

**City University of Hong Kong  
Course Syllabus**

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

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**Part I Course Overview**

**Course Title:** Media in Greater China

**Course Code:** COM8004

**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 supplemented by Putonghua and Cantonese, which will be involved in readings and giving instructions while investigating the media in Greater China

**Medium 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 Course Details

### 1. Abstract

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)

| No. | CILOs <sup>#</sup>   | Weighting*<br>(if applicable) | Discovery-enriched curriculum related learning outcomes (please tick where appropriate) |    |    |
|-----|--|-------------------------------|---|----|----|
|     |  |                               | A1  | A2 | A3 |
| 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  |                               | ✓   | ✓  | ✓  |

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

<sup>#</sup> 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 | 3 | 4 | 5 |                           |
| Research proposal | Write research proposal          | ✓        | ✓ | ✓ |   | ✓ | Throughout the course     |
| Analysis          | Discuss and analyze “model” work |          |   |   | ✓ | ✓ | 2 weeks                   |

### 4. Assessment Tasks/Activities (ATs)

| Assessment Tasks/Activities  | CILO No. |   |   |   |   | Weighting* | Remarks  |
|--|----------|---|---|---|---|------------|--|
|  | 1        | 2 | 3 | 4 | 5 |            |  |
| Continuous Assessment: <u>100%</u>   |          |   |   |   |   |            |  |
| 1. A short essay (five pages) on a weekly topic and presentation in class  | ✓        | ✓ | ✓ |   | ✓ | 25%        | In Chinese if the reading material is in Chinese |
| 2. A book report/review of a title (three pages)   |          |   |   |   |   | 20%        |  |
| 3. A term research paper – original research or an original critical synthesis (15-18 pages)<br><ul style="list-style-type: none"> <li>• Originality</li> <li>• Critical ability</li> <li>• Application of theories</li> <li>• Data/evidence</li> <li>• Organization and presentation</li> </ul> |          |   |   | ✓ | ✓ | 55%        | English  |
| Examination: <u>NA</u> % (duration: _____, if applicable)  |          |   |   |   |   |            |  |
| * The weightings should add up to 100%.  |          |   |   |   |   | 100%       |  |

## 5. Assessment Rubrics

| Assessment Task  | Criterion  | Excellent<br>(A+, A, A-) | Good<br>(B+, B, B-) | Fair<br>(C+, C, C-) | Marginal<br>(D) | Failure<br>(F)                    |
|--|--|--------------------------|---------------------|---------------------|-----------------|-----------------------------------|
| Essay on a weekly topic and presentation in class                    | Being able to write up essay of adequate quality by satisfying the key requirements and present the topic in class discussion  | High                     | Significant         | Moderate            | Basic           | Not even reaching marginal levels |
| Book report/review of a title  | Being able to produce a book report/review of a title of adequate quality by satisfying the key requirements   | High                     | Significant         | Moderate            | Basic           | Not even reaching marginal levels |
| Research paper – original research or an original critical synthesis | <ul style="list-style-type: none"> <li>• Originality</li> <li>• Critical ability</li> <li>• Application of theories</li> <li>• Data/evidence</li> <li>• Organization and presentation</li> </ul> | High                     | Significant         | Moderate            | Basic           | Not even reaching marginal levels |

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

#### 1. Keyword Syllabus

Chinese mass communication; Chinese mass media; the media and state in China; theories of Chinese communication; Chinese media studies, Chinese media industries.

#### 2. Reading List

##### 2.1 Compulsory Readings

|     |   |
|-----|---|
| 1.  | Barmie, G.R. (1999). In <i>The Red: On Contemporary Chinese Culture</i> . New York: Columbia University Press.  |
| 2.  | Chu, G.C. (1977). <i>Radical Change Through Communication in Mao's China</i> . Honolulu, Hawaii: The University Press of Hawaii.  |
| 3.  | Chu, G.C., & Hsu, F.L.K. (Eds.). (1983). <i>China's New Social Fabric</i> . Honolulu, Hawaii: The University Press of Hawaii.   |
| 4.  | Chu, G.C., & Ju, Y. (1993). <i>The Great Wall in Ruins: Communication and Cultural Change in China</i> . Albany, New York: State University of New York Press.                  |
| 5.  | He, Z. & Chen, H.L. (1998). <i>The Chinese Media: A New Perspective</i> . Hong Kong: Pacific Century Press.   |
| 6.  | Lee, C.C. (Ed.). (2003). <i>Chinese Media, Global Contexts</i> . London and New York: Routledge.  |
| 7.  | Lee, C.C. (Ed.). (2000). <i>Power, Money, and Media: Communication Patterns and Bureaucratic Control in Cultural China</i> . Evanston, Illinois: Northwestern University Press. |
| 8.  | Lee, C.C. (Ed.). (1994). <i>China's Media, Media's China</i> . Boulder, Colorado: Westview.   |
| 9.  | Lee, C.C. (Ed.). (1990). <i>Voices of China: The Interplay of Politics and Journalism</i> . New York: The Guildford Press.  |
| 10. | Lee, P.S.N. (Ed.). (1997). <i>Telecommunications and Development</i> . Cresskill, New Jersey: Hampton Press.  |
| 11. | Lynch, D.C. (1999). <i>After the Propaganda State: Media, Politics, and Thought Work in Reformed China</i> . Stanford, California: Stanford University Press.                   |
| 12. | Zhao, Y. (1998). <i>Media, Market, and Democracy in China: Between the Party Line and the Bottom Line</i> . Urbana & Chicago: University of Illinois Press.                     |
| 13. | 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。   |
| 14. | 錢鋼 (2008)。中國傳媒與政治改革。香港：天地圖書有限公司。  |
| 15. | 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。  |

##### 2.2 Additional Readings