

HONG KONG BAPTIST UNIVERSITY

COURSE OUTLINE

1. **COURSE TITLE**

Popular Media and Public Culture in Hong Kong

2. **COURSE CODE**

HUMN3055

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**

Cantonese

7. **AIMS & OBJECTIVES**

This course aims to develop a theoretical and contextual understanding of how Hong Kong popular media contribute to the formation of local public culture and cultural diversity. The course has two focuses. First, it examines how various forms of local popular media are historically shaped by a wide range of external socio-political factors, government policy, local politics, market dynamics, agencies of cultural workers, and changing cultural tastes. Second, the course investigates how this formation process of popular media facilitates or constrains the development of Hong Kong public culture and cultural diversity. Overall, this course helps students explore the complex relationships between Hong Kong cultural formation and the historical dynamics of various commercial and non-commercial forms of popular media. To these ends, a wide range of local popular media such as commercial television, popular music, cinema, lifestyle magazines, popular news media, and public television will be used for discussion. Different strategies for promoting public culture through reforming Hong Kong popular media will also be discussed.

8. **COURSE CONTENT**

I. The Unique Characteristics of Hong Kong Media

- II. Political Economy and Market Dynamics of Hong Kong Media
- III. Contributions of Cultural Workers to Hong Kong Public Culture
- IV. Case studies of History of Hong Kong Popular Media (e.g. TVB)
- V. The Complex Relationships between Hong Kong Independent and Popular Media
- VI. The Question of Popularity of Hong Kong Public Service Media
- VII. The Role of Resistance to and Cooperation with International Media in Hong Kong Cultural Formation
- VIII. Media Reform Strategies in Hong Kong

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

CILO	By the end of the course, students should be able to:
CILO 1	Explain how Hong Kong popular media are shaped by different external and local political, economic, social and cultural factors
CILO 2	Analyze how Hong Kong public culture is enhanced or suppressed by various Hong Kong popular media
CILO 3	Evaluate different media reform strategies for Hong Kong popular media
CILO 4	Carry out research on issues and questions concerning Hong Kong popular media and public culture

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

CILO alignment	Type of TLA
1	The students will: review and critically analyze key works in theories of media development and the history of Hong Kong popular media in both Chinese and English
2	critically analyze and compare local media outputs between different eras to explain the changes of Hong Kong public culture in relation to the historical development of Hong Kong popular media
3	explore how media policies influence popular media development in various western countries and critically evaluate if their experiences are useful for improving Hong Kong popular media
4	be assisted to develop a research project about Hong Kong popular media and public culture, 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
Term Paper	30%	1-4	The term paper will test the students' ability to: (1) develop a research project about the Hong Kong popular media and public culture; (2) present their research in a fluent and organized manner. The term paper will test student's ability of CILO 1-4.
Tutorials, Presentations	30%	1-4	Students will select an example of Hong Kong media and apply theories and concepts learnt to

			analyze the chosen case. The presentation lasts for about 25 minutes and the presenters have to lead the discussion for about 20 minutes. Student's ability of CILO 1-4 will be demonstrated through this tutorial activity.
Examination	40%	1-3	The examination is a 2-hour written exercise. Essay type questions will be set to test students' ability to explain and evaluate the theoretical and contextualized accounts of Hong Kong popular media and public culture introduced in the course. Students' understanding of CILOs 1-3 and will be tested.

END