

**City University of Hong Kong
Course Syllabus**

**offered by Department of Media and Communication
with effect from Semester A 2024/25**

Part I Course Overview

Course Title: Policy and Regulations of New Media

Course Code: COM5103

Course Duration: One semester

Credit Units: 3

Level: P5

Medium of Instruction: English

Medium of Assessment: English

Prerequisites:

(Course Code and Title) Nil

Precursors:

(Course Code and Title) Nil

Equivalent Courses:

(Course Code and Title) Nil

Exclusive Courses:

(Course Code and Title) Nil

Part II Course Details

1. Abstract

The course aims to:

The course aims to teach students the fundamentals, principles, practices and theories of policy and regulations of new media. It examines various legal and regulatory issues related to legacy media, digital TV, new media, and AI-related communication, including the protection and limits of free expression, defamation, obscenity, privacy, and content regulation. As new media are related to new technologies, this course also examines AI-related ethics and governance issues.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Analyze from a comparative approach the systems of law and the political, economic and cultural forces that influence the making of media policy and regulation in Hong Kong, mainland China, Taiwan, the United States, and the EU.		✓		
2.	Analyze legal or regulatory decisions by courts or regulators applicable to new media.		✓		
3.	Analyze and explain the legal freedoms guaranteed or limited by various legal systems and how these freedoms apply to the practices of advertising, broadcasting, telecommunication and new media.		✓	✓	
4.	Detect and identify conflicts between legal and ethical obligations in the practices of advertising, broadcasting, telecommunication, and new media.		✓		
5.	Demonstrate a good understanding of policy and regulation of new media		✓	✓	
6.	Apply policy and regulation to legacy media, new media, big data, and AI		✓	✓	

- A1: *Attitude*
Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.
- A2: *Ability*
Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.
- A3: *Accomplishments*
Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Learning and Teaching Activities (LTAs)

(LTAs designed to facilitate students' achievement of the CILOs.)

LTA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4	5	6	
Lectures/discussion	<ul style="list-style-type: none"> • Lectures on comparative analyses of policy and regulations of new media in Hong Kong, mainland China, Taiwan, the United States, and the EU. • Investigation of political, economic and cultural forces that drive and influence the making of media policy • Class discussions on landmark cases involving freedom of speech, defamation, obscenity, privacy and so on • Lectures on policy and regulation related to the new media 	✓	✓	✓	✓	✓	✓	10 weeks
Presentation /tasks	<ul style="list-style-type: none"> • Discuss the topic of final papers • Present the final paper • Discuss the policy and regulation of new media in mainland China or elsewhere • Case studies of new media policy and regulations 		✓	✓	✓	✓	✓	3 weeks 2 weeks 8 weeks 8 weeks

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.						Weighting	Remarks
	1	2	3	4	5	6		
Continuous Assessment: 100%								
I. In-class assessments/online assessments		✓	✓	✓	✓	✓	60%	
1. Attendance and class participation							10%	
2. Answer questions (all students)							10%	
3. Observation of policy and regulation of new media in mainland China or elsewhere							20%	
4. Mid-term quiz on the knowledge of policy and regulation of new media							20%	
II. A final paper and presentation	✓	✓	✓	✓	✓	✓	40%	
<ul style="list-style-type: none"> • Three persons as a group • Write a final paper • Present the paper in the last two weeks • Each member speaks 4 minutes • The paper length is 12-15 pages (double-space) 								
Examination: 0%								
							100%	

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
Final paper and presentation	Ability to write a thorough media policy paper and present it fluently	Very good	Good	Moderate	Fair	Bad
Answer questions related to the course materials in class	Ability to understand and analyze the case related to new media policy and regulations	Very good	Good	Moderate	Fair	Bad
Observation of policy and regulation of new media in mainland China	Ability to provide good examples about policy and regulations of new media in mainland China	Very good	Good	Moderate	Fair	Bad
Mid-term quiz on the knowledge of policy and regulation of new media	Ability to answer questions about the policy and regulations for new media	Very good	Good	Moderate	Fair	Bad
Attendance and class participation	Ability to demonstrate independent thinking in learning course material and to complete, with accuracy and clarity, in-class exercises and discussions.	High	Significant	Moderate	Basic	Bad

Applicable to students admitted from Semester A 2022/23 to Summer Term 2024

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
Final paper and presentation	<ul style="list-style-type: none"> - In-depth analysis - Appropriate use of literature or arguments - Logical conclusions and/or recommendations - Organization, format and writing - Good presentation 	-Strong evidence of ability to identify and analyze the topic/problem by utilizing appropriate literature or arguments, drawing logical conclusions, and providing suitable recommendations -Good presentation	-Adequate evidence of ability to identify and analyze the topic/problem by utilizing appropriate literature or arguments, drawing logical conclusions, and providing suitable recommendations -Good presentation	-Some evidence of ability to identify and analyze the topic/problem by utilizing appropriate literature or arguments, drawing logical conclusions, and providing suitable recommendations -moderate presentation	-fail to identify and analyze the topic/problem by utilizing appropriate literature or arguments, drawing logical conclusions, and providing suitable recommendations -poor presentation
Answer questions related to the course materials in class	Ability to analyze the questions asked by the instructor	Provide correct and insightful answers	Provide correct answers	Provide inadequate answers	Do not prepare for the questions
Observation of policy and regulation of new media in mainland China or elsewhere	Ability to provide good examples about policy and regulations of new media in mainland China or elsewhere	Provide profound insights and adequate analyses and good presentation	Provide adequate analyses and good presentation	Provide acceptable analyses, and clear presentation	Presentation is unclear and has no logic
Mid-term quiz	Good understanding of course materials	Comprehensive understandings of the course materials	Adequate understandings of the course materials	Moderate understandings of the course materials	Fail to demonstrate basic understandings of the course materials
Attendance and class participation/interaction	Ability to demonstrate independent thinking in course material and complete in-class exercises and discussions.	Attend class on time and participate in the discussion actively in class.	Attend class on time and participate in the discussion when asked by the instructor	Only attend half of the classes and do not participate in the discussion.	Attend less than one-third of classes and do not participate in the discussion.

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

Media policy and regulation, new media, convergence, telecommunications, structural regulation, content regulation, defamation, privacy, big data, AI ethics and governance.

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

Creech, K.C. (2013). *Electronic Media Law and Regulation*, 6th ed., Routledge.

Napoli, P. M. (2019). *Social Media and the Public Interest: Media Regulation in the Disinformation Age*. Columbia University Press.

Packard, A (2013). *Digital Media Law*. Wiley-Blackwell. Online resource

Roberts, H., et al. (2021). The Chinese Approach to Artificial Intelligence: An Analysis of Policy, Ethics, and Regulation. *AI & Society*, 36:59-77.

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

Chin, Yik-Chan (2016). *Television Regulation and Media Policy in China*, 1st ed., Routledge.

Liu, Y.L. (2014). Reconsidering the telecommunication and media regulatory framework in Taiwan: Using the new emerged media as examples, in Liu, Y.L. & Picard, R. (eds.), *Policy and Marketing Strategies for Digital Media*. London: Routledge.