

COM3109: MEDIA AND COMMUNICATION IN CHINESE CONTEXTS

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Media and Communication in Chinese Contexts

Subject Code

COM - Media and Communication

Course Number

3109

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

The course aims to investigate the interplay of political, economic, technological and cultural factors in the production, dissemination and consumption of mediated messages in China. It covers a wide range of issues, including an overview of the mass media and new media industries; the interaction between media and key institutions such as the state, the market and civil society; the social implications of new media technologies; as well as the aesthetics of different types of media events and their relations to identity construction and social change. The course combines a number of theoretical perspectives, including political economic, organizational and cultural approaches, socio-psychological approaches, and the computational approach, in examining media and communication within the Chinese contexts. The course aims to provide practical implications for the students to motivate innovation in the job markets, transferring the expertise obtained from this course to solve pressing problems in the digital age.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Demonstrate in-depth knowledge of the fundamentals of Chinese communication	20	x	x	
2	Explain the historical development of Chinese mass communication and new media	10	x	x	
3	Critically analyze the interplay of culture, politics, economy and the media	20	x	x	x
4	Apply theoretical frameworks to the analysis of the relationship between the media and the state	20	x	x	x
5	Analyze the impact of the new media, especially AI and other emerging digital media applications, on communication in the Chinese contexts	30	x	x	x

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.

Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.	Hours/week (if applicable)	
1	Assignments / discussions/field trips	Lectures on and class discussions of the Chinese media and communication patterns; Student presentations and critiques; Tour of some Chinese media organizations in Hong Kong	1, 2, 3, 5	Throughout the course

2	Lectures	Lectures on various theoretical and methodological approaches to the study of the Chinese media and communication patterns and their application	4, 5	Throughout the course
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Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)	
1	Class participation and quiz	1, 2, 3, 4, 5	30	
2	Group project and presentation	1, 2, 3, 4, 5	50	The students will work on a group project of their choice throughout the semester. The project themes may be a case study of a Chinese media organization, a digital media product, a recent media event, or any other media-related phenomenon of their interest.
3	Individual writing task	1, 2, 3, 4, 5	20	

Continuous Assessment (%)

100

Examination (%)

0

Examination Duration (Hours)

0

Assessment Rubrics (AR)**Assessment Task**

Class participation

Criterion

Ability to demonstrate independent thinking in learning course material and to complete, with accuracy and clarity, in-class exercises and online discussions.

Excellent (A+, A, A-)

Actively participated in all of the related class activities.

Good (B+, B, B-)

Actively participated in most of the related class activities.

Fair (C+, C, C-)

Occasionally participated in the related class activities.

Marginal (D)

Rarely participated in the related class activities.

Failure (F)

Did not participate in any of the related class activities.

Assessment Task

Quizzes

Criterion

Ability to demonstrate and explain accurately and clearly the basic concepts and theories in the lectures and to apply theories to some real-life cases and scenarios.

Excellent (A+, A, A-)

Excellently completed all the quizzes.

Good (B+, B, B-)

Adequately completed the quizzes.

Fair (C+, C, C-)

Completed the quizzes.

Marginal (D)

Completed the quizzes with much room for improvement.

Failure (F)

Did not complete the quizzes.

Assessment Task

Group assignments

Criterion

Demonstrating the ability of coherent and cogent academic writing on a Chinese media related topic (e.g. a case study of a Chinese media organization, analysis of a recent media event, or any other media-related phenomenon of students' interest). Ability to use appropriate conceptual and methodological tools in completing the project.

Excellent (A+, A, A-)

The presentation and the paper demonstrated full understanding of the concepts and theories covered in the class.

Good (B+, B, B-)

The presentation and the paper demonstrated solid understanding of the concepts and theories covered in the class.

Fair (C+, C, C-)

The presentation and the paper demonstrated appropriate understanding of the concepts and theories covered in the class.

Marginal (D)

The presentation and the paper demonstrated minimal understanding of the concepts and theories covered in the class.

Failure (F)

The presentation and the paper demonstrated little or no understanding of the concepts and theories covered in the class.

Assessment Task

Individual written test

Criterion

Ability to demonstrate and explain, with accuracy and clarity, the basic concepts and theories in Chinese media studies regarding its production, reception, text and context, and to apply theories to some real-life cases and scenarios.

Excellent (A+, A, A-)

The answers demonstrate excellent independent thinking in learning course material.

Good (B+, B, B-)

The answers demonstrate good independent thinking in learning course material.

Fair (C+, C, C-)

The answers demonstrate appropriate independent thinking in learning course material.

Marginal (D)

The answers demonstrate minimal independent thinking in learning course material.

Failure (F)

The answers fail to demonstrate any independent thinking in learning course material.

Part III Other Information**Keyword Syllabus**

Communication patterns in Greater China; Chinese mass media in mainland China, Hong Kong and Taiwan; Media and state in the Chinese context; theories of Chinese communication; Chinese media industries.

Reading List**Compulsory Readings**

	Title
1	DeLisle, Jacques, Goldstein, Avery and Yang, Guobin (Eds.) (2016). The internet, social media, and a changing China. Philadelphia : University of Pennsylvania Press.
2	Harwit, Eric (2008). China' s Internet and Government Policy. China' s Telecommunications Revolution. Oxford University Press.
3	He, Zhou & Chen, Huailin (1998). 中國傳媒新論The Chinese Media: A New Perspective. Hong Kong: Pacific Century Press.
4	Lee, Chin-Chuan (Ed.) (2003). Chinese Media, Global Context. New York: Routledge Curzon.
5	Lee, Chin-Chuan (Ed) (2015). Internationalizing "international communication". Ann Arbor, Michigan: University of Michigan Press.
6	Lee, Francis L. F., & Chan, Joseph Man (2011). Media, Social Mobilization, and the Pro-democracy Protest Movement in Post-handover Hong Kong: The Power of a Critical Event. London: Routledge. Introduction.
7	Polumbaum, Judy (2008). China Ink: The Changing Face of Chinese Journalism. Rowman & Littlefield.
8	Shirk, Susan (Ed.) (2011). Changing Media, Changing China. Oxford University Press.
9	Yang, Guobin (2009). The Power of the Internet in China: Citizen Activism Online. Columbia University Press.
10	Zhu, Ying, Keane, Michael and Bai, Ruoyun (Ed.) (2008). TV Drama in China. Hong Kong University Press.
11	Zhao, Yuezhi (2008). Communication in China: Political Economy, Power, and Conflict. Rowman & Littlefield.
12	Wang, Jay (Ed.) (2011). Soft Power in China: Public Diplomacy through Communication. Palgrave Macmillan

Additional Readings

Title	
1	Journalism and Communication in China and the West
2	中国广播研究90年
3	A study of China broadcasting for 90 years Remaking red classics in post-Mao China
4	Advertising and Consumer Culture in China
5	Public Relations in China
6	Development Practice of Digital Business Environment in China
7	China's Media Go Global
8	Beyond Borders: China's Grip on Global Media