

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: Communication Theories and Social Change

Course Code: COM8003

Course Duration: 1 semester

No. of Credit Units: 3

Level: R8

Medium of Instruction: English

Level: R8

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:

This seminar aims to examine the interplay between major social theories and media studies that seeks to explain the dynamics of social change. It will explore the *meta-theoretical* assumptions of various "paradigms" that inform our theorizing in the field of communication.

2. Course Intended Learning Outcomes (CILOs)

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

No.	CILOs	Weighting (if applicable)
1.	Critically discuss and evaluate the extensive literature on social theories and media studies	50%
2.	Apply theories to students' research work, aiming to the discovery of new knowledge in the relevant domain through innovative approaches	50%

3. Teaching and learning Activities (TLAs)

(designed to facilitate students' achievement of the CILOs)

CILO No	TLAs	Hours/week (if applicable)
1, 2	Discuss and analyze the principles of social theories and media studies	3
1, 2	Write review essays on selected topics	NA

4. Assessment Tasks/Activities

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

CILO No	Type of assessment tasks/activities	Weighting (if applicable)	Remarks
1, 2	Participation in class discussion and presentation	30%	
1, 2	Research paper	70%	

The student is expected to present the analysis of the assigned readings and participate in the discussion. The student is expected to produce a significant research paper (approximately 20-30 pages) and/or several short papers (8-10 pages each) as required by the instructor.

5. Grading of Student Achievement:

Only "Pass" or "Fail" will be meted out. The grade will be based on student's overall performance in the tasks/activities listed in part 4 above.

Part III

Keyword Syllabus:

Pragmatism, structural-functionalism, conflict management, Marxism(s) and post-modernism as they relate to the current status of media studies.
Meta-methodological debate on empirical, interpretative, and critical communication theories.

Recommended Reading:

Texts:

Hardt, Hanno (1992). *Critical Communication Studies*. New York: Routledge.
Turner, Graeme (1996). *British Cultural Studies*. London: Routledge.
Thompson, John B (1995). *The Media and Modernity*. Stanford: Stanford University Press.
Curran, James & Michael Gurevitch (Eds.). (2006). *Mass Media and Society*. London: Arnold.

Other references:

Merton, Robert K. (1968). *Social Theory and Social Structure* (pp. 493-509). New York: Free Press.
Carey, James W. (1989). *Communication as Culture*. New York: Routledge.
Munson, Eve Stryker & Catherine A. Warren (Eds.). (1997). *James Carey: A Critical Reader*. Minneapolis: University of Minnesota Press.
Williams, Raymond (1982). *The Sociology of Culture*. New York: Schocken.
Rogers, Everett M. (1994). *A History of Communications Research*. New York: Free Press.
Gouldner, Alvin (1976). *The Dialectic of Ideology and Technology*. New York: Oxford University Press.
Park, Robert (1967). *On Social Control and Collective Behavior* (Ralph H. Turner, Ed.). Chicago: U of Chicago Press.
Giddens, A. (1978). Positivism and its critics. In Bottomore & Nisbet (Eds.), *A History of Sociological Analysis*. New York: Basic.
McCarthy, Thomas (1979). *The Critical Theory of Jurgen Habermas*. Cambridge: MIT Press.
Coser, Lewis (1956). *The Functions of Social Conflict*. New York: Free Press.
Dahrendorf, Ralf (1959). *Class and Class Conflict in Industrial Society*. Stanford: Stanford UP.
Tichenor, P. J., G. A. Donohue & C. Olien (1979). *Community Conflict and the Press*. Beverly Hills: Sage.
Golding, Peter & Graham Murdock (Eds.). (1997). *The Political Economy of the Media* (2 volumes). Brookfield, Vermont: Elgar.
Garnham, Nicholas (1989). *Capitalism and Communication*. Newberry Park, CA: Sage.
Smythe, Dallas (1994). *Counterclockwise: Perspectives on Communication* (Thomas Guback, Ed.). Boulder, CO: Westview Press.
Mosco, Vincent (1996). *The Political Economy of Communication*. London: Sage.
Curran, James & Myung-jin Park (Eds.). (2000). *De-westernizing Media Studies*. London: Routledge.
Hall, S. (Ed.). (1997). *Representation*. Thousand Oaks, CA: Sage.
Hall, S. (1976). Culture, the Media and the Ideological Effect. In James Curran, Michael Gurevitch & Janet Woollacott (Eds.), *Mass Communication and Society*. London: Edward

Arnold.

Hall, Stuart (1982). The Rediscovery of 'Ideology': Return of the Repressed in Media Studies. In Gurevitch, Bennett, Curran, & Woollacott (Eds.), *Culture, Society, and the Media*. London: Methuen.

Hall, Stuart (1986). Cultural Studies: two paradigms. In Richard Collins, et. al., *Media Culture & Society*. Beverly Hills: Sage.

Downing, John (1996). *Internationalizing Media Theory*. Thousand Oaks, CA: Sage.

Williams, R. (1977). *Marxism and Literature*. New York: Oxford University Press.

Gitlin, Todd (1978). *The Whole World is Watching*. Berkeley: University of California Press.

Tuchman, Gaye (1978). *Making News*. New York: Free Press.