

COM5103: POLICY AND REGULATIONS OF NEW MEDIA

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Policy and Regulations of New Media

Subject Code

COM - Media and Communication

Course Number

5103

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

The course aims to:

The course aims to teach students the fundamentals, principles, practices and theories of policy and regulations of new media. It examines various legal and regulatory issues related to legacy media, digital TV, new media, and AI-related communication, including the protection and limits of free expression, defamation, obscenity, privacy and content regulation. As new media are related to new technologies, this course also examines AI-related ethics and governance issues.

Course Intended Learning Outcomes (CILOs)

CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Analyze from a comparative approach the systems of law and the political, economic and cultural forces that influence the making of media policy and regulation in Hong Kong, mainland China, Taiwan, the United States and the EU.	x		
2	Analyze legal or regulatory decisions by courts or regulators applicable to new media.	x		
3	Analyze and explain the legal freedoms guaranteed or limited by various legal systems and how these freedoms apply to the practices of advertising, broadcasting, telecommunication and new media.	x	x	
4	Detect and identify conflicts between legal and ethical obligations in the practices of advertising, broadcasting, telecommunication, and new media.	x		
5	Demonstrate a good understanding of policy and regulation of new media	x	x	
6	Apply policy and regulation to legacy media, new media, big data, and AI	x	x	

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 real-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.

Learning and Teaching Activities (LTAs)

	LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lectures/discussion	- Lectures on comparative analyses of policy and regulations of new media in Hong Kong, mainland China, Taiwan the United States and the EU. - Investigation of political, economic and cultural forces that drive and influence the making of media policy - Class discussions on landmark cases involving freedom of speech, defamation, obscenity, privacy and so on - Lectures on policy and regulation related to the new media	1, 2, 3, 4, 5, 6	10 weeks
2	Presentation /tasks	Discuss the topic of final papers	2, 3, 4, 5, 6	3 weeks
3	Presentation /tasks	Present the final paper	2, 3, 4, 5, 6	2 weeks
4	Presentation /tasks	Discuss the policy and regulation of new media in mainland China or elsewhere	2, 3, 4, 5, 6	8 weeks
5	Presentation /tasks	Case studies of new media policy and regulations	2, 3, 4, 5, 6	8 weeks

Assessment Tasks / Activities (ATs)

ATs	CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?	
1	I. In-class assessments/online assessments 1. Attendance and class participation (10%) 2. Answer questions (all students) (10%) 3. Observation of policy and regulation of new media in mainland China or elsewhere (20%) 4. Mid-term quiz on the knowledge of policy and regulation of new media (20%)	2, 3, 4, 5, 6	60	GenAI use permitted for (a) class participation and (b) observation of policy and regulation of new media in mainland China or elsewhere	Yes
2	II. A final paper and presentation - Three persons as a group - Write a final paper - Present the paper in the last two weeks - Each member speaks 4 minutes - The paper length is 12-15 pages (double-space)	1, 2, 3, 4, 5, 6	40	Nil	No

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Final paper and presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to write a thorough media policy paper and present it fluently

Excellent

(A+, A, A-) Very good

Good

(B+, B, B-) Good

Fair

(C+, C, C-) Moderate

Marginal

(D) Fair

Failure

(F) Bad

Assessment Task

Answer questions related to the course materials in class (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to understand and analyze the case related to new media policy and regulations

Excellent

(A+, A, A-) Very good

Good

(B+, B, B-) Good

Fair

(C+, C, C-) Moderate

Marginal

(D) Fair

Failure

(F) Bad

Assessment Task

Observation of policy and regulation of new media in mainland China (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to provide good examples about policy and regulations of new media in mainland China

Excellent

(A+, A, A-) Very good

Good

(B+, B, B-) Good

Fair

(C+, C, C-) Moderate

Marginal

(D) Fair

Failure

(F) Bad

Assessment Task

Mid-term quiz on the knowledge of policy and regulation of new media (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to answer questions about the policy and regulations for new media

Excellent

(A+, A, A-) Very good

Good

(B+, B, B-) Good

Fair

(C+, C, C-) Moderate

Marginal

(D) Fair

Failure

(F) Bad

Assessment Task

Attendance and class participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to demonstrate independent thinking in learning course material and to complete, with accuracy and clarity, in-class exercises and discussions.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Bad

Assessment Task

Final paper and presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

- In-depth analysis
- Appropriate use of literature or arguments
- Logical conclusions and/or recommendations
- Organization, format and writing
- Good presentation

Excellent

(A+, A, A-)

- Strong evidence of ability to identify and analyze the topic/problem by utilizing appropriate literature or arguments, drawing logical conclusions, and providing suitable recommendations
- Good presentation

Good

(B+, B)

- Adequate evidence of ability to identify and analyze the topic/problem by utilizing appropriate literature or arguments, drawing logical conclusions, and providing suitable recommendations
- Good presentation

Marginal

(B-, C+, C)

- Some evidence of ability to identify and analyze the topic/problem by utilizing appropriate literature or arguments, drawing logical conclusions, and providing suitable recommendations
- moderate presentation

Failure

(F)

- fail to identify and analyze the topic/problem by utilizing appropriate literature or arguments, drawing logical conclusions, and providing suitable recommendations
- poor presentation

Assessment Task

Answer questions related to the course materials in class (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to analyze the questions asked by the instructor

Excellent

(A+, A, A-) Provide correct and insightful answers

Good

(B+, B) Provide correct answers

Marginal

(B-, C+, C) Provide inadequate answers

Failure

(F) Do not prepare for the questions

Assessment Task

Observation of policy and regulation of new media in mainland China or elsewhere (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to provide good examples about policy and regulations of new media in mainland China or elsewhere

Excellent

(A+, A, A-) Provide profound insights and adequate analyses and good presentation

Good

(B+, B) Provide adequate analyses and good presentation

Marginal

(B-, C+, C) Provide acceptable analyses, and clear presentation

Failure

(F) Presentation is unclear and has no logic

Assessment Task

Mid-term quiz (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Good understanding of course materials

Excellent

(A+, A, A-) Comprehensive understandings of the course materials

Good

(B+, B) Adequate understandings of the course materials

Marginal

(B-, C+, C) Moderate understandings of the course materials

Failure

(F) Fail to demonstrate basic understandings of the course materials

Assessment Task

Attendance and class participation/interaction (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to demonstrate independent thinking in course material and complete in-class exercises and discussions.

Excellent

(A+, A, A-) Attend class on time and participate in the discussion actively in class.

Good

(B+, B) Attend class on time and participate in the discussion when asked by the instructor

Marginal

(B-, C+, C) Only attend half of the classes and do not participate in the discussion.

Failure

(F) Attend less than one- third of classes and do not participate in the discussion.

Part III Other Information

Keyword Syllabus

Media policy and regulation, new media, convergence, telecommunications, structural regulation, content regulation, defamation, privacy, big data, AI ethics and governance.

Reading List

Compulsory Readings

Title	
1	Creech, K.C. (2013). <i>Electronic Media Law and Regulation</i> , 6th ed., Routledge.
2	Napoli, P. M. (2019). <i>Social Media and the Public Interest: Media Regulation in the Disinformation Age</i> . Columbia University Press.
3	Packard, A (2013). <i>Digital Media Law</i> . Wiley-Blackwell. Online resource
4	Roberts, H., et al. (2021). The Chinese Approach to Artificial Intelligence: An Analysis of Policy, Ethics, and Regulation. <i>AI & Society</i> , 36:59-77.

Additional Readings

Title	
1	Chin, Yik-Chan (2016). <i>Television Regulation and Media Policy in China</i> , 1st ed., Routledge.
2	Liu, Y.L. (2014). Reconsidering the telecommunication and media regulatory framework in Taiwan: Using the new emerged media as examples, in Liu, Y.L. & Picard, R. (eds.), <i>Policy and Marketing Strategies for Digital Media</i> . London: Routledge.