

# City University of Hong Kong

## Information on a Course offered by Department of Media and Communication for the fulfilment of College Requirement with effect from Semester B in 2014/2015

---

### Part I

**Course Title:** Fundamentals of Media and Communication

**Course Code:** CLA1202

**Course Duration:** 1 Semester

**Credit Units:** 2

**Level:** B1

**Medium of Instruction:** English

**Medium of Assessment:** English

**Prerequisites:** None

**Precursors:** None

**Equivalent Courses:** None

**Exclusive Courses:** None

### Part II

#### 1. Course Aims

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.
3. Creating knowledge, transferable skills and a strong sense of civic engagement in media and communication related professions

## 2. Course Intended Learning Outcomes (CILOs)

Upon successful completion of this course, students should be able to:

No.	CILOs	Weighting
1.	Discover the structure and processes of a variety of media industries	30%
2.	Examine theoretical perspectives concerning the roles, functions and effects of media at both the individual and societal levels	30%
3.	Appraise the impact of new information and communication technologies on the convergence of form and content of public and mass communication	20%
4.	Evaluate the domestic and international implications of media as social institutions for human and national relations and activities	20%

## 3. Teaching and Learning Activities (TLAs)

CILO No.	TLAs	Hours/week (if applicable)
1-4	<b>Lecture:</b> Students are required to attend lecture every week.	n/a
1-4	<b>Readings:</b> Students are expected to complete all assigned readings each week before attending the lecture.	n/a
1-4	<b>Participation and individual coursework:</b> Students are required to analyze and evaluate various contemporary issues and problems related to media and communication through participating in in-class activities and/or take home assignments.	n/a
1-3	<b>Group assignments:</b> Students are required to form small groups and complete two group assignments. The assignments involve examining, analysing, and generating new ideas about various events and issues about the interplay between media and communication in society.	n/a

## 4. Assessment Tasks/Activities

*(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)*

CILO No.	Type of Assessment Tasks/Activities	Weighting	Remarks
1-4	Final examination	30%	
1-4	Two Quizzes (20%) and Participation (20%, including interactive Q&A, presentation, involvement in research projects in media communication studies, etc.)	40%	
1-3	Two Group assignments	30%	

## 5. Grading of Student Achievement:

Grading pattern: Standard (A+, A, A-...F). The overall grade is based on student's overall performance in all assessment tasks/activities considered together. The meanings of the overall letter grades will be in line with those listed in the Academic Regulations.

Letter Grade	Grade Point	Grade Definitions	
A+ A A-	4.3 4.0 3.7	Excellent:	Strong evidence of original thinking; good organization, capacity to analyse and synthesize; superior grasp of the fundamental concepts in communication science as demonstrated in group assignments and examination (with a total score of 90-100 weighted points).
B+ B B-	3.3 3.0 2.7	Good:	Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of basic issues and evidence of familiarity with fundamental concepts in communication science as demonstrated in group assignments and examination (with a total score of 80-89 weighted points).
C+ C C-	2.3 2.0 1.7	Adequate:	Understanding of the subject; ability to develop solutions to simple problems in various contexts of human communication. Evidence of a basic understanding of various issues related to communication studies and research, as demonstrated in group assignments and examination (with a total score of 70-79 weighted points).
D	1.0	Marginal:	Sufficient familiarity with basic principles and concepts in human communication to enable the student to progress without repeating the course as demonstrated in group assignment and examination (with a total score of 60-69 weighted points).
F	0.0	Failure:	Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited or irrelevant use of literature as demonstrated in group assignment and examination (with a total score of 59 or lower weighted points).

## Part III

### 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

## **Readings**

### **Required:**

Selected chapters are required from the following three texts:

Briggs, Asa & Burke, Peter. (2010). *Social history of the media: From Gutenberg to the Internet*, (3<sup>rd</sup> ed.). Cambridge, UK: Polity.

Lorimer, Rowland. (1994). *Mass communications: A comparative perspective*. Manchester: Manchester University Press.

Pavlik, John V. & McIntosh, Shawn. (2010). *Converging media: A new introduction to mass communication*, (2<sup>nd</sup> ed.). New York: Oxford University Press.

### **Recommended:**

Alexander, Alison; Owers, James; Carveth, Rodney A.; Hollifield, C. Ann; & Greco, Albert N. (Eds.). (2004). *Media economics: Theory and practices*. Mahwah, NJ: Lawrence Erlbaum.

Carey, James W. (2009). *Communication as culture: Essays on media and society*, revised edition. New York: Routledge.

Jeffres, Leo W. (1997). *Mass media effects*, (2<sup>nd</sup> ed.). Prospect Heights, IL: Waveland Press.

Picard, Robert G. (Ed.). (2002). *Media firms: Structures, operations, and performance*. Mahwah, NJ: Lawrence Erlbaum.

Wang, Jian. (2011). *Soft power in China: Public diplomacy through communication*. New York: Palgrave.