

Enquire Teaching Timetable

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Course Outcome

COMM 1110 - Media and Everyday Life

Learning Outcome

By the end of the course, students should:

1. Be equipped with enhanced media literacy.
2. Be able to understand the "operational logic" of different mass media and be able to recognize the key issues related to media production.
3. Be able to apply theoretical concepts to analyze various media phenomena, especially towards the local mass media.
4. Students are able to understand the role mass media played in a post-modern society and to develop critical and analytical capabilities to evaluate and consume the media products.

Course Syllabus

(For reference only, subject to changes)

1. Introduction: How do we visualize our society and ourselves through the media?
2. Images, gender roles and post-modern identities
3. Advertising – the lifeblood of contemporary media system
4. What is News?
5. Infotainment magazines and consumerism
6. Amusing ourselves to death – the impact of TV entertainment culture
7. Popular music and the celebrity culture
8. New media technology and broadcasting ourselves
9. Media Effects: Sex & Violence
10. Media Effects: Other effects
11. Mass media and political economy
12. The Audience's choice
13. Conclusion: three types of theoretical approaches

Assessment Type

	Assessment Type	Current Percent
1	Others	30
2	Presentation	15
3	Short answer test or exam	55

Feedback for Evaluation

Course Evaluation

Required Readings

(For reference only, subject to changes)

梁麗娟 (2010)《媒介之都:縱論大眾傳媒與社會》香港:香港教育圖書公司

O'Sullivan, T., Dutton, B., & Rayner, P (2003) 'The Media and Modern Culture', in Studying the Media 3rd Edition, London: Hodder Arnold, pp 1-24.
(*)

蘇鑰機, 「市場導向下的新聞傳媒」見李少南編《香港傳媒新世紀》第二章, 香港: 中文大學, 2003年, 頁99-124。

Kellner, D (1995) 'Television, advertising and the construction of post-modern identities.' In Media and Culture, Chapter 7, pp.231-262(*)

Fung, A & Lee, M. (2006) Media Ideologies of Gender in Hong Kong. Hong Kong Institute of Asia-Pacific Studies, The Chinese University of Hong Kong, pp.1-23.

Kellner, D (1995) 'Advertising and Consumer Culture' in Downing, J; Mohammadi, A & Sreberny-Mohammadi, A (eds.) Questioning the Media: A Critical Introduction. pp. 329-344(*)

O'Sullivan, T., Dutton, B., & Rayner, P (2003) 'Media Institution and Production', in Studying the Media 3rd Edition, London: Hodder Arnold, pp 140-189.

Recommended Readings

(For reference only, subject to changes)

*Newspaper clippings in Chinese

梁款(2002)《傳媒與現實: 女性形象建構》見吳俊雄、張志偉編《閱讀香港普及文化1970-2000》香港: Oxford, 第617-620頁。

Gauntlett D (2002) Media, Gender and Identity: An Introduction, Chapter 5, London & New York: Routledge, pp.91-114.

Kellner, D(1995) 'Advertising and Consumer Culture' in Downing, J; Mohammadi, A & Sreberny-Mohammadi, A (eds.) Questioning the Media: A Critical Introduction. pp. 329-344

Sturken, M & Cartwright (2009) 'Advertising, Consumer Cultures and Desire', in Practices of Looking: An Introduction to Visual Culture. Chapter 7.

New York, Oxford: Oxford University Press, pp.265-306.

Gill Branston & Roy Stafford (1996) "Case study: Making stars" in the Media Students' Book, London: Routledge, pp.247-255.

馬國明(1980)「新一代的偶像崇拜」收在吳俊雄、張志偉〔編〕(2002)《閱讀香港普及文化-1970-2000》香港：牛津大學出版社，206-215頁。