

COM1101: MEDIA AND COMMUNICATION IN THE DIGITAL AGE

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Media and Communication in the Digital Age

Subject Code

COM - Media and Communication

Course Number

1101

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

CLA1202 Fundamentals of Media and Communication

Exclusive Courses

Nil

Part II Course Details

Abstract

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. 3. Provide students will opportunities to directly engage in research about and development of different social media contents and applications.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Discover the structure and processes of a variety of mass media industries	30		x	
2	Examine theories and perspectives concerning the roles, functions and effects of mass communication at both the individual and societal levels	30	x	x	x
3	Appraise the impact of new information and communication technologies on the convergence of form and content of traditional mass media	20		x	x
4	Evaluate the domestic and international implications of mass media as social institutions for human and national relations and activities	20	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	Lecture	Students are required to attend lecture every week and actively participate in discussions.	1, 2, 3, 4
2	Readings	Students are expected to complete all assigned readings each week before attending the lecture.	1, 2, 3, 4
3	In-class exercises	Students are required to analyze and evaluate various contemporary issues and problems related to media and communication.	1, 2, 3, 4

4	Group assignments	Students will work in small groups and complete two group assignments during the semester. They will be required to 1) write an research essay (1,800 – 2,400 words) on a media-related issue by incorporating the theories and knowledge they learned in class; and 2) Develop a social network based campaign to promote public awareness on the specific issue they choose.	1, 2, 3	
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Additional Information for LTAs

Weekly participation in "expert panels" where student directly engage in discussion and explaining lecture materials (readings, videos).

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	Quizzes	1, 2, 3, 4	10	-	No
2	Participation (in class exercise and online discussion)	1, 2, 3, 4	20	-	Yes
3	Group assignments (15% for argumentative essay, 25% for social network based campaign)	1, 2, 3	40	-	Yes
4	Final test	1, 2, 3, 4	30	-	No

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Final examination

Criterion

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.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Quizzes

Criterion

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.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Participation (in class exercise and online discussion)

Criterion

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

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Group assignments

Criterion

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.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Part III Other Information**Keyword Syllabus**

Mass media, mass communication, information and communication technologies, models of communication, theories and effects of communication, social media, media economics, media and culture, history of media, blockchain, media convergence.

Reading List**Compulsory Readings**

Title	
1	Pavlik, John V. & McIntosh, Shawn. (2014). <i>Converging media: A new introduction to mass communication</i> , (2nd ed.). New York, NY: Oxford University Press.
2	Kraut, R. E. & Resnick, P. (2012). <i>Evidence-based social design: Mining social sciences to build online communities</i> . Cambridge, MA: MIT Press.
3	Albarran, A. B. (2013). <i>The social media industries</i> . London, UK: Routledge.

Additional Readings

Title	
1	Carey, James W. (2009). <i>Communication as culture: Essays on media and society</i> , revised edition. New York, NY: Routledge.
2	Rheingold, H. (1993). <i>Virtual community: Homesteading on the electronic frontier</i> . Cambridge, MA: MIT Press.