**offered by Department of Media and Communication
with effect from Semester B 2016/17**

Part I   Course Overview

Course Title:	Communication and Society
Course Code:	COM8000
Course Duration:	One semester
Credit Units:	3
Level:	R8

Proposed Area:
(for GE courses only)

☐Arts and Humanities
☐Study of Societies, Social and Business Organisations
☐Science and Technology

Medium of Instruction:	English
Medium of Assessment:	English
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   Course Details

1.   **Abstract**

This course examines the interplay between mass media and society within interdisciplinary theoretical perspectives in mass communication and other related fields.   It covers three major areas: 1) Media theories, ideologies and practices and their relationship with public opinion; 2) mass communication, reality and social knowledge; and 3) interaction between mass media and society and its consequences.   It focuses on such topics as mass media and public opinion, social knowledge and ideology, communication and social theories, mass communication structure and processes, communication technology and culture, network society, and global communication. The students are exposed to a variety of literature that addresses the relationship among society, media and culture, with an emphasis on the impacts mass communication has on individuals and institutions.

2.   **Course Intended Learning Outcomes (CILOs)**

No.	CILOs#	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	*A2*	*A3*
1.	Identify and discover the relationship between media and society from interdisciplinary perspectives of scholarly inquiry		✓		
2.	Identify important topics and critical issues related to the structure and processes of mass communication in society		✓	✓	
3.	Critically evaluate and analyze these topics and issues in light of theoretical perspectives at the micro and macro levels			✓	✓
4.	Conduct original research on important aspects concerning the interplay between mass media and society using appropriate research methods and present findings in professional format and quality		✓	✓	✓
		100%			

3. Teaching and Learning Activities (TLAs)

TLA	Brief Description	CILO No.				Hours/week(if applicable)
		1	2	3	4	
Group discussion	Group discussion on theory, research and issues related to communication and society	✓				Throughout the class
Analysis	Analysis of key concepts and perspectives concerning communication and society		✓			Throughout the class
Research	Conducting original research on aspects concerning communication and society using appropriate methods			✓		Throughout the class
Presentation	Presenting and discussing research projects				✓	Throughout the class

4. Assessment Tasks/Activities (ATs)

Assessment Tasks/Activities	CILO No.				Weighting*	Remarks
	1	2	3	4		
Continuous Assessment: 65%						
Analysis of key concepts and critical issues concerning communication and society	✓				20%	
Research Project: individual or group research project of issues concerning communication and society using appropriate methods		✓			35%	
Final Exam: to assess students' understanding of the theories and concepts covered in the lectures and readings (2 hours and a half)			✓		35%	
Class discussion and participation	✓			✓	10%	
Examination: 35% (duration: 2.5 hours)						
					100%	

5. Assessment Rubrics

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Adequate (C+, C, C-)	Marginal (D)	Failure (F)
Class discussion: Analysis of key concepts	ABILITY to participate in class discussion dealing with methods of inquiry useful in analyzing research data	High	Significant	Moderate	Basic	Not even reaching marginal levels
Design and conduct a research project Research Project	CAPACITY for SELF-DIRECTED LEARNING to understand the principles of communication's role in society	High	Significant	Moderate	Basic	Not even reaching marginal levels
Examination	ABILITY to demonstrate clear understanding of concepts related to the role played by communication in society					
Analyze research from field	ABILITY to EXPLAIN in DETAIL and with ACCURACY methods of inquiry useful in analyzing research data					

Part III   Other Information

1.   Keyword Syllabus

Media and society, media system, public opinions, communication theories, communication effects, ideology, sociology of media, communication and culture, network society, international communication

2.   Reading List

2.1   Compulsory Readings

I.	Media System and Public
1.	Benjamin Ginsberg. (1986). The Captive Public: How Mass Opinion Promotes State Power. New York: Basic. Chapters 1-3
2.	Walter Lippmann. (1922). Public Opinion. New York: Harcourt Brace. Chapters 1, 6, 23, 24.
3.	W. Russell Neuman, Marion R. Just & Ann N. Crigler. (1992). Common Knowledge: News and the Construction of Political Meaning. Chicago: University of Chicago Press. Chapters 1, 4, 7
4.	Michael Schudson. (1978). Discovering the News. New York: Basic. Introduction, Chapters 4, 5

II.	Communication and Social Theories
1.	Peter L. Berger & Thomas Luckmann. (1966). The social Construction of Reality: A Treatise in the Sociology of Knowledge. New York: Anchor. Introduction, Chapters 1
2.	James Curran & David Morley (Eds.). (2006). Media and Cultural Theory. London: Routledge. Chapters 2, 9, 12, 19
3.	Hanno Hardt. (1992). Critical Communication Studies. London: Routledge. Chapters 1-3
4.	George Ritzer. (1993). The McDonaldization of Society. Thousand Oaks, CA: Pine Forge Press. Chapters 1, 2, 8, 9

III.	Communication Effects
1.	Manuel Castells. (2001). The Internet Galaxy: Reflections on the Internet, Business, and Society. New York: Oxford University Press. Opening, Chapters 1, 2, 4, 5, 8, 9
2.	Jonathan L. Freedman. (2002). Media Violence and its Effect on Aggression: Assessing the Scientific Evidence. Toronto: University of Toronto Press. Chapters 1, 3, 4, 6, 9
3.	Joshua Meyrowitz. (1985). No Sense of Place: The Impact of Electronic Media on Social Behavior. New York: Oxford University Press. Chapters 1, 2, 5, 9, 15
4.	Robert D. Putnam. (2000). Bowling Alone: The Collapse and Revival of American Community. New York: Simon & Schuster. Chapters 1, 9, 13, 15, 22, 24

IV.	Sociology of Media
1.	Edward Jay Epstein. (1973). News from Nowhere: Television and the News. New York: Vintage. Chapters 1, 2, 3, 5, 7, 8, 9
2.	Herbert Gans. (1979). Deciding What's News. New York: Pantheon. Chapters 1, 2, 4, 6, 7, 9, 10
3.	Brian McNair. (2006). Cultural Chaos: Journalism, News and Power in a Globalized World. London: Routledge. Chapters 1, 3, 5, 7, 8, 9, 13
4.	Gaye Tuchman. (1978). *Making News*. New York: Free Press. Chapters 1, 2, 4, 6, 9, 10

V.	Media and Ideology
1.	Benedict Anderson. (1983). Imagined Communities: Reflections on the Origin and Spread of Nationalism. London: Verso. Chapters 1, 2, 3, 5, 6
2.	Todd Gitlin. (1980). The Whole World is Watching. Berkeley: University of California Press. Introduction, Chapters 1, 2, 8, 9, 10, 11
3.	Daniel Hallin. (1986). The "Uncensored" War. New York: Oxford University Press. Chapters 1, 4, 6
4.	Edward Said. (1982). Covering Islam. New York: Pantheon. Introduction, Chapter 1, I-III

VI.	Communication and Culture
1.	James W. Carey. (1989). Communication as Culture. New York: Routledge. Introduction, Chapters 1, 2, 4, 6, 7, 8
2.	James Curran & Myun-jin Park. (Eds.). (2000). De-Westernizing Media Studies. London: Routledge. Chapters 1, 2, 3, 9, 14, 15, 17, 20,
3.	Tamar Liebes & Elihu Katz. (1990). The Export of Meanings: Cross-Cultural Readings of Dallas. New York: Oxford University Press. Chapters 1, 2, 7, 8, 9, 10
4.	John Storey (Ed.). (1996). What is Cultural Studies? A Reader. London: Arnold. Introduction, Chapters 1, 2, 4, 5, 6, 8, 10, 14, 21

VII.	International Communication
1.	Manuel Castells. (Ed.). (2004). The Network Society: A Cross-Cultural Perspective. Cheltenham, UK; Edward Elgar. Chapters 1, 4, 7, 9, 10, 15, 16, 17
2.	Monroe W. Price. (2002). Media and Sovereignty: The Global Information Revolution and its Challenge to State Power. Cambridge, MA: The MIT Press. Chapters 1, 2, 4, 7, 8, 9
3.	Herbert I. Schiller. (1969). Mass Communications and American Empire. New York: Kelly. Chapters 1, 2, 4, 6, 7, 8, 10
4.	John Tomlinson. (1990). Cultural Imperialism. Baltimore: Johns Hopkins University Press. Chapters 1, 2, 3, 4,

2.2 Additional Readings

Wanta, W., Golan, G., & Lee, C. (2004). Agenda setting and international news: Media influence on public perceptions of foreign nations. *Journalism & Mass Communication Quarterly*. 81(2), 364-377.

Golan, G., & Wanta, W. (2001). Second level agenda setting in the New Hampshire primary: A comparison of coverage in three newspapers and public perceptions of candidates. *Journalism & Mass Communication Quarterly*, 78, 247-259.