

HONG KONG BAPTIST UNIVERSITY

COURSE OUTLINE

1. **COURSE TITLE**

New Media Cultures

2. **COURSE CODE**

HUMN3037

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 examine from a cultural studies approach how new media shape and change representation, ideology and power relations in contemporary culture. It is an investigation of the struggle over meaning, knowledge and power produced by newer forms of media (web sites, computer interface, virtual worlds, multimedia, computer games, digital video, special effects in cinema and net films, interactive computer installations, etc.). Analyzing whether the newness of new media is really new or just a reformation of what already exists, this course explores what kind of challenge new media has brought to our everyday life and studies if the new forms produce distinctively different contents and audiences. We understand the activities carried out in the new media as a place of significant contestation in which the dominant class disseminate their ideas and the subordinate groups construct their identity. This course will also look at how new media accentuate the productive dimension of the consumption process and identify the moments of transformation in cultural consumption.

8. **COURSE CONTENT**

- I. The Historical Making of New Media
- II. The Interaction of Technology, Culture, and Commodity

- III. New Media and Old Ideologies
- IV. Political Engagements with New Media
- V. Wireless Revolution and Productive Consumption
- VI. Convergence of Critical Theory and Digital Technology

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

CILO	By the end of the course, students should be able to:
CILO 1	Explain the fundamental concepts of new media and their relation to the contemporary culture
CILO 2	Explain how new media produce meanings and form a power structure of the social world
CILO 3	Carry out research on issues and question concerning new media
CILO 4	Analyse critically the formation and the nature of new media and the transformation of new media cultures

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

CILO alignment	Type of TLA
1	The students will be: reviewing and critically analyzing the major concepts of new media and their relation to contemporary culture during lectures
2	referring critically to historical events, current news and cultural texts in lectures and discussions to explain how new media produces meanings and form a power structure of the social world
3	assisted in their planning and execution of research on the topics related to new media issues and questions through step-by-step guidance during tutorials
4	aided with carefully designed in-class teaching and learning activities to supplement academic reference allowing them to appreciate the formation and the nature of the new media and engage critically in the transformation of new media cultures

11. **ASSESSMENT METHODS (AMs)**

Type of Assessment Methods	Weighting	CILOs to be addressed	Description of Assessment Tasks
Assignments	30%	3-4	Assignments will test the students' ability to: (1) independently carry out research on topics related to new media issues and questions (2) appreciate and discover differences in the formation and the nature of the new media and engage critically in the transformation of new media cultures
Term Paper	30%	3-4	The term paper will test the students' ability to: (1) independently carry out research on topics related to new media issues and questions (2) appreciate and discover differences in the formation and the nature of the new media and engage critically in the

			transformation of new media cultures
Examination	40%	1-2	The examination will test the students' ability to: (1) identify and explain the major concepts and issues of new media (2) to evaluate how new media produce meanings and form a power structure of the social world

END