

HONG KONG BAPTIST UNIVERSITY

COURSE OUTLINE

1. **COURSE TITLE**

Media Representations of Ethnicity

2. **COURSE CODE**

HUMN4017

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 subject aims to introduce students to the concepts of ethnic identity through different kinds of media representation. It explores the politics and dynamics of ethnic identity formation, drawing on the experiences of various ethnic groups from Hong Kong, China, and other places. We examine representations of ethnicity in the commercial and independent media, investigate what influences these representations, and consider their repercussions. We also analyze how the idea of ethnic hierarchy informs our understanding of power and privilege related to media representation and stereotyping. Although the terms "race" and "ethnicity" are always used interchangeably and together, we will offer analytical distinction between the two terms by focusing on their ideological undertakings and social construction. Focusing more on the Chinese contexts of ethnic representations, we address if the needs and interests of minority communities are being met by the mainstream media, and whether the minority may reinforce the identification of the ethnic majority in the media depiction. In addition, we ask if change in the diversity of media images is possible and what can be done to promote change for ethnic representation.

8. **COURSE CONTENT**

The course will discuss the formation of the concepts of ethnicity, and the ideological

meanings embedded in them. It also examines how multiculturalism always constitutes an essentialized notion of ethnicity, and analyzes the dialectics between necessity and impossibility of ethnic identities which are a matter of becoming as well as being.

- I. Definitions and Historical Constructions of Ethnicity
- II. Individual Bodies and Collective Characters in Media Industry
- III. Ethnicity in Film and Television
- IV. Ethnicity and Printed Materials
- V. Ethnicity in Cyberspace
- VI. The Nation-State and the Ethnic Minorities
- VII. Ethnicity, Class and Gender

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

CILO	By the end of the course, students should be able to:
CILO 1	Evaluate the fundamental concepts of ethnicities and their relation to media representations
CILO 2	Explain ethnic issues and questions
CILO 3	Analyze how ethnic representations rely on ideologies, cultural forms and languages, and what are the ways in which they reinforce and subvert them.
CILO 4	Critically examine how representations of ethnicities create the illusion of reality, address the public, and represent identities in the contemporary world.

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

CILO alignment	Type of TLA
1-4	reviewing and critically analyzing the various cultural, digital, social and visual representations of ethnicities, and the fundamental characteristics of ethnicity theory in lectures
1-4	guided to discuss notions of ethnicity and interpret meanings concerned with the basic features referring critically to historical events, current news and various texts through in-class discussion
2&3	assisted in their planning and execution of research on topics pertaining to issues of ethnicity during tutorials by step-by-step guidance
4	aided with carefully designed in-class TEACHING & LEARNING activities to supplement academic reference allowing them to understand the formation and the nature of the ethnic identity and engage critically in its transformation

11. **ASSESSMENT METHODS (AMs)**

Type of Assessment Methods	Weighting	CILOs to be addressed	Description of Assessment Tasks
Assignments and In-class discussions	30%	1-4	Assignments, in-class discussions, and the term paper will test the students' ability to: (1) independently carry out research on topics related to ethnicity (2) describe and discover differences in the formation ethnic identities and engage critically in the historical developments

Term Paper	30%	1-4	Assignments, in-class discussions, and the term paper will test the students' ability to: (1) independently carry out research on topics related to ethnicity (2) describe and discover differences in the formation ethnic identities and engage critically in the historical developments
Examination	40%	2-4	The examination will test the students' ability to: (1) identify and explain the major notions of ethnicities and mechanism of media representation (2) evaluate various cultural, political, social and technological developments of the ethnic representations, and the fundamental characteristics of ethnic identity

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