

# City University of Hong Kong

## Course Syllabus

offered by Department of Public Policy  
with effect from Semester A 2017 /2018

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### Part I Course Overview

**Course Title:** Politics and Media

**Course Code:** POL3120

**Course Duration:** 1 Semester

**Credit Units:** 3 credits

**Level:** B3

**Proposed Area:**  
(for GE courses only)

<input type="checkbox"/>	Arts and Humanities
<input type="checkbox"/>	Study of Societies, Social and Business Organisations
<input type="checkbox"/>	Science and Technology

**Medium of Instruction:** English

**Medium of Assessment:** English

**Prerequisites:**  
(Course Code and Title) Nil

**Precursors:**  
(Course Code and Title) Nil

**Equivalent Courses:**  
(Course Code and Title) Nil

**Exclusive Courses:**  
(Course Code and Title) Nil

## Part II Course Details

### 1. Abstract

*(A 150-word description about the course)*

This course aims to investigate the complex relationship between politics and media in modern society. We explore how politics is represented in media and how the latter impacts on the policy process, how the role of media is conceived differently under the liberal understanding of politics as compared with the collective understanding, and how new information and communication technology (ICT) may affect political development. Students are expected to learn about the political economy of mass media, the interaction among power, the press and society, and the theory and practice of political communication and marketing. Through a range of learning activities, which, as far as practicable, include class discussion/presentation, group consultation, guest lectures, interviews, visits and events participation, students will engage in project based learning and apply their knowledge and skills to some in-depth studies of real-life cases related to politics and media.

### 2. Course Intended Learning Outcomes (CILOs)

*(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)*

No.	CILOs	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Explain the relationship between politics and media and assess the representation of politics by the media and media involvement in the policymaking process.		√	√	
2.	Identify the effects of new media technology on political participation and development.			√	
3.	Apply the knowledge of the political economy of mass media to evaluate controversial issues related to power, society and the press.		√	√	
4.	Recognize the knowledge and skills of political communication/marketing and apply them to assess their possible implications in real-life cases.		√	√	
5.	Demonstrate the capacity for self-initiated learning in proposing and developing a group project to explore specific issues related to politics and media.		√	√	√
		100%			

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

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)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.					Hours/week (if applicable)
		1	2	3	4	5	
Lecture	Explain key concepts and theories related to politics, media, ICT and political communication.	√	√	√			2hrs/wk for 8 weeks
Guest Lecture/Seminar	Practitioners in the fields of media and politics to share real life experience and skills in policymaking, political campaigns, media operation, public affairs and so on.	√	√	√	√		2-3hrs/wk for 2 weeks
Group Project & Presentation	Each project group to propose a real-life case study to explain and critically evaluate how politics and media interact with and impact on each other. Apart from data collection, literature review and application of theoretical framework to understand real practices, each group is required to conduct interviews with some relevant actors and to organize on site observation of events related to the case as far as practicable.			√	√	√	3hrs/wk for 3 weeks
Group Consultation/discussion with Instructor	Each project group is required to have 1-2 mandatory in class consultation/discussion sessions with an instructor before their project presentation.					√	1hr/wk for 8 weeks
Visit/Event Participation	As far as practicable, a visit to relevant political/media organization or real-life event participation (such as election campaign) for the whole class will be organized during semester time for on-site learning.				√		3hrs/wk for 1 week
Individual Essay	Each student to write up an individual essay to critically analyse basic concepts and theories related to politics and media.	√	√	√			

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

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.						Weighting*	Remarks
	1	2	3	4	5			
Continuous Assessment: 100%								
Class Participation	√	√	√	√			10%	Including lectures and guest lectures
Visit/Event Participation				√			5%	
Group Project Presentation & Report			√	√	√		50%	4,500-5,000 words for each group report. 45 minutes for each project presentation.
Individual Essay	√	√	√				35%	1,200-1,500 words.
Examination: ____% (duration: _____, if applicable)								
* The weightings should add up to 100%.							100%	

## 5. Assessment Rubrics

*(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)*

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
1. Individual Essay	Ability to critically explain and evaluate basic concepts and theories related to politics and media and to develop student's own ideas on the subject.	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Group Project Presentation & Report	Ability to engage in teamwork and to come up with a self-initiated real-life case study to explore specific issues on the relationship of politics and media, and demonstrated proofs in applying relevant conceptual frameworks to evaluate actual practices and in presenting the findings to an audience in a systematic and precise manner.	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

(An indication of the key topics of the course.)

ensorship; collectivism; communication rationality; e-governance; fourth estate; information and communication technology; liberalism; liberation technology; mass media; political campaign; political communication; political economy of media; political marketing; political public relations; politics; politics of spin; policy process, press freedom; professional journalism; propaganda; public affairs; public broadcast service; public opinion; public sphere; representation; social construction of reality; social media.

#### 2. Reading List

##### 2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

1.	John Street, <i>Mass Media, Politics and Democracy</i> , Palgrave MacMillan, 2 <sup>nd</sup> Edition, 2011
2.	Joseph M. Chan & Francis L. F. Lee (eds.), <i>Media and Politics in Post-Handover Hong Kong</i> , Routledge, 2008

##### 2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

1.	Andrew Belsey & Ruth Chadwick, <i>Ethical Issues in Journalism and the Media</i> , Routledge, 1992
2.	Noam Chomsky, <i>Media Control</i> , An Open Media Book, 2 <sup>nd</sup> Edition, 2002
3.	Wayne Errington & Narelle Miragliotta, <i>Media &amp; Politics</i> , Oxford University Press, 2 <sup>nd</sup> Edition, 2011
4.	Jurgen Habermas, <i>The Structural Transformation of the Public Sphere</i> , MIT Press, 1989
5.	Paul Nesbitt-Larking, <i>Politics, Society, and the Media</i> , Broadview Press, 2 <sup>nd</sup> Edition, 2007
6.	John Lloyd, <i>What the Media Are Doing to Our Politics</i> , Constable, 2004
7.	Philippe J. Maarek, <i>Campaign Communication and Political Marketing</i> , Wiley-Blackwell, 2011
8.	Robert P. Ormrod, Stephan C. Henneberg and Nicholas J. O'Shaughnessy, <i>Political Marketing: Theory and Practice</i> , Sage, 2013
9.	Vincent Price, <i>Public Opinion</i> , Sage, 1992
10.	錢鋼《中國傳媒與政治改革》，天地圖書，2008
11.	All major online media and news websites and social media sites