

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Media and Communication  
with effect from Semester A 2017/18**

---

---

**Part I Course Overview**

**Course Title:** Communication and Society

**Course Code:** COM8000

**Course Duration:** One semester

**Credit Units:** 3

**Level:** R8

**Proposed Area:**  Arts and Humanities  
(for GE courses only)  Study of Societies, Social and Business Organisations  
 Science and Technology

**Medium of Instruction:** English

**Medium of Assessment:** English

**Prerequisites:** None  
(Course Code and Title)

**Precursors:** None  
(Course Code and Title)

**Equivalent Courses:** None  
(Course Code and Title)

**Exclusive Courses:** None  
(Course Code and Title)

## Part II Course Details

### 1. Abstract

This course examines the interplay between mass media and society within interdisciplinary theoretical perspectives in mass communication and other related fields. It covers three major areas: 1) Media theories, ideologies and practices and their relationship with public opinion; 2) mass communication, reality and social knowledge; and 3) interaction between mass media and society and its consequences. It focuses on such topics as mass media and public opinion, social knowledge and ideology, communication and social theories, mass communication structure and processes, communication technology and culture, network society, and global communication. The students are exposed to a variety of literature that addresses the relationship among society, media and culture, with an emphasis on the impacts mass communication has on individuals and institutions.

### 2. Course Intended Learning Outcomes (CILOs)

No.	CILOs <sup>#</sup>	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Identify and discover the relationship between media and society from interdisciplinary perspectives of scholarly inquiry		✓		
2.	Identify important topics and critical issues related to the structure and processes of mass communication in society		✓	✓	
3.	Critically evaluate and analyze these topics and issues in light of theoretical perspectives at the micro and macro levels			✓	✓
4.	Conduct original research on important aspects concerning the interplay between mass media and society using appropriate research methods and present findings in professional format and quality		✓	✓	✓

\* If weighting is assigned to CILOs, they should add up to 100%.

100%

<sup>#</sup> Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

A1: Attitude

*Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.*

A2: Ability

*Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.*

A3: Accomplishments

*Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.*

### 3. Teaching and Learning Activities (TLAs)

TLA	Brief Description	CILO No.				Hours/week(if applicable)
		1	2	3	4	
Group discussion	Group discussion on theory, research and issues related to communication and society	✓				Throughout the class
Analysis	Analysis of key concepts and perspectives concerning communication and society		✓			Throughout the class
Research	Writes weekly reports and a final review essay to critically examine the literature.			✓		Throughout the class
Presentation	Presenting and discussing the literature				✓	Throughout the class

### 4. Assessment Tasks/Activities (ATs)

Assessment Tasks/Activities	CILO No.				Weighting*	Remarks
	1	2	3	4		
Continuous Assessment: 100%						
Weekly reports on readings	✓	✓	✓		15%	
Contribution to class discussion	✓	✓			25%	
Final Review Essay: to assess students' understanding of the theories and concepts covered in the lectures and readings			✓		30%	
Class presentation of, and discussion on, the literature	✓			✓	30%	
Examination: Nil						
* The weightings should add up to 100%.					100%	

**5. Assessment Rubrics**

*(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)*

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
Class Presentation of, and discussion on, the literature	<p>ABILITY to:</p> <p>a) Analyze the structure of the book;</p> <p>b) Identify the major concept;</p> <p>c) Explain the conceptual connections that form a perspective;</p> <p>d) Search from such sources as YouTube for materials that help navigate the class discussion;</p> <p>e) Bring three questions each week to class for discussion</p>	High	Significant	Moderate	Basic	Not even reaching marginal levels
Contribution to class discussion	Contribution and participation to class discussion	High	Significant	Moderate	Basic	Not even reaching marginal levels
Weekly reports on reading	ABILITY to write a one-page summary of the readings, with critique or a question	High	Significant	Moderate	Moderate	Not even reaching marginal levels
Final review essay	ABILITY to demonstrate clear understanding of concepts related to the role played by communication in society	High	Significant	Moderate	Moderate	Not even reaching marginal levels

### **Part III Other Information** (more details can be provided separately in the teaching plan)

#### **1. Keyword Syllabus**

Media and society, media system, public opinions, communication theories, communication effects, ideology, sociology of media, communication and culture, network society, international communication

#### **2. Reading List**

##### **2.1 Compulsory Readings**

1. C. Wright Mills (1959), *The Sociological Imagination*. New York: Oxford University Press.  
(\*Chs 1,7,8, and especially the Appendix)
2. Jaap van Ginneken (1998), *Understanding Global News*. Thousand Oaks, CA: Sage.
3. Edward W. Said (1982), *Covering Islam*. New York: Pantheon.  
(\*Introduction, pp. 1-64, pp. 127-164)
4. Stuart Hall, ed. (1997), *Representation*. London: Sage. Chs. 1& 4.
5. Herbert J. Gans (1979), *Deciding What's News*. New York: Pantheon
6. Gaye Tuchman (1980), *Making News*. New York: Free Press.

##### **2.2 Additional Readings**

(Additional references for students to learn to expand their knowledge about the subject.)

1. Todd Gitlin (1980), *The Whole World is Watching*. Berkeley: University of California Press.
2. Michael Schudson (1978), *Discovering the News*. New York: Basic Books.
3. Daniel Hallin and Paolo Mancini (2004), *Comparing Media Systems*. New York: Cambridge University Press.
4. Hanno Hardt (1992), *Critical Communication Studies: Communication, History, and Theory in America*. New York: Routledge. (Ordered for purchase in the bookshop.)
5. Chin-Chuan Lee, Joseph Man Chan, Zhongdang Pan, and Clement So (2002), *Global Media Spectacle: News War over Hong Kong*. Albany: State University of New York Press.
6. Chin-Chuan Lee, ed. (2015), *Internationalizing "International Communication."* Ann Arbor: University of Michigan Press.