Course Title : Media, Culture and Society
Course Code : CUS 3310
Recommended Study Year* : 3-4
No. of Credits/Term : 3
Mode of Tuition : Lecture-Tutorial
Class Contact Hours : 3 hours
Category in Major Prog. : Elective
Prerequisite(s) : Nil
Co-requisite(s) : Nil
Exclusion(s) : Nil
Exemption Requirement(s) : Nil

Brief Course Description : This second/third year core elective course in Cultural Studies explores the understanding of the mass media from Marxist through postmodern perspectives. It also examines the major methodologies of media research, so as to prepare students for advanced studies in media culture. The course will enable students to develop a solid critical approach to the study of the media in the global community we live today.

Aims : 1. to develop students’ understanding into more concepts around media and cultural studies
2. to train students to apply these theories into current Hong Kong and international situation;
3. to drill students with the necessary research methodologies in media and cultural studies, eg. Textual and discourse analysis, audience reception studies to ethnography
4. to train students’ ability of critical reflection and formulation of opinions on media issues

Learning Outcomes : 1. that students identify and develop understanding of the basic concepts, from semiotics, Marxist media theories, representation, institutions, to audience theories, media globalization and new media studies
2. that students demonstrate the ability to apply these concepts to the analysis of case studies in Hong Kong and the international scene
3. that students can show knowledge of relevant research skills and the ability of applying them to the research of current media and cultural phenomena;
4. that students formulate well informed opinion and critical awareness of current news and media practices
### Indicative Content

1. Conceptual approaches to media studies
2. The language / narrative of the media: news and television
3. The cultural politics of news as discourse
4. Representations: gender and race in advertisements and news
5. Effects and Audience studies: Women and soap operas as case studies
6. Media Institutions
7. Media Globalisation: media and cultural imperialism school, localization, hybridization, using Korean wave as casestudy

### Teaching Method

1. Classes are arranged in sectional seminar mode, to maximize classroom discussion, with students taking charge of presentations. Overseas media will be juxtaposed with local ones for comparative analysis.
2. Field trips and guest lectures will be arranged, on a range of local and international examples.
3. Production workshops will be organized equipping students with basic techniques in video production

### Measurement of Learning Outcomes

1. students demonstrate knowledge of the concepts, theories and ethical issues in their final exam (30%);
2. students demonstrate ability to apply these knowledge in the analysis of case studies and current issues in the exam as well as readings report and TV/ film analysis (part of continuous assessment 70%);
3. students demonstrate full knowledge of relevant research skills in their term paper/ project (part of continuous assessment 70%);
4. students display and express their critical awareness of and well-informed opinions on current media and cultural studies issues in their active participation in tutorial discussions (part of continuous assessment)

### Assessment

Students are assessed on the basis of **70% Continuous Assessment and 30% Final Examination**, with the following grade distribution:

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Term Paper</td>
<td>20%</td>
</tr>
<tr>
<td>Oral Presentation (tutorial)</td>
<td>20%</td>
</tr>
<tr>
<td>Occasional Assignments</td>
<td>10%</td>
</tr>
<tr>
<td>Tutorial Discussion</td>
<td>20%</td>
</tr>
<tr>
<td>Final Examination</td>
<td>30%</td>
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</tbody>
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### Required/Essential Readings:


### Recommendation/Supplementary Readings:

1995.


