

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:

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

3. Teaching and learning Activities (TLAs)

(designed to facilitate students' achievement of the CILOs)

ILO No	TLAs	Hours/week (if applicable)
1, 2, 3, 5	<ul style="list-style-type: none">Lectures and class discussionsStudent presentations and critiquesTour of some Chinese media organizations	Throughout the course
4, 5	<ul style="list-style-type: none">Class discussion on research topicsResearch on various issues in Chinese communication	2 weeks

4. Assessment Tasks/Activities

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

ILO No	Type of assessment tasks/activities	Weighting (if applicable)	Remarks
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

	<ul style="list-style-type: none"> • Originality • Critical ability • Application of theories • Data/evidence • Organization and presentation 		
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5. Grading of Student Achievement:

Grading pattern: Standard (A+, A, A-...F). Grading is based on student performance in assessment tasks/activities.

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:

- Barmie, G.R. (1999). *In The Red: On Contemporary Chinese Culture*. New York: Columbia University Press.
- Chu, G.C. (1977). *Radical Change Through Communication in Mao's China*. Honolulu, Hawaii: The University Press of Hawaii.
- Chu, G.C., & Hsu, F.L.K. (Eds.). (1983). *China's New Social Fabric*. Honolulu, Hawaii: The University Press of Hawaii.
- Chu, G.C., & Ju, Y. (1993). *The Great Wall in Ruins: Communication and Cultural Change in China*. Albany, New York: State University of New York Press.
- He, Z. & Chen, H.L. (1998). *The Chinese Media: A New Perspective*. Hong Kong: Pacific Century Press.
- Lee, C.C. (Ed.). (2003). *Chinese Media, Global Contexts*. London and New York: Routledge.
- Lee, C.C. (Ed.). (2000). *Power, Money, and Media: Communication Patterns and Bureaucratic Control in Cultural China*. Evanston, Illinois: Northwestern University Press.
- Lee, C.C. (Ed.). (1994). *China's Media, Media's China*. Boulder, Colorado: Westview.
- Lee, C.C. (Ed.). (1990). *Voices of China: The Interplay of Politics and Journalism*. New York: The Guildford Press.
- Lee, P.S.N. (Ed.). (1997). *Telecommunications and Development*. Cresskill, New Jersey: Hampton Press.
- Lynch, D.C. (1999). *After the Propaganda State: Media, Politics, and Thought Work in Reformed China*. Stanford, California: Stanford University Press.
- Zhao, Y. (1998). *Media, Market, and Democracy in China: Between the Party Line and the Bottom Line*. Urbana & Chicago: University of Illinois Press.
- 陈昌凤 (2007)。中国新闻传播史：媒介社会学的视角。北京：北京大学出版社。
- 錢鋼 (2008)。中國傳媒與政治改革。香港：天地圖書有限公司。
- 盧世祥 (2008)。從哈巴狗變瘋狗：台灣媒體亂象紀實。台北市：前衛出版社。