchical structures or elements, resulting in a top-down or bottom-up flow of information. Here, information flows horizontally – meaning all information points of emergence are on the same level in the flow process.

Option (1) is incorrect because vertical flows refer to either a top-down or a bottom-up flow of information.

What makes Option (2) incorrect is that it refers to information flows with the main aim of disrupting or countering what one country has disseminated.

Option (3) is incorrect because circular flows of information speak to a cycle of information flow between countries on various levels, instead of just countries at the same level.

QUESTION 10**Option (4) is correct**

The combination of all these factors is an accurate reflection of the consequences or impact of current patterns on international news flows.

All other combinations are thus incorrect.

QUESTION 11**Option (4) is correct**

The cultural definition of the information society explains how information and communication technologies (ICTs) link people of different cultures globally, mainly through the internet. People share information and cultural aspects (including cultural artefacts, practices and products) and communicate with one another across national borders. These shared cultural ideas and artefacts (for example fashion trends and television shows) are appropriated and likened to one another (homogenised), and then reproduced and sold globally.

Option (1) is incorrect because the economic definition of the IS explains that the proceeds of what are known as “information industries” constitute a growing proportion of countries' gross national products.

Option (2) is incorrect because the technological definition of the IS argues that technological determinism is prime in an information society and all that is technological is viewed as important for the creation of a developed society.

Option (3) is incorrect because the spatial definition of the IS explains how ICT compresses time and space, and links people, organisations and countries located far from one another. This definition generally speaks to ICTs as a conduit in the IS.

QUESTION 12**Option (3) is correct**

Globalisation refers to the process of the world becoming increasingly interconnected due to massively increased trade and cultural exchange.

Options (1), (2) and (4) are thus incorrect.

QUESTION 13**Option (1) is correct**

The role of the intermediary is to distance an international broadcaster from its supporting government in order to improve the credibility of the international broadcaster in a foreign country.

Options (2), (3) and (4) are thus incorrect.

QUESTION 14**Option (2) is correct**

Secret diplomacy is the intent to pursue t foreign policy goals effectively by means of compromise, persuasion and threat of war, generally characterised by the total isolation and exclusion of the media and the public from negotiations and related policy making.

Options (1), (3) and (4) are incorrect.

QUESTION 15**Option (4) is correct**

Acculturation refers to a culture change due to continuous first-hand contact between the minority culture and the majority culture.

Options (1), (2) and (3) are incorrect.

**6 GUIDELINES FOR COMPLETING ASSIGNMENT 03
EXAMINATION PORTFOLIO**

Below we re-emphasise some guidelines for completing Assignment 03, your examination portfolio.

DO NOT SIMPLY COPY AND PASTE THESE GUIDELINES INTO YOUR PORTFOLIO.

✓ **Question 1 – Learning Unit 6**

✓ **Question 2** – Learning Unit 5

- You are expected to conduct comprehensive research using the internet and academic books to produce a professional portfolio report. This means that you also have to browse through the websites of various global news agencies. Please acknowledge your sources correctly by means of references in your assignment. (See Tutorial Letter CMNALLE/301 in this regard.)
- Always strive to balance your theoretical explication adequately with clear, practical examples.
- Plagiarised documents will automatically receive a zero mark. Please include all the sources that consulted in the text and provide a reference list/list of sources. The sources of all statistical data must also be cited.
- Each assignment **must have** a declaration statement, table of contents, introduction, headings and subheadings that are numbered, paragraphs, conclusions and a list of sources (not a bibliography).
- All the technical presentation protocols are in Tutorial Letter CMNALLE/301.

TOTAL: 100 marks

PLEASE NOTE:

Because Assignment 03 is equivalent to an examination, we will provide no further guidelines in terms of content.

<p>TECHNICAL PRESENTATION OF ASSIGNMENT 03 EXAMINATION PORTFOLIO</p>

Please follow these guidelines for the technical presentation of your examination portfolio:

- Include a signed **declaration** stating that the work submitted is your own and ensure that a witness also signs it.
- Provide a **table of contents** reflecting the main headings and subheadings with corresponding page numbers.
- Write an **introduction** in which you introduce the topic in an interesting way and outline the structure of the assignment.
- Divide the essay discussion into paragraphs and sections under headings and subheadings.

- Consult and acknowledge a minimum of 20 **sources** correctly, including books, newspapers, internet sources (**not** Wikipedia!), government reports, journals and videos.
- Write in full sentences. If you submit your examination portfolio in point form, we will award a maximum of 10 marks and you will fail it. We expect a thoroughly researched piece of work containing critical discussion.
- Acknowledge all your sources, both in the text and in the list of references. If you submit a portfolio in which you do not acknowledge the sources properly according to the guidelines provided in Tutorial Letter **CMNALLE/301** we will award a maximum of 10 marks and you will fail the examination portfolio.
- Write a **conclusion** in which you provide a review of the main arguments you have presented. Your conclusion should therefore not be too brief or contain too little information, and it should be as good as your introduction.

7 IN CLOSING

We wish you all the best in your studies. Do not hesitate to contact us if you have any questions or trouble with this module.

Kind regards

Your COM3705 lecturers
