

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	: <ol style="list-style-type: none"> 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	: <ol style="list-style-type: none"> 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:

Term Paper	[20%]
Oral Presentation (tutorial)	[20%]
Occasional Assignments	[10%]
Tutorial Discussion	[20%]
Final Examination	[30%]

Required/Essential Readings:

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

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

Recommendation/Supplementary Readings:

Adorno, T. & M. Horkheimer. 'The Culture Industry: Enlightenment as Mass Deception', in O. Boyd-Barrett & C. Newbold. Eds. *Approaches to Media: a Reader*. London: Edward Arnold,

1995.

Alexander J. & Seidman, S. Eds. *Culture and Society: Contemporary Debates*. Cambridge University Press, 1990.

Ang, Ien. 'Dallas and the Ideology of Mass Culture', in S. During. Ed. *The Cultural Studies Reader*. London: Routledge, 1993.

Avery, R.K. & Eason, D. Eds. *Critical Perspectives on Media and Society*. NY: Guilford Press, 1991.

Bennett, T. 'Theories of the Media, Theories of Society', in M. Guretvich et al. Eds. *Culture, Society and the Media*. London: Methuen, 1982.

Blumler, J.G. 'The New Television Marketplace: Imperatives, Implications and Issues', in J. Curran & M. Gurevitch. Eds. *Mass Media and Society*. London: Edward Arnold, 1991, pp. 194-215.

Jensen, K.B. and N.W. Janowski. *A Handbook of Qualitative Methodologies for Mass Communication Research*. London: Routledge, 1993.

Lury, A. 'Advertising -- Moving Beyond the Stereotypes', in R. Keat et al. Eds. *The Authority of the Consumer*. London: Routledge, 1994, pp.91-101.

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

Taylor, Lisa and Andrew Willis. *Media Studies: Texts, Institutions and Audiences*. Massachusetts: Blackwell Publishers, 1999.

Tunstall, J. Media imperialism, in D. Lazere. Ed. *American media and mass culture--left perspectives*. Berkeley: University of California Press, 1987, pp.540-551.

Williams, R. 'The Analysis of Culture'. In J. Storey. Ed. *Cultural Theory and Popular Culture*. NY: Harvester Wheatschaft, 1994.

Van Zoonen, L. 'Feminist perspectives on the media'. In J. Curran & M. Gurevitch. Ed. *Mass Media and Society*. 2nd edition. London: Edward Arnold, 1996.

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/>.