

HONG KONG BAPTIST UNIVERSITY

COURSE OUTLINE

1. **COURSE TITLE**

Special Topic in Media and Cultural Studies

2. **COURSE CODE**

HUMN4036

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 provide an opportunity for senior students to have an in-depth study of a selected topic related to media and cultural studies. Students will examine the selected media and culture topic from an interdisciplinary, cross-cultural and theoretical perspective. The course will guide students to integrate various points of view and develop their own critical judgment.

8. **COURSE CONTENT**

The selected topic will be determined by the individual instructor in consultation with the Programme management team. The course will normally start with a discussion of important issues in the field of media and cultural studies. Depending on the nature of the selected topic, the course will focus on one or more important trends of media and cultural studies, assessing their relevance to contemporary culture. Assigned readings will be bilingual and interdisciplinary, and students will be encouraged to examine the topic from a cross-cultural perspective. The course will conclude with a critical reflection on the topic and its relevance to media and cultural studies.

Sample Topic:

COURSE TITLE

Debates and Trends in Contemporary Media and Cultural Studies

AIMS & OBJECTIVES

This course is designed to equip students with knowledge of major debates and trends in contemporary media and cultural studies. It will adopt an interdisciplinary and cross-cultural approach, guiding students to reflect on the culture of media from different angles, such as consumerism and everyday life.

COURSE CONTENTS

1. The rise of cultural studies and its impact on media studies
2. Cultural and media industries
3. Media culture and consumer society
4. Birmingham cultural studies of media
5. The postmodern turn and the new media
6. Media and everyday life
7. Mediascape in the age of globalization
8. Toward a critical media/cultural studies

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

CILO	By the end of the course, students should be able to:
CILO 1	Explain the important trends of media and cultural studies.
CILO 2	Reflect their own critical thinking about the selected topic.
CILO 3	Analyze topics related to media and cultural studies from a critical perspective.
CILO 4	Evaluate critically the cultural significance of the selected topic

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

CILO alignment	Type of TLA
1-2	Students will be introduced important trends and issues of media and cultural studies related to the selected topic, which are used as a basis on which they develop their critical and cross-cultural inquiry into media and cultural studies.
1-4	Students will participate in presentation and discussion related to media and cultural studies with concrete examples under the guidance of the instructor, in which students have to discuss and interpret the selected topic by learnt theories from different perspectives.

11. **ASSESSMENT METHODS (AMs)**

Type of Assessment Methods	Weighting	CILOs to be addressed	Description of Assessment Tasks
Oral presentation	20%	1, 2, 3	Students will make a 30-minute presentation of selected topics.
Term paper	40%	1, 2, 3, 4	An analytical paper that demonstrates a sound understanding of the topic concerned and original interpretations.

Exam	40%	1, 2, 3	A 2-hour exam of two long questions or equivalents.
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