Universidad de Navarra

Global Communication

Teaching guide 2026-27

COURSE OVERVIEW

Course description: This course is designed to help students understand the impact of globalization on public communication and its audiences, that is, to understand communication in a globalized environment.

The course examines communication in the context of globalization and the factors at work at the interface between the international community and the media. It provides insight into the real world in which the media operate. It identifies the political, economic and social actors that influence the elaboration of content and the design of strategies, in a global as well as local scope.

Some of the major issues of globalization are discussed. What is at stake? Who are the main actors? What are the implications of globalization for the media industry and for media users? How do new technologies influence and change communication? How do political, economic and social actors interact with the media to influence the flow of news, entertainment and advertising?

- **Degree**: Audiovisual Communication (Screen Studies Program); Journalism (Global Journalism Program).
- **Module/Subject**:
  - Audiovisual Communication (Screen Studies Program) - Module I: Fundamentals of Communication. Subject 1: Theory.
  - Journalism (Global Journalism Program) - Module I: Fundamentals of Communication and Journalism. Subject 1: Theory of Communication.
- **Number of credits**: 3 ECTS
- **Year**: 1st year, 2nd semester.
- **Type of course**: Compulsory
- **Instructors**: Adriana Gordejuela (agordejuela@unav.es)
- **Language**: English
- **Lecture schedule**: Friday 12 pm - 1:45 pm, Room 12 (Fcom).

LEARNING OUTCOMES (Competencies)

SCREEN STUDIES LEARNING OUTCOMES

1. KNOWLEDGE

- **RA1** Students should have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.
- **RA2** Know and assess the impact of audiovisual communication in its multiple dimensions: social, cultural, historical, economic, business, legal, scientific, technological and deontological.
- **RA7** Know and be able to recognize the aesthetic and cultural movements in the history of the image.

2. SKILLS

- **RA10** That students know how to apply their knowledge to their work or vocation in a professional manner and possess the competences that are usually demonstrated through the development and defence of arguments and problem solving within their field of study.

- **RA12** Express knowledge and ideas correctly both orally and in writing.

GLOBAL JOURNALISM LEARNING OUTCOMES

1. KNOWLEDGE

- **RA1** Students should have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.
- **RA2** To know and value the communicative act in its multiple dimensions: historical, economic, and business, legal, deontological and technological.
- **RA5** To know the main shaping elements of today's society, specifically those social, political and economic issues related to current affairs.

2. SKILLS

- **RA11** That students know how to apply their knowledge to their work or vocation in a professional manner and possess the competences that are usually demonstrated through the development and defence of arguments and problem solving within their field of study.
- **RA13** Express knowledge and ideas orally and in writing, with rigour, order and creativity in order to disseminate knowledge to society.
- **RA15** Express oneself fluently and effectively both orally and in writing, making use of the most appropriate linguistic and literary resources.

Course competencies

As a result of attending this course and participating in the learning activities, students will:

- Determine the features defining global communication
- Identify global issues and their treatment in the media with reference to political, social and economic contexts, content selection and production and the impact on audiences
- Recognize the major players and their contribution to global communication
- Have in mind a map with the location of the global media, its activity and scope
- Be aware of new trends in public communication

TOPICS

1. Globalization, culture and communication

2. The global public sphere

3. International communication and IR actors

4. Public diplomacy

5. Media coverage in special contexts

EDUCATIONAL ACTIVITIES

1. Lectures (28 hours)

2. Guided work and others (5 hours)

3. Personal study or work (38 hours)

4. Exams (4 hours)

Total: 75 hours

ASSESSMENT

ORDINARY SESSION EXAM

- **70%** Final exam - **May 7, 9 am** (room TBD). **May exam calendar**
- **20%** Practical exercises
- **10%** Attendance and participation

Students must attend **80% of the classes**, otherwise they will not have access to the May exam and will fail the subject. They will take it again in June. There will be a number of activities during the semester to measure attendance.

EXTRAORDINARY SESSION EXAM

- **80%** Final exam - **June 8, 9 am** (room TBD). **June exam calendar.**
- **20%** Practical exercises

Failing the final exam in May, or scoring less than a 5 on any section average, will result in retaking the exam in June.

***** Please note that any attempt at fraud, copying, plagiarism or other misconduct constitutes a serious offence, as set out in Title IV, "Academic Disciplinary Rules for Students", of the University of Navarra's Code of Conduct.***

***** Spelling and grammatical accuracy will be observed in all tasks and tests.***

If you are feeling unwell and unable to attend class, **there is no need to provide your medical records**. Such records contain sensitive personal information, and professors should not request or retain them. A brief note signed by your doctor confirming that you attended a medical appointment should suffice.

OFFICE HOURS

Dr. Adriana Gordejuela (agordejuela@unav.es)

- Office 0541. Edificio Ismael Sánchez Bella. Ground floor.
- Make an appointment.

Universidad de Navarra

BIBLIOGRAPHY AND RESOURCES

Working materials in a variety of formats (texts, videos, podcasts, etc.) will be provided in class.

Additional bibliography

Carr N. G. (2020). *The shallows : what the internet is doing to our brains* (Second). W.W. Norton & Company. Find it in the Library

Hafez, K., Grüne, A., & Skinner, A. (2022). *Foundations of global communication : a conceptual handbook.* Routledge. Find it in the Library

Hamelink, C.J. (2015). *Global Communication*. Sage. Find it in the Library

Kamalipour Y. R. (2020). *Global communication: a multicultural perspective* (Third). Rowman & Littlefield. Localízalo en la Biblioteca

McPhail, T. L., Phipps, S. (2019). *Global Communication: Theories, Stakeholders, and Trends*. Wiley. Find it in the LIbrary