

Answer: Global or international communication is the development and sharing of information, through verbal and non-verbal messages, in international settings and contexts. It is a broad field that incorporates multiple disciplines of communication, including intercultural, political, health, media, crisis, social advocacy, and integrated marketing communications, to name just a few. Individuals with a degree in global communication might find employment in advertising and marketing, public relations, international journalism, foreign service, politics and lobbying, publishing, online media, entertainment, or any other industry with an international focus.

The study of global communication examines how information is exchanged across geographical and social divides, as well as how communication both impacts and is influenced by culture, politics, media, economies, health, and relationships in the age of globalization. Its strategies and practices allow marketers and creative directors, public relations specialists, political consultants, market researchers, journalists, non-profit leaders, and other professionals in foreign or international industries to develop and share messages that reach audiences across borders, whether to resonate politically, help sell a product, or expose illegal labor practices. Global communication can take various forms, including global advertisements, political speeches, journalistic news stories, social media posts, press releases, books and traditional print publications, and more.

Additionally, global communication is a broad area of research within academia. Scholars in the field consider the dynamic relationship between globalization and rhetoric, studying how information flows via cultural exchange, and how culture, society, economies, and politics are being influenced by an emerging global media (e.g. digital technology, social media). For example, global communication scholars might explore how transnational academic partnerships impact learning outcomes in African countries, study patterns of feminism in international advertising in the 1960s and 1970s, or examine how strategic communication practices via social media platforms are reshaping environmental activism in Asia. Researchers might also conduct a discourse analysis of communication practices in a global public health crisis.