

Course Title	:	Media Literacy
Course Code	:	CLB9006
No. of Credits/ Term	:	3
Mode of Tuition	:	Lecture-Tutorial
Class Contact Hours	:	3 hours/ week
Discipline	:	Cultural Studies
Category in Core Curriculum	:	Cluster : Humanities & the Arts General Education: Category B
Prerequisite(s)	:	Nil
Co-requisite(s)	:	Nil
Exclusion(s)	:	Nil
Exemption Requirement(s)	:	Nil
Brief Course Description	:	This course provides students with the opportunity to develop an overall understanding of the complexity of mass media messages and their meanings in our everyday lives. Media literacy concerns both production and consumption of messages -- writing, reading, speaking, listening. Emphasis is thus on developing critical skills to "read" media messages, and to reflect on the media industries which are responsible for producing these messages. It is expected that students, after taking this course, will develop basic skills to critically analyze the process of media making from different perspectives, including gender, cultural, and ethical ones. Through discussion, reading, group projects, role playing and other work, students will be expected to gain an understanding into the complex role of mass media in our culture's development, and most importantly, our lives.
Aims	:	To help students to – i) acquire an overview of the development of the media, using both local and international examples; ii) gain an insight into the narrative forms employed in different media; iii) develop critical skills in the analysis of such different media texts, in the different socio-cultural contexts they are located.
Indicative Content	:	i) Brief overview of the history of media and media Organizations; ii) Role and functions of the media in the everyday; iii) Properties of media works: TV, adverts, magazines, films; iv) Languages of different media forms: news, TV dramas, advertisements, and films v) Methods of reading such texts (re. semiotics);

- vi) The role of audience in meaning production/
consumption – concepts such as encoding/ decoding

Learning Outcomes : That students will –

- i) understand the history of media, as well as the nature and working of media organizations, both locally and internationally;
- ii) identify basic concepts in media and cultural studies (including narratives, genres, audiences and contexts) and apply them in their analysis of issues and problems concerning the media;
- iii) understand the basic methods for analyzing different forms of media texts, eg. Advertisements, TV programmes, News, and Films;
- iv) develop well informed and articulated opinions on the issues and problems pertaining to the media.

Measurement of Learning Outcomes:

- i) the final exam should test students’ knowledge of the history of the media, the working of media industries, and basic concepts in media and cultural studies (LO i,ii,iii,iv)
- ii) short response exercises and the final project should reveal students’ continuous ability and progress to critically analyze media texts, and develop creative ways to present these analyses (LO iii, iv)
- iii) students’ presentations and participation in discussions should reflect their ability to generate well informed and articulated opinions on the issues around the media (LO ii, iv)

Mode of Teaching : Lecture and tutorial discussions. Overseas media will be juxtaposed with local ones for comparative analysis. Field trips and guest lectures will be arranged, on a range of local and international examples. Students will be examined on the assigned readings and submit a term end project, on which they will have to give class presentations.

As an elementary course, it will pay more attention to developing students’ creative and critical ways of analyzing the media. Production workshops will be organized equipping students with basic techniques in video production. Basic research techniques such as textual analysis, and some skills in interviewing and observation will be introduced.

Assessment : Continuous Assessment 70%

- 1) short response exercises (20%)
- 2) final project (20%)
- 3) students’ presentations (20%); and
- 4) participation in discussions (10%)

Examination 30%

Required Readings :

Primary Reading

Baran, Stanley J. *Introduction to Mass Communication : Media Literacy and Culture*. 4th Edition. Boston, Mass.: McGraw-Hill, 2006.

Silverblatt, Art. *Media Literacy: Keys to Interpreting Media Messages*. Westport, Connecticut: Praeger, 2007.

Secondary Reading

Bignell Jonathan. *An Introduction to Television Studies*. 2nd Edition. New York : Routledge, 2008.

Branston, Gill and Roy Stafford. *The Media Students' Book*, 2nd Edition. London: Routledge, 1999.

Calvert, Ben... (et al.). *Television Studies : the Key Concepts*. 2nd Edition. Abingdon, [England] ; New York : Routledge, 2007.

Clark, Vivienne, James Baker and Eileen Lewis. *Key Concepts and Skills for Media Studies*. London: Hodder & Stoughton, 2002.

Holmes, Sue, Deborah Jermyn. *Understanding Reality Television*. London: Routledge, 2004.

Lacey, Nick. *Media Institutions and Audiences: Key Concepts in Media Studies*. New York: Palgrave, 2002.

Lacey, Nick. *Narrative and Genre: Key Concepts in Media Studies*. NY: St. Martin's Press, 2000.

Lister, Martin. *New Media: a Critical Introduction*. London: Sage, 2003.

Matheson, Donald. *Media Discourses: Analyzing Media Texts*. London: Open University Press, 2005.

McQueen, David. *Television: a Media Student's Guide*. London: Arnold Press, 1998.

Rao, Madanmohan (ed). *News Media and New Media*. Singapore : Eastern Universities Press, 2003.

Stokes, Jane. *How to do Media and Cultural Studies*. London: Sage, 2003.

Williamson, Judith. *Decoding Advertisements : Ideology and Meaning in Advertising*. London : Boyars : Distributed by Calder and Boyars, 1978.

Important Notes:

1. Students are expected to spend a total of 9 hours (i.e. 2 hours of class contact and 7 hours of personal study) per week to achieve the course learning outcomes.
2. Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is “the presentation of another person’s work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or even footnotes/citations, whether protected by copyright or not, as the student’s own work”. Students are required to strictly follow university regulations governing academic integrity and honesty.
3. Students are required to submit writing assignment(s) using Turnitin.
4. To enhance students’ understanding of plagiarism, a mini-course “Online Tutorial on Plagiarism Awareness” is available on <https://pla.ln.edu.hk/>.