

City University of Hong Kong
Course Syllabus

offered by Department of Media and Communication
with effect from Semester A 2017/18

Part I Course Overview

Course Title: Communication Theories and Social Change

Course Code: COM8003

Course Duration: One semester

Credit Units: 3

Level: R8

Arts and Humanities

Proposed Area:
(for GE courses only)

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

The course 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)

No.	CILOs [#]	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
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%		✓	✓
		100%			

* If weighting is assigned to CILOs, they should add up to 100%.

[#] Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

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 self-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. Teaching and Learning Activities (TLAs)

TLA	Brief Description	CILO No.		Hours/week(if applicable)
		1	2	
Discussion and analysis	Discuss and analyze the principles of social theories and media studies	✓	✓	3
Essay	Write review essays on selected topics	✓	✓	NA

4. Assessment Tasks/Activities (ATs)

Assessment Tasks/Activities	CILO No.		Weighting*	Remarks
	1	2		
Continuous Assessment: <u>100</u> %				
Participation in class discussion and presentation	✓	✓	30%	
Research proposal	✓	✓	70%	
Examination: <u>NA</u> % (duration: _____, if applicable)				
* The weightings should add up to 100%.			100%	

5. Assessment Rubrics

Assessment Task	Criterion	Pass (P)	Failure (F)
Class discussion and presentation	ABILITY to participate in class discussion regarding theories that are related to media and communication.	Satisfactory	Not even reaching marginal levels
Research proposal	ABILITY to design a research project that aims to test, improve, or develop a theory in the area of media and communication.	Satisfactory	Not even reaching marginal levels

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.

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

1. 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.

2. Reading List

2.1 Compulsory Readings

Recommended Reading:

1.	Hardt, Hanno (1992). <i>Critical Communication Studies</i> . New York: Routledge.
2.	Turner, Graeme (1996). <i>British Cultural Studies</i> . London: Routledge.
3.	Thompson, John B (1995). <i>The Media and Modernity</i> . Stanford: Stanford University Press.
4.	Curran, James & Michael Gurevitch (Eds.). (2006). <i>Mass Media and Society</i> . London: Arnold.
5.	Merton, Robert K. (1968). <i>Social Theory and Social Structure</i> (pp. 493 509). New York: Free Press.
6.	Carey, James W. (1989). <i>Communication as Culture</i> . New York: Routledge.
7.	Munson, Eve Stryker & Catherine A. Warren (Eds.). (1997). <i>James Carey: A Critical Reader</i> . Minneapolis: University of Minnesota Press
8.	Williams, Raymond (1982). <i>The Sociology of Culture</i> . New York: Schocken.
9.	Rogers, Everett M. (1994). <i>A History of Communications Research</i> . New York: Free Press.
10.	Gouldner, Alvin (1976). <i>The Dialectic of Ideology and Technology</i> . New York: Oxford University Press.
11.	Park, Robert (1967). <i>On Social Control and Collective Behavior</i> (Ralph H. Turner, Ed.). Chicago: U of Chicago Press.
12.	Giddens, A. (1978). <i>Positivism and its critics</i> . In Bottomore & Nisbet (Eds.), <i>A History of Sociological Analysis</i> . New York: Basic.
13.	McCarthy, Thomas (1979). <i>The Critical Theory of Jurgen Habermas</i> . Cambridge: MIT Press.
14.	Coser, Lewis (1956). <i>The Functions of Social Conflict</i> . New York: Free Press.
15.	Dahrendorf, Ralf (1959). <i>Class and Class Conflict in Industrial Society</i> . Stanford: Stanford UP.
16.	Tichenor, P. J., G. A. Donohue & C. Olien (1979). <i>Community Conflict and the Press</i> . Beverly Hills: Sage.
17.	Golding, Peter & Graham Murdock (Eds.). (1997). <i>The Political Economy of the Media</i> (2 volumes). Brookfield, Vermont: Elgar.
18.	Garnham, Nicholas (1989). <i>Capitalism and Communication</i> . Newberry Park, CA: Sage.

19.	Smythe, Dallas (1994). <i>Counterclockwise: Perspectives on Communication</i> (Thomas Guback, Ed.). Boulder, CO: Westview Press.
20.	Mosco, Vincent (1996). <i>The Political Economy of Communication</i> . London: Sage.
21.	Curran, James & Myung-jin Park (Eds.). (2000). <i>De-westernizing Media Studies</i> . London: Routledge.
22.	Hall, S. (Ed.). (1997). <i>Representation</i> . Thousand Oaks, CA: Sage.
23.	Hall, S. (1976). Culture, the Media and the Ideological Effect. In James Curran, Michael Gurevitch & Janet Woollacott (Eds.), <i>Mass Communication and Society</i> . London: Edward Arnold.
24.	Hall, Stuart (1982). The Rediscovery of 'Ideology': Return of the Repressed in Media Studies. In Gurevitch, Bennett, Curran, & Woollacott (Eds.), <i>Culture, Society, and the Media</i> . London: Methuen.
25.	Hall, Stuart (1986). Cultural Studies: two paradigms. In Richard Collins, et. al., <i>Media Culture & Society</i> . Beverly Hills: Sage.
26.	Downing, John (1996). <i>Internationalizing Media Theory</i> . Thousand Oaks, CA: Sage.
27.	Williams, R. (1977). <i>Marxism and Literature</i> . New York: Oxford University Press.
28.	Gitlin, Todd (1978). <i>The Whole World is Watching</i> . Berkeley: University of California Press.
29.	Tuchman, Gaye (1978). <i>Making News</i> . New York: Free Press.

2.2 Additional Readings