

**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: Media and Communication in the Digital Age

Course Code: COM1101

Course Duration: 1 Semester

Credit Units: 3

Level: B1

Proposed Area: Arts and Humanities
(for GE courses only) Study of Societies, Social and Business Organisations
 Science and Technology

Medium of Instruction: English

Medium of Assessment: English

Prerequisites: None
(Course Code and Title)

Precursors: None
(Course Code and Title)

Equivalent Courses: CLA1202 Fundamentals of Media and Communication
(Course Code and Title)

Exclusive Courses: None
(Course Code and Title)

Part II Course Details

1. Abstract

(A 150-word description about the course)

This course aims to:

1. Examine concepts, practices and perspectives in the context of media and communication.
2. Discover and apply key issues, problems and their solutions related to media and communication in everyday life.

Creating knowledge, transferable skills and a strong sense of civic engagement in media and communication related professions

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.	Discover the structure and processes of a variety of mass media industries	30%		✓	
2.	Examine theories and perspectives concerning the roles, functions and effects of mass communication at both the individual and societal levels	30%	✓	✓	✓
3.	Appraise the impact of new information and communication technologies on the convergence of form and content of traditional mass media	20%		✓	✓
4	Evaluate the domestic and international implications of mass media as social institutions for human and national relations and activities	20%	✓	✓	
		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)

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

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4			
Lecture	Students are required to attend lecture every week.	✓	✓	✓	✓			n/a
Readings	Students are expected to complete	✓	✓	✓	✓			n/a

	all assigned readings each week before attending the lecture.							
In-class exercises	Students are required to analyze and evaluate various contemporary issues and problems related to media and communication.	✓	✓	✓	✓			n/a
Group assignments	Students will work in small groups and complete two group assignments during the semester. They will be required to 1) write an argumentative essay (1,800 – 2,400 words) on a media-related controversial issue by incorporating the theories and knowledge they learn in class; and 2) Develop a social network based campaign to promote public awareness on the specific issue they choose.	✓	✓	✓				n/a

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			
Continuous Assessment: 70%							
Quizzes	✓	✓	✓	✓		10%	
Participation (in class exercise and online discussion)	✓	✓	✓	✓		20%	
Group assignments (15% for argumentative essay, 25% for social network based campaign)	✓	✓	✓			40%	
Examination: 30% (duration: 2 hours)							
Final examination	✓	✓	✓	✓		30%	
						100%	

* The weightings should add up to 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. Final examination	Ability to demonstrate and explain, with accuracy and clarity, the basic concepts and theories in studies of media production, reception, text and context, and to apply theories to some real-life cases and scenarios.	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. Quizzes	Ability to demonstrate and explain accurately and clearly the basic concepts and theories in the lectures and to apply theories to some real-life cases and scenarios.	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Participation (in class exercise and online discussion)	Ability to demonstrate independent thinking in learning course material and to complete, with accuracy and clarity, in-class exercises and online discussions.	High	Significant	Moderate	Basic	Not even reaching marginal levels
4. Group assignments	Demonstrating the ability of coherent and cogent argumentative writing on a social issue and incorporating theoretical and practical tools related to media and communication in running a social media based issue campaign; ability to summarize and evaluate one's work.	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.)

Mass media, mass communication, information and communication technologies, models of communication, theories and effects of communication, functions and roles of mass communication, media economics, media and culture, history of media, comparative media systems, media convergence.

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.)

Selected chapters are required from the following three texts:

1.	Briggs, Asa & Burke, Peter. (2010). <i>Social history of the media: From Gutenberg to the Internet</i> , (3 rd ed.). Cambridge, UK: Polity.
2.	Campbell, Richard; Martin, Christopher R. and Fabos, Bettina (2015). <i>Media & Culture: Mass Communication in a Digital Age</i> (10 th ed.) Bedford/St. Martin's.
3.	Pavlik, John V. & McIntosh, Shawn. (2010). <i>Converging media: A new introduction to mass communication</i> , (2 nd ed.). New York: Oxford University Press.

2.2 Additional Readings

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

1.	Alexander, Alison; Owers, James; Carveth, Rodney A.; Hollifield, C. Ann; & Greco, Albert N. (Eds.). (2004). <i>Media economics: Theory and practices</i> . Mahwah, NJ: Lawrence Erlbaum.
2.	Carey, James W. (2009). <i>Communication as culture: Essays on media and society</i> , revised edition. New York: Routledge.
3.	Jeffres, Leo W. (1997). <i>Mass media effects</i> , (2 nd ed.). Prospect Heights, IL: Waveland Press.
4.	Picard, Robert G. (Ed.). (2002). <i>Media firms: Structures, operations, and performance</i> . Mahwah, NJ: Lawrence Erlbaum.
5.	Wang, Jian. (2011). <i>Soft power in China: Public diplomacy through communication</i> . New York: Palgrave.