

COM2101: INTRODUCTION TO MEDIA AND COMMUNICATION

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Introduction to Media and Communication

Subject Code

COM - Media and Communication

Course Number

2101

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

EN2501 Introduction to Communication Studies

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to: Examine the fundamental concepts and contexts of media and communication. Discover and apply the key features of communication theory and analysis. Detect and evaluate a complex communication event in various professional contexts.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Discover and analyse the nature of human communication, major fields of communication studies, and the interconnections between electronic media and communication	30		x	
2	Detect fundamental concepts and major theories in media and communication studies	30	x	x	x
3	Analyse critically the important role of media in modern human communication	20		x	x
4	Apply concepts and theories of media and communication to understanding of complex communication events in a professional context	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.

Teaching and Learning Activities (TLAs)

TLAs		Brief Description	CILO No.	Hours/week (if applicable)
1	Lecture	Students are required to attend lecture every week.	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 will participate in various in-class exercises and analysis relating to specific topics assigned by the instructor.	1, 2, 3, 4	

4	Group assignments	Students will complete four take-home assignments. In these assignments, students will detect and critically analyse a communication event in interpersonal, intercultural, organizational, and mediated contexts.	1, 2, 3	
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Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Participation (in class exercise and online discussion)	1, 2, 3, 4	10	
2	Group assignments	1, 2, 3, 4	40	
3	Final examination	1, 2, 3, 4		Exam: 50%

Continuous Assessment (%)

50

Examination (%)

50

Examination Duration (Hours)

1.5

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

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, functions and roles of mass communication, media economics, media and culture, history of media, comparative media systems, media convergence.

Reading List

Compulsory Readings

	Title
1	DeFleur, M.H., Kearney, P.I., Plax, T.G., & DeFleur, M.L. (2005). Fundamentals of Human Communication (3rd ed.). Mountain View, CA: Mayfield.
2	Carey, James W. (1996). A cultural approach to communication. In Jarice Hanson & David J. Maxey (Eds.), Sources: Notable Selections in Mass Media (pp. 233--242). Guilford, CT: Dushkin Publishing Group.
3	Crano, W.D., & Prislin, R. (2006). Attitudes and persuasion. Annual review of psychology, 57, 345-374.
4	Peterson, D. (1997). The global media: An interview with Edward S. Herman & Robert W. McChesney. Z magazine. Available at http://www.zmag.org/zmag/articles/petersonoct97.htm .
5	DeFleur, M.H., Kearney, P.I., Plax, T.G., & DeFleur, M.L. (2005). Chapter 1: The communication process: An overview. In Fundamentals of Human Communication (3rd ed.). Mountain View, CA: Mayfield.
6	DeFleur, M.H., Kearney, P.I., Plax, T.G., & DeFleur, M.L. (2005). Chapter 8: Communicating between cultures. In Fundamentals of Human Communication (3rd ed.). Mountain View, CA: Mayfield.
7	DeFleur, M.H., Kearney, P.I., Plax, T.G., & DeFleur, M.L. (2005). Chapter 11: Influencing others. In Fundamentals of Human Communication (3rd ed.). Mountain View, CA: Mayfield.
8	DeFleur, M.H., Kearney, P.I., Plax, T.G., & DeFleur, M.L. (2005). Chapter 15: Professional communication. In Fundamentals of Human Communication (3rd ed.). Mountain View, CA: Mayfield.
9	DeFleur, M.H., Kearney, P.I., Plax, T.G., & DeFleur, M.L. (2005). Chapter 16: Understanding communication research. In Fundamentals of Human Communication (3rd ed.). Mountain View, CA: Mayfield.
10	Dimbleby, Richard & Burton, Graeme (1998). Interpersonal communication. In Richard Dimbleby & Graeme Burton, More Than Words: An Introduction to Communication. (3rd ed.) (pp. 41-90). London & New York: Routledge.
11	Fiske, John (1988). Communication, meaning and signs. In his Introduction to Communication Studies (pp. 42-64). London & New York, Routledge.
12	Goffman, Erving (1993). Introduction to the presentation of self in everyday life. In John Corner & Jeremy Hawthorn (Eds.). Communication Studies: An Introductory Reader. (4th ed.) (pp. 148-155). New York: Routledge.
13	Lee, B. K. (2004). Audience-oriented approach to crisis communication: A study of Hong Kong consumers' evaluation of an organizational crisis. Communication Research, 31(5), 600-618.
14	Lievrouw, L. A. (2000). Nonobvious things about new media: How fast is fast? ICA Newsletter, 28(2), 6-7.
15	Littlejohn, S. W. (2002). Being a student of communication theory. Theories of Human Communication (pp. 360-364). Belmont CA: Wadsworth.
16	Lowery, S. A., & DeFleur, M. L. (1988). The invasion from Mars. Ch. 3 in Milestones in mass communication research (2nd ed.) (pp. 55-78). Longman.
17	Martin, J.N. & Nakayama, T.K. (2007). Chapter 9: Popular Culture and Intercultural Communication. In Intercultural Communication in Contexts (4th ed.). New York: McGraw-Hill.
18	McChesney, Robert (1997). The global media giants. Extra!.
19	Pace, R. Wayne & Faules, D. (1994). Chapter 16: Where do you use organizational communication theory and methods? In Organizational communication (3rd ed.). Englewood Cliffs, NJ: Prentice-Hall.
20	Pace, R. Wayne & Faules, D. (1994). Chapter 2: The nature of organizational communication: Why people study organizational communication. In Organizational communication (3rd ed.). Englewood Cliffs, NJ: Prentice-Hall.
21	Severin, W.J. & Tankard, Jr., J.W. (2001). Communication theories: Origins, methods, and uses in the mass media (5th ed.) (Chapters 3, 9, 13 & 17). New York: Longman.

Additional Readings

Title	
1	Nil