

Course Code: MADGCOA / MADGCOM

Course Title: Global Communications

Course Description:

From the perspective of the study of cultures, communication has two critical functions:

- Communication is the means by which individuals learn appropriate behaviors and the means by which those behaviors are regulated.
- Communication is the means by which individuals having one group identity interact with individuals with other group identities and on a more general level the means by which the groups interact with one another as formal groups.

The history of human interactions between groups has been fraught with suffering and death. Can there be a more critical time to study intercultural communication? The remainder of this chapter is devoted to developing an understanding of communication. Our purpose is not to highlight any one definition or model of communication. Rather, the purpose here is to develop an understanding of how communication is defined and performed differently by diverse cultures.

It has often been said that communication and culture are inseparable. As Alfred G. Smith (1966) wrote in his preface to *Communication and Culture*, culture is a code we learn and share, and learning and sharing require communication. Communication requires coding and symbols that must be learned and shared. Godwin C. Chu (1977) observed that every cultural pattern and every single act of social behavior involve communication. To be understood, the two must be studied together. Culture cannot be known without a study of communication, and communication can only be understood with an understanding of the culture it supports.

Department: Marketing and Advertising

Required text and materials

Pavitt, C. 2010. Chapter 3: Alternative approaches to theorizing in communication science. In Berger, C.R., Roloff, M.E. & Roskos-Ewoldsen, D.R. (Eds) *The Handbook of Communication Science* (2nd ed.). California, USA: Sage Publications Inc., pp. 37-54.

Quester, P., Pettigrew, S., Kopanidis, S., Hill SR., and Hawkins, D. 2014, *Consumer Behaviour*, Australia: McGraw Hill International

Other References

Ferguson, Sherry Devereaux. 1999. *Communication Planning: An Integrated Approach*. Sage Publications. London.

Flor, Alexander G. 1993. Policy Engagement in Development Communication. *The Journal of Development Communication*. Kuala Lumpur, Malaysia.

Lasswell, Harold D. *The Structure and Function of Communication in Society*, The Communication of Ideas, edited by Bryson and Lyman. Harper (New York, 1948).