

# HONG KONG BAPTIST UNIVERSITY

## COURSE OUTLINE

1. **COURSE TITLE**

Media and Communication: Issues, Concepts and Theories

2. **COURSE CODE**

HUMN2036

3. **No. OF UNITS**

3 Units

4. **OFFERING DEPARTMENT**

Department of Humanities and Creative Writing

5. **PREREQUISITES**

N.A.

**COREQUISITES**

N.A.

6. **MEDIUM OF INSTRUCTION**

English

7. **AIMS & OBJECTIVES**

This course aims to introduce the complex issues, theories, and methods involved in understanding contemporary mediascape. Through reading classic and contemporary texts on the media, students will learn various theories of the media, the issues raised by these theories, the strengths and weaknesses of these theories, and the diverse methods of studying the media.

8. **COURSE CONTENT**

The course introduces the major theoretical approaches to the media emerged since the 1930s. Through this 'historical approach', the course will examine the strengths and weaknesses of each major approach to the media and discuss the complexity of contemporary media phenomenon.

To fully appreciate different theories of the media, the course will discuss both classic and contemporary texts in media studies. Through reading these texts, the class will identify seven major areas of media studies: media regulation, technological change, media systems, production, textual discourses, reception, and media influence.

The overall 'theoretical arguments' of this course are threefold: (1) arguing that contemporary media phenomenon are extremely complex; (2) pointing out the problems of using simplistic approaches to the media; (3) putting forward that the media should be studied in an interdisciplinary manner.

Through understanding these theoretical arguments, the course will help students to examine contemporary media in an interdisciplinary manner.

A typical semester will cover the following topics:

- I. Introduction – issues, theories and concepts
- II. Mass media and culture – the problem of declining quality and taste in the media
- III. Liberalism – the death of the mass
- IV. Dominant ideologies, commodification and incorporation
- V. Hegemony and ideological struggle – structuralism and culturalism
- VI. The death of authors and the power of readers – introducing post-structuralism
- VII. Identity and media - subcultures, postmodern tribes, and fractured identities
- VIII. Postmodern texts – what is a text?
- IX. Globalization of the media
- X. New media vs. Old media
- XI. Bringing media influence back in – approaches to studying influence
- XII. The macro-view: state, regulation, commerce, and media system

## 9. **COURSE INTENDED LEARNING OUTCOMES (CILOs)**

CILO	By the end of the course, students should be able to:
CILO 1	Define the field of the media studies – context, production, text and audience
CILO 2	Explain the interdisciplinary nature of media studies and the complexity of contemporary media
CILO 3	Identify the history and milestones of media research
CILO 4	Critically evaluate the strengths and weaknesses of different approaches to the media
CILO 5	Discuss the various issues raised by different theories of the media, traditional and new
CILO 6	Apply appropriate theories to various media phenomena in the form of writing and oral presentation

## 10. **TEACHING & LEARNING ACTIVITIES (TLAs)**

CILO alignment	Type of TLA
1-3	Students will: review and critically analyze some classic and contemporary texts on media studies; review prominent research papers in both Chinese and English be provided with news articles related to the latest development of the media
1-6	engage in in-class discussion on different themes about media studies; develop a research project about the media, actively conduct literature review for doing the project, and finally write an essay to discuss the research result in a well-organized manner

## 11. **ASSESSMENT METHODS (AMs)**

Type of Assessment Methods	Weighting	CILOs to be addressed	Description of Assessment Tasks
Tutorial presentation,	20%	3-6	The oral presentation is related to the term paper. Students have to make an oral presentation on a selected topic. The presentation will test the students' knowledge in the course and the theories of media..
Discussion	10%	3-6	Through active participation in tutorial discussion, the skills to analyze and critique will be tested.
Term paper	30%	3-6	Term paper will test students' ability to explain the knowledge and apply theories of media, and hence critique the complexity of contemporary media.

Final Examination	40%	1-6	The examination is a 2-hour written exercise. Essay type questions will be set to test students' ability of CILO 1-6.
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