

SM5343: LAW, POLICIES AND GLOBAL MEDIA PLATFORMS

Effective Term

Semester A 2026/27

Part I Course Overview

Course Title

Law, Policies and Global Media Platforms

Subject Code

SM - School of Creative Media

Course Number

5343

Academic Unit

School of Creative Media (SM)

College/School

School of Creative Media (SM)

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 addresses the most controversial issues related to content regulation amidst the rise of global platforms, the digital economy, and artificial intelligence (AI). These issues include human rights, data protection, digital piracy, AI-generated art, and dark patterns.

The course explores how global platforms order, national and international law, and social norms benefit and disrupt each other and what are the implications for our culture, rights, democracy, and peace. Apart from the U.S.-based platforms, such as Facebook, YouTube, and Instagram, it considers Chinese and EU sites and apps, including WeChat and TikTok. Additionally, it provides practical tips on the protection of copyright, privacy, speech, personal data, and consumer rights in the digital era.

The course is recommended for those studying media cultures and curation, as well as those with a general interest in digital media law and policy.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Describe and explain key phenomena and trends related to digital cultures, regulations, and social order		x		
2	Apply key concepts from key papers studying the interrelationship between digital cultures, regulations, and social order		x	x	x
3	Critically evaluate phenomena, trends and problems arising from the interrelationship between digital cultures, regulations, and social order and provide solutions			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	Introduction, explanation, and discussions of key concepts and trends related to digital cultures, regulations, and social order	1, 2	
2	Discussions / case study	Reading, interpreting, critical evaluating and discussing key cases and regulations affecting digital cultures	1, 2	

3	Group presentation	Conducting and presenting a joint comparative qualitative study of global media platform policies that affect digital rights and freedoms	2	
4	Policy Review	Reading, critical evaluating, discussing and comparing approaches to key law and policy issues and concepts	2, 3	
5	Essay	Critical analysis of current regulatory trends and concepts related to digital rights and freedoms	1, 2, 3	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Group presentation	2	30	-	No
2	Essay	1, 2, 3	70	-	No

Continuous Assessment (%)

100

Examination (%)

0

Minimum Continuous Assessment Passing Requirement (%)

0

Minimum Examination Passing Requirement (%)

0

Assessment Rubrics (AR)**Assessment Task**

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

Criterion

Depth of research and analysis, capacity to analyse and synthesize, ability to work independently and in groups

Excellent

(A+, A, A-) Strong evidence of original thinking; capacity to analyse and synthesize; considerable communication and organisation skills.

Good

(B+, B, B-) Evidence of grasp of subject, some evidence of critical capacity, analytic ability, and communication and organisation skills.

Fair

(C+, C, C-) Student who is profiting from the university experience; understanding of the subject; basic communication and organisation skills.

Marginal

(D) Sufficient familiarity with the subject matter to enable the student to progress without repeating the course; some evidence of basic communication and organisation skills.

Failure

(F) Little or no evidence of familiarity with the subject matter; weakness in communication and management skills or no evidence of these skills; limited, or irrelevant use of course' s material.

Assessment Task

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

Criterion

Ability to use primary and secondary sources, depth of analysis, strength of argumentation, clarity and fluency in communicating ideas

Excellent

(A+, A, A-) Strong evidence of original thinking; strong argumentation; good capacity to analyse; superior grasp of subject matter; evidence of extensive knowledge base; considerable communication skills

Good

(B+, B, B-) Evidence of grasp of subject; some evidence of critical capacity and analytic ability; reasonable argumentation; good communication skills; evidence of familiarity with literature.

Fair

(C+, C, C-) Student who is profiting from the university experience; understanding of the subject and some problems; basic communication skills.

Marginal

(D) Sufficient familiarity with the subject matter to enable the student to progress without repeating the course; some evidence of basic communication skills.

Failure

(F) Little or no evidence of familiarity with the subject matter; superficial analysis or a lack of analysis; irrelevant or no argumentation; limited or no evidence of familiarity with literature; limited or no evidence of communication skills.

Assessment Task

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

Criterion

Depth of research and analysis, capacity to analyse and synthesize, ability to work independently and in groups

Excellent

(A+, A, A-) Strong evidence of original thinking; capacity to analyse and synthesize; considerable communication and organisation skills.

Good

(B+, B) Evidence of grasp of subject, some evidence of critical capacity, analytic ability, and communication and organisation skills.

Marginal

(B-, C+, C) Sufficient familiarity with the subject matter to enable the student to progress without repeating the course; some evidence of basic communication and organisation skills

Failure

(F) Little or no evidence of familiarity with the subject matter; weakness in communication and management skills or no evidence of these skills; limited, or irrelevant use of course' s material.

Assessment Task

Essay (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to use primary and secondary sources, depth of analysis, strength of argumentation, clarity and fluency in communicating ideas

Excellent

(A+, A, A-) Strong evidence of original thinking; strong argumentation; good capacity to analyse; superior grasp of subject matter; evidence of extensive knowledge base; considerable communication skills

Good

(B+, B) Evidence of grasp of subject; some evidence of critical capacity and analytic ability; reasonable argumentation; good communication skills; evidence of familiarity with literature.

Marginal

(B-, C+, C) Sufficient familiarity with the subject matter to enable the student to progress without repeating the course; some evidence of basic communication skills.

Failure

(F) Little or no evidence of familiarity with the subject matter; superficial analysis or a lack of analysis; irrelevant or no argumentation; limited or no evidence of familiarity with literature; limited or no evidence of communication skills.

Part III Other Information**Keyword Syllabus**

Internet governance; Netiquette; digital rights; Internet freedom, right to Internet access; international legal standards for digital platforms and speech regulation; blocking and takedowns; consumer protection; dark patterns; sharing culture, 'prosumerism', user-generated content; platforms' and users liability; likes and reposts of illegal content; new rights and duties of digital media platforms; audiovisual regulation; Netflix, HBO, YouTube regulation; comparing Western and Chinese global digital media platforms policies; digital privacy and surveillance; right to anonymity; personal data protection; right to be forgotten; Amazon, AliExpress, Ebay, and paid reviews; digital copyright; plagiarism; digital culture and free use of content; copyright licensing and new business models; 'Creative Commons' and 'open source' licensing; YouTube licensing policies; blockchain, law, and music business; artificial intelligence and copyright regulations.

Reading List**Compulsory Readings**

Title	
1	Jørgensen, R., & Kaye, D. (2019). Human rights in the age of platforms (Information policy series). Cambridge, Massachusetts: The MIT Press.
2	Dijk, J., Poell, T., & Waal, M. (2018). The platform society: Public values in a connective world. New York, NY: Oxford University Press.

3	Lessig, L. (2005). Free culture: The nature and future of creativity. New York: Penguin Books.
4	Edwards, L. (2019). Law, policy, and the Internet. Oxford, UK ; New York: Hart.

Additional Readings

Title	
1	Oster, J. (2016). European and international media law. Cambridge: Cambridge University Press.
2	Packard, A., & Ebrary, Inc. (2013). Digital media law (2nd ed.). Chichester, West Sussex ; Malden, MA: Wiley-Blackwell.
3	Lipschultz, J. (2018). Social media communication: Concepts, practices, data, law and ethics (Second ed.). New York, NY: Routledge, an imprint of the Taylor & Francis Group.
4	Lessig, L. (1999). Code and other laws of cyberspace. New York, N.Y.]: Basic Books.
5	Lessig, L. (2008). Remix: Making art and commerce thrive in the hybrid economy. New York: Penguin Press.
6	Perry, S., & Roda, C. (2017). Human rights and digital technology: Digital tightrope. London: Palgrave Macmillan UK.
7	Zimdars, M., McLeod, K., & EBSCOhost. (2020). Fake news: Understanding media and misinformation in the digital age (Information policy series). Cambridge, Massachusetts: The MIT Press.
8	Sadowski, J., & EBSCOhost. (2020). Too smart: How digital capitalism is extracting data, controlling our lives, and taking over the world. Cambridge, Massachusetts: The MIT Press.
9	Couldry, N., Mejias, U., & ProQuest. (2019). The costs of connection : How data is colonizing human life and appropriating it for capitalism (Culture and economic life). Stanford, California: Stanford University Press.
10	Koltay, A., & ProQuest. (2019). New media and freedom of expression: Rethinking the constitutional foundations of the public sphere (Hart studies in comparative public law ; v. 25). Oxford, UK: Hart Publishing, Bloomsbury Publishing Plc.
11	Netanel, N. (2018). Copyright : What everyone needs to know. New York: Oxford University Press.
12	Sinha, Manoj Kumar, & Mahalwar, Vandana. (2017). Copyright Law in the Digital World: Challenges and Opportunities. Singapore: Springer Singapore.
13	McCutcheon, J., & Ramalho, A. (Eds.) (2020). International Perspectives on Disability Exceptions in Copyright and the Visual Arts: Feeling Art. Routledge.
14	O'Dair, M. (2019). Distributed Creativity : How Blockchain Technology will Transform the Creative Economy (1st ed. 2019. ed.). Cham: Springer International Publishing: Imprint: Palgrave Macmillan.