City University of Hong Kong

Information on a Course
offered by Department of Media and Communication
with effect from Semester A in 2012 - 2013

Part I

Course Title: Media in Greater China
Course Code: COM8004
Course Duration: 1 semester
No. of Credit Units: 3
Level: R8

Medium of Instruction: English supplemented by Putonghua and Cantonese, which will be involved in readings and giving instructions while investigating the media in Greater China

Media of Assessment: English and Chinese

(As this course investigates the media in Greater China, readings and instruction in Chinese are needed for effective education.)

Prerequisites: (Course Code and Title) None
Precursors: (Course Code and Title) None
Equivalent Courses: (Course Code and Title) None
Exclusive Courses: (Course Code and Title) None
Part II

1. Course Aims:

The course aims to investigate communication in the Greater China area and under different political and economic context, the interplay of culture, politics and economy that influence how communication in Chinese is performed through various channels. It examines such issues as cultural traditions and communication, evolution of freedom of expression, political economy of the mass media industry, the interaction between the media and society, the impact of the new media, and the relationship between the media and the state. It trains students to analyze communication in Chinese from various theoretical perspectives and methodological approaches.

2. Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

<table>
<thead>
<tr>
<th>No.</th>
<th>CILOs</th>
<th>Weighting (if applicable)</th>
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<tbody>
<tr>
<td>1</td>
<td>Discover and demonstrate in-depth knowledge of the fundamentals of Chinese mass communication</td>
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<td>2</td>
<td>Explain the historical development of Chinese mass communication</td>
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<td>3</td>
<td>Critically analyze the interplay of culture, politics, economy and the mass media based on innovative approaches</td>
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<td>4</td>
<td>Apply and/or develop theoretical frameworks to the analysis of the relationship between the media and the state</td>
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<td>5</td>
<td>Analyze the impact of the new media on communication in China</td>
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3. Teaching and learning Activities (TLAs)

(designed to facilitate students’ achievement of the CILOs)

<table>
<thead>
<tr>
<th>ILO No</th>
<th>TLAs</th>
<th>Hours/week (if applicable)</th>
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| 1, 2, 3, 5 | Lectures and class discussions  
|          | Student presentations and critiques  
|          | Tour of some Chinese media organizations                             | Throughout the course     |
| 4, 5   | Class discussion on research topics  
|          | Research on various issues in Chinese communication                  | 2 weeks                   |

4. Assessment Tasks/Activities

(designed to assess how well the students achieve the CILOs)

<table>
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<tr>
<th>ILO No</th>
<th>Type of assessment tasks/activities</th>
<th>Weighting (if applicable)</th>
<th>Remarks</th>
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| 1, 2, 3, 5 | 1. A short essay (five pages) on a weekly topic and presentation in class  
|          | 2. A book report/review of a title (three pages)                                                  | 25% 20%                    | In Chinese if the reading material is in Chinese |
| 4, 5   | 3. A term research paper – original research or an original critical synthesis (15-18 pages)     | 55%                        | English                        |
5. Grading of Student Achievement:


Part III

Keyword Syllabus:

Chinese mass communication; Chinese mass media; the media and state in China; theories of Chinese communication; Chinese media studies, Chinese media industries.

Readings:


