
COMMUNICATION RESEARCH

Elective Module in Three-Year Bachelor Degree or First Semester Module for a Master Degree

Course Description: Mass Communication theories we use in tertiary institutions across Asia is heavily, if not exclusively, drawn from western sources, especially American. Most Asian scholars believe that they need to master these theories to be considered as experts in the field and often uncritically quote extensively from these. Thus, to breed a new generation of Asian communication scholars who are willing to challenge this notion, they need to be gradually weaned away from that mindset. It is for this reason that this advanced level communication theory curriculum is presented that will critique the existing communication theories and examine and explore traditional Asian philosophical thinking to develop new communication theories. To do this, it is necessary to encourage field research rather than mere literacy surveys and philosophical discussions.

Thus there will be no weekly sessions, but the course will extend through the semester with regular seminars and fieldwork. The seminars would be of 3-4 hours duration and may consist of a panel of speakers or the lecture presenting a short lecture and followed by screening of videos such as 'Ted Talks'. First two weeks will be a critique of existing communication theories followed by two more weeks of examining Asian philosophical ideas and traditional methods of communication and then proceed to compose and present ideas for research to develop possible Asia-focused communication theories. Second half of the semester will be spent in researching and compiling a research report on Asian-focused communication theory to be presented to a seminar in the final week of semester. This module will have no exam and the student will be graded on the final presentation of a research paper to given specifications.

Number of Hours per Week: This module will be organized in seminar/workshop sessions as explained in the course schedule. Each seminar session will be either half-day (4 hours) or full day (7 hours) in duration. The session may not be held weekly.

Recommended Books:

- Crowley, David and Heyer, Paul (eds) (2007), *Communication in History*, 5th Edition, Allyn and Bacon, Boston, USA.
- Dan, Yu (2006), *Confucius from the heart: Ancient Wisdom for Today's World*, Zhonghua Book Company, China,
- Dominick, Joseph.R, (2007), *The Dynamics of Mass Communications*, 9th Edition, McGraw Hill, Boston, USA
- Dissanayake, Wimal ed (1988), *Communication Theory: The Asian Perspective*, AMIC, Singapore
- Dunhua, Z (2007), *Dialogue of Philosophies, Religions and Civilizations in the age of Globalisation*, The Council for Research in values and Philosophy, USA
- Hall, S and du Gay, P (1996), *Question of Cultural Identity*, Sage, London
- Hamelink, C.J. & Mehra, V (eds) (2001), *Media and Human Rights in Asia*, AMIC, Singapore.
- Mahbubani, Kishore (2008), *The New Asian Hemisphere: The Irresistible Shift of Global Power to the East*, Public Affairs, USA
- McQuail, Dennis (2010), *McQuail's Mass Communication Theory*, 6th ed, Sage, London
- Mishra, Pankaj (2012), *From The Ruines of Empire: The Revolt Against the West and The Remaking of Asia*, Allen Lane, London.
- Seneviratne, K (2012), *Countering MTV in Indonesia and Malaysia*, Singapore, Institute of Southeast Asian Studies.
- Thussu, D.K (2007), *News as entertainment: The rise of global Infortainment*, Sage, UK.
- Wang, G ed (2011) *De-westernizing communication research: altering questions and changing frameworks*, Rutledge, London
- Xiaoge, Xu, (2005), *Demystifying Asian Values in Journalism*, Marshall Cavendish, Singapore.

Outline of Curriculum

Week 1 – Seminar (half day): Survey of Communication Theories

This seminar will explore communications theories that are popularly taught and adopted in mass communication courses and research. It will examine whether these theories are Euro-centric in nature in the context of the history of the development of mass communication systems. Also, how its application in mass communication discourse may give a western bias in respect to the role of mass communications in the society.

Reading /References:

- Dominic (2007) Ch 3 Historical and Cultural Context & 17 'International media systems' to 'Theories of the press'.
- Gluk, A (2015), De-Westernisation: Key Concepts, Media Concepts and Democratization series, University of Leeds. (Glueck-2016_De-Westernisation.pdf)
- McQuail, Dennis (2010), ch 3-6, McQuail's Mass Communication Theory, 6th ed, Sage, London.
- McQuail, D (2000), Some reflection on western bias of media theory, Asian journal of Communication, vol.10, no.2, pp 1-13, AMIC, Singapore
- Morgan, Joyce (2012), Buddhism's Diamond Sutra: The extraordinary discovery of the world's oldest book, 9 Dec, Huffington Post – retrieve from http://www.huffingtonpost.com/joyce-morgan/diamond-sutra-buddhas-hidden-book_b_1859164.html
- Muppidi, S (2012), Taking stock of media and communication studies, Asian Communication Handbook, p 5-9, AMIC, Singapore.
- Nordenstreng, K (unknown), Beyond the four theories of the press – retrieve from <http://www.uta.fi/cmt/en/contact/staff/kaarlenordenstreng/publications/beyond%20the%20four%20theories%20of%20the%20press%20skannaus.pdf>
- Ranade, Sanjay, (2010), Challenging the Gutenberg Legacy, unpublished paper, University of Mumbai, India. (gutenberg challenged.pdf)
- Servaes, J (2012), Reflections on the differences in Asian and European values and communication, Asian journal of Communication, vol.10, no.2, pp 53-70, AMIC, Singapore
- Wang, G (2012), From Asia to the World: Media Studies in the Digital Age, Asian Communication Handbook, p 10-16, AMIC, Singapore.

Week 2 – Seminar (half day): Democracy, Human Rights, Cultural Theory and Mass Communication – The Western Perspective

This session will look at the concepts of democracy and human rights from the western perspective, as well as the development of Cultural Theory and its application to mass communication theory.

Reading /References:

- AMIC (2000), Media & Human Rights in Asia: An AMIC Compilation – Kayoko Mizuta pp 1-4, Pradip.N Thomas pp 5-20, Rukmantoro.H Sumukti pp 56- 66, Cees. J Hemelink pp87-98.
- Barker,C and Jane, E.A (2016), Cultural Studies: theory and Practice 5th ed, SAGE, London.
- Dissanayake, W and Said A.R.B M (1983), Communication Research and Cultural values, AMIC, Singapore
- Dixit, Kunda (2010), Media is the Message: The Media must help restore and protect democracy to Ensure development, Media Asia, Vol.37, No.1, p 10-12, AMIC, Singapore.
- Fore, William. F (1987), A Theology of Communication, Ch 3 in Television and Religion: the Shaping of Faith, Values and Culture, pp. 38 – 54, Augsburg, USA
- Hall, S and du Gay, P (1996), Question of Cultural Identity, Sage, London
- Jain, Kusum (unknown), Human Rights : The Indian Perspective, University of Rajasthan, India – retrieve from <http://veda.wikidot.com/article:human-rights-the-indian-perspective>
- Madhav, R (2008), Human dignity and human rights, Hindu perspective, paper presented at the International Conference World Council of Churches, Geneva 27-30 May, 2008.
- Mawdudi, Abul A'la (1993), Human Rights in Islam 2nd ed, The Islamic Foundation, UK
- Mujani, S and Liddle, R.W (2004), Islam, political culture and democratization: A preliminary comparative analysis, pp 63- 105, in Lanti, I.G and Makka, A.M eds, The long road to democracy, Habibi Centre, Indonesia.
- Muhlberger, S (1998), Democracy in ancient India, Nipissing University – retrieve <http://faculty.nipissingu.ca/muhlberger/HISTDEM/INDIADEM.HTM>
- Said, Edward . W (1979), orientalism, Vintage Books, USA (read preface and ch 1 Introduction, pp 1-28)

- Sivaraksa, Sulak (1999), Buddhism and human rights in Siam, sec 3 ch 3, Sivaraksa, S et al eds (1999), Socially Engaged Buddhism for the New Millennium: essays in honour of Ven. Phra Dhammapitaka, pp195-212, Sathirakoses – Nagapradipa Foundation, Bangkok

Videos:

- You Tube (Gutenberg Invention) <https://www.youtube.com/watch?v=Y1vl2j24Mtk>
- You Tube (Chinese Invention) <https://www.youtube.com/watch?v=SzHXXFOYLS8>
- You Tube (Shashi Tharoor – Ted Talks)
<http://www.youtube.com/watch?v=zUXKczRnRS0>
- You Tube (Bernie Sanders on role of media)
<https://www.youtube.com/watch?v=ggFitmOTSok>

Week 3 - Seminar (half day): Communication Theories and Asian Perspectives

This session will look at Asian Communication Theory and try to understand how it could be applied to contemporary Asian societies.

Reading /References:

- Adhikari, N. M (2008), The *Sadharanikaran* Model and Aristotle's Model of Communication: A Comparative Study, Bodhi, vol2, no.1, pp 268-289, Kathmandu University, Nepal.
- Chen, G and Miike, Y(2006), Ferment and future of communication studies in Asia: Chinese and Japanese perspective, Chinese media Research 2(1) (The Ferment and Future of Communication Studies in Asia_ Chinese.pdf)
- Chuang, R and Chen, g (2003), Buddhist perspective and human communication, International Communication Studies XII-4, USA – retrieve from http://digitalcommons.uri.edu/cgi/viewcontent.cgi?article=1023&context=com_facpubs
- Dan, Yu (2006), Confucius from the heart: Ancient Wisdom for Today's World – part 1 The way of Heaven and Earth pp11-32, part 3 The way of the world pp 65-97.
- Dissanayake, Wimal ed (1988), Communication Theory: The Asian Perspective, AMIC, Singapore
- Goonasekara, A (2003). Communication Studies in Asia: Theoretical and Methodological Issues. Asian Communication Handbook. AMIC/ SCI
- Liu, li (2008) Yang and Yin in communication: Towards typology and logic of persuasion in China, Feb, Diogenes, China – retrieve from <http://dio.sagepub.com/content/55/1/120.abstract>
- Miike, Y (2012), Harmony without uniformity: An Asiatic worldview and its implications, Ch 1, Approaches to Intercultural Communication, pp 65-80. (Miike-2012-Harmony without uniformity-An asiatic.pdf)

- Morgan, Joyce (2012), Buddhism's Diamond Sutra: The extraordinary discovery of the world's oldest book, 9 dec, Huffington Post – retrieve from http://www.huffingtonpost.com/joyce-morgan/diamond-sutra-buddhas-hidden-book_b_1859164.html
- Piyasilo, Phuwadol (2016), Mindful Reporting, human rights and democracy – A Buddhist approach, keynote talk at Chulalongkorn-UNESCO seminar, Dec 2015, Bangkok.
- Ranade, Sanjay, (2015), 'Hindu' Values in Asian?Global Journalism, paper presented at the seminar on 'Mindful Communication for Asian Integration', Chulalongkorn University-UNESCO, Bangkok, December 14-15, 2015.
- Wang, G and Shen, V (2000), East,West Communication and theory: searching for the meaning of searching for Asian communication theories, Asian journal of Communication, vol.10, no.2, pp 14-32, AMIC, Singapore
- Yin, Jiafei (2008), Beyond the three theories of the press: A new model for the Asian & the World Press, Journalism and Communication Monographs, Spring 2008 – retrieve from http://findarticles.com/p/articles/mi_7645/is_200804/ai_n32278229/pg_2/?tag=content;col1

Video:

- Mp4 file - Venerable Phuwadol Piyasilo on Mindful Reporting, human rights and democracy – A Buddhist approach – keynote talk at Chulalongkorn-UNESCO seminar, Dec 2015, Bangkok.
- Mp4 file – Dr Sanjay Ranade on Hindu Perspectives in communication theory – keynote talk at Chulalongkorn-UNESCO seminar, Dec 2015, Bangkok.
- You Tube – Hardtalk (BBC): Stephen Sackur asks Kishore Mahbubani if he thinks there is a clash between Asia and the West.
<https://www.youtube.com/watch?v=hwRQjIGXIS8> (part 1)
<https://www.youtube.com/watch?v=w-STFyT5ERE> (part 2)
<https://www.youtube.com/watch?v=U8EN5LXgcAU> (part 3):

Podcast:

- PSBinAsia.mp3 – Asian Voices radio capsule on Civic Conscious media in Asia, AMIC Singapore production August 2011 (Asian Voices PSB.pdf)

Week 4 – Workshop (full day): Application of Asian Philosophical Ideas/Concepts to Communication Theory

This workshop will be a comprehensive analysis and discussion of Asian philosophical ideas and its application in developing new communication theories. It will be an interactive exercise with

both lecturer and students presenting ideas and examining its adaptation to develop new theory.

Reading /References:

- AMIC (2000), Special Issue 'Towards an Asian Theory of Communication', Asian Journal of Communication, Vol.10, No.2, AMIC, Singapore.
- Chan, J (1999), A Confucian Perspective on Human Rights for Contemporary China. In In: Joanne R. Bauer and Daniel A. Bell (eds.) , The East Asian Challenge for Human Rights, p. 212-237, Cambridge University Press, USA
- Chunde, G (unknown) Confucian Human Rights Ideas and Their Influence on Modern Human Rights Thought, Chinese Society for Human Rights Studies, - retrieve from <http://www.humanrights.cn/zt/magazine/200402004827111009.htm>
- Fukuyama, Francis (1995), Confucianism and Democracy, Journal of Democracy 6.2 (1995) pp 20-33, USA
- Merkin, R. S (2009), Cross-cultural differences in approach-avoidance communication in South Korea and the US, Human Communication, Vol.12 no. 2, pp199-213, Pacific and Asian Communication association, USA – retrieve from http://www.uab.edu/Communicationstudies/humancommunication/06_Merkin_final.pdf
- Sen, Amartya (2005), The Argumentative Indian, Penguin Books, UK – ch 6 'Our culture & their culture' pp121-138 and ch 7 Indian Traditions and Western imaginations, pp139-160, ch 8 China & India pp161-190.
- Seneviratne, K (2015), Mindful Journalism for East and West, paper presented at the Chulalongkorn-UNESCO seminar, December 2015, Bangkok
- Seneviratne, K (2012), Ch 1 & 6, *Countering MTV in Indonesia and Malaysia*, Singapore, Institute of Southeast Asian Studies.
- Takahashi, T (2007), De-Westernising media studies: A Japanese perspective, Global Media and Communication – retrieve from https://www.academia.edu/296449/De-Westernizing_media_studies_a_Japanese_perspective
- Wang, G ed (2011) De-westernizing communication research: altering questions and changing frameworks, Routledge, London

Week 5 – Tutorial (3 hours): Presentation of Research Proposal

During this session each student will present his/her research proposal (10 minutes for each) and receive feedback from lecturer and other students.

Weeks 6, 7 and 8 - Research / Field Work

There will be no scheduled seminar/tutorial during these weeks. Students will be involved in their research / field work doing literature surveys, collecting data on the field, analysing them, etc.

Week 9 – Seminar (half day): Presentation of Preliminary Data / Findings

Each student will make a presentation (10 minutes each) of their preliminary data and findings with feedback given by lecturer and other students.

Week 10 and 11 - Compiling Research Paper

There will be no scheduled seminar/tutorial during these weeks. Students will be involved in analyzing their data and writing up their research paper.

Week 12 – Seminar (full day): Presentation of Paper

Each student will be allocated up to 20 minutes to present his/her research paper. There may be a short Q and A after each presentation.

Grading and Assessments:

- ***Attendance (Seminar/Workshops) –10%***

Attendance in both seminars and workshops are compulsory. Attendance will be taken during these sessions and students are expected to take part in interactive discussions and class exercises to obtain high grading for this component.

- ***Research Proposal (15%)***

The research proposal will be presented to class verbally in week 5 and a text version submitted to lecturer before presentation (on the same day) for grading. Guidelines for the formatting of the research proposal will be given at the beginning of the semester.

- ***Research Paper – 75%***

This assignment will be an individual exercise and the lecturer will provide guidelines that includes methodologies of research, format of the report and referencing. The paper will address an issue relevant to mass communication research and its application to the

Asian context. It is not necessary to formulate a new theory, however, if that is done, it will attract a very high grading. The research topics may include an analysis of communication theory with respect to cultural or historical bias; the context and environment in which communication theory was developed; application of communication theory in Asia; de-westernisation of communication theory; Asian philosophical concepts and its application to communication theory, etc. It will be an essential part of your research to examine Asian philosophical ideas / concepts and apply them to analyse your topic in a comparative, critical or innovative style. The students will be required to do some field work such as interviews, focus group discussions or panel discussions. The paper need to be between 5000-7000 words with proper references as given in the guidelines. The paper needs to be submitted before presentation in week 12.

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