COM1101: MEDIA AND COMMUNICATION IN THE DIGITAL AGE

Effective Term
Semester A 2023/24

Part I Course Overview

Course Title
Media and Communication in the Digital Age

Subject Code
COM - Media and Communication
Course Number
1101

Academic Unit
Media and Communication (COM)

College/School
College of Liberal Arts and Social Sciences (CH)

Course Duration
One Semester

Credit Units
3

Level
B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction
English

Medium of Assessment
English

Prerequisites
Nil

Precursors
Nil

Equivalent Courses
CLA1202 Fundamentals of Media and Communication

Exclusive Courses
Nil

Part II Course Details

Abstract

This course aims to: 1. Examine concepts, practices and perspectives in the context of media and communication. 2. Discover and apply key issues, problems and their solutions related to media and communication in everyday life. Creating knowledge, transferable skills and a strong sense of civic engagement in media and communication related professions

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Discover the structure and processes of a variety of mass media industries	30		x	
2	Examine theories and perspectives concerning the roles, functions and effects of mass communication at both the individual and societal levels	30	x	x	x
3	Appraise the impact of new information and communication technologies on the convergence of form and content of traditional mass media	20		x	x
4	Evaluate the domestic and international implications of mass media as social institutions for human and national relations and activities	20	x	x	

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 real-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.

Teaching and Learning Activities (TLAs)

	TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Lecture	Students are required to attend lecture every week.	1, 2, 3, 4	
2	Readings	Students are expected to complete all assigned readings each week before attending the lecture.	1, 2, 3, 4	
3	In-class exercises	Students are required to analyze and evaluate various contemporary issues and problems related to media and communication.	1, 2, 3, 4	

| 4 | Group assignments | Students will work in small groups and complete two group assignments during the semester. They will be required to 1) write an argumentative essay (1,800 – 2,400 words) on a media-related controversial issue by incorporating the theories and knowledge they learn in class; and 2) Develop a social network based campaign to promote public awareness on the specific issue they choose. | 1, 2, 3 | |

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Quizzes	1, 2, 3, 4	10	
2	Participation (in class exercise and online discussion)	1, 2, 3, 4	20	
3	Group assignments (15% for argumentative essay, 25% for social network based campaign)	1, 2, 3	40	
4	Final test	1, 2, 3, 4	30	

Continuous Assessment (%)

100

Assessment Rubrics (AR)

Assessment Task

Final examination

Criterion

Ability to demonstrate and explain, with accuracy and clarity, the basic concepts and theories in studies of media production, reception, text and context, and to apply theories to some real-life cases and scenarios.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Quizzes

Criterion

Ability to demonstrate and explain accurately and clearly the basic concepts and theories in the lectures and to apply theories to some real-life cases and scenarios.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Participation (in class exercise and online discussion)

Criterion

Ability to demonstrate independent thinking in learning course material and to complete, with accuracy and clarity, in-class exercises and online discussions.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Assessment Task

Group assignments

Criterion

Demonstrating the ability of coherent and cogent argumentative writing on a social issue and incorporating theoretical and practical tools related to media and communication in running a social media based issue campaign; ability to summarize and evaluate one's work.

Excellent (A+, A, A-)

High

Good (B+, B, B-)

Significant

Fair (C+, C, C-)

Moderate

Marginal (D)

Basic

Failure (F)

Not even reaching marginal levels

Part III Other Information

Keyword Syllabus

Mass media, mass communication, information and communication technologies, models of communication, theories and effects of communication, functions and roles of mass communication, media economics, media and culture, history of media, comparative media systems, media convergence.

Reading List

Compulsory Readings

	Title
1	Pavlik, John V. & McIntosh, Shawn. (2014). Converging media: A new introduction to mass communication, (2nd ed.). New York, NY: Oxford University Press.
2	Kraut, R. E. & Resnick, P. (2012). Evidence-based social design: Mining social sciences to build online communities. Cambridge, MA: MIT Press.
3	Albarran, A. B. (2013). The social media industries. London, UK: Routledge.

Additional Readings

	Title
1	Carey, James W. (2009). Communication as culture: Essays on media and society, revised edition. New York, NY: Routledge.
2	Rheingold, H. (1993). Virtual community: Homesteading on the electronic frontier. Cambridge, MA: MIT Press.