

**COMM 1110D & GENA 3070D Media and Everyday Life**  
**2018-2019 2<sup>nd</sup> Term**  
**School of Journalism and Communication**  
**The Chinese University of Hong Kong**

**Course Description**

This course is designed for undergraduate students to provide them with a basic understanding of mass media communication and its relationship to everyday life. The course is mainly divided into three parts. The first part is an introduction of mass communication such as its process, characteristics, functions and development. The second part is about different media industries or professions especially in Hong Kong context. The final part is issues generated from mass media including media effects and media ethics.

**Medium of Instruction**

Cantonese

**Contact Information of Teaching Members**

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Teaching Assistant:	
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Consultation Hours:	By appointment

Teaching Assistant:	
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Time and Venue of Tutorial	To be arranged
Consultation Hours:	By appointment

## **Course Content**

<b>Topics</b>	<b>Contents</b>
Introduction	Process, nature, and development of mass communication
Perspectives on Mass Communication Analysis	Perspectives on mass communication analysis – such as Functional Approach and Critical Approach (Cultural Studies)
Newspaper	Development of newspaper in Hong Kong and the concept of “Market Driven Journalism”
Television	Television and the formation of identity of Hong Kong people. TV rating and social sciences research method
Movie	Hong Kong movies and its influence over Asia
New Media	The concept and characteristics of “new media” especially about the Internet
News Reporting	Journalism and the concept of “Press Freedom”
Advertising	Advertising and “Consumerism” – Review of Functional Approach and Critical Approach
Media Effects	Mass media effects on knowledge, attitude and behaviour
Media Ethics and Control	Controversy between media ethics and control

## **Expected Learning Outcome**

On completion of the course, students will be able to:

- understand more about mass media, it’s development, structures, processes, functions and effects
- understand more about perspectives on mass communication analysis
- understand more about the history and situation of Hong Kong through the development of Hong Kong mass media
- identify the role of mass media in society
- examine the strength and flaws of mass communication
- discuss the controls and social responsibilities of mass media.

## **Grade Descriptions**

<u>Grade</u>	<u>Performance Level</u>
A	Outstanding performance on all learning outcomes.
A-	Generally outstanding performance on all (or almost all) learning outcomes.
B*	Substantial performance on all learning outcomes, OR high performance on some learning outcomes which compensates for less satisfactory performance on others, resulting in overall substantial performance.
C*	Satisfactory performance on the majority of learning outcomes, possibly with a few weaknesses.
D*	Barely satisfactory performance on a number of learning outcomes
F	Unsatisfactory performance on a number of learning outcomes, OR failure to meet specified assessment requirements.

*\*Sub-divisions (i.e. B+, B, B-, C+, C, C-, D+) are still applicable.*

## Learning Activities

	Lecture	Tutorial Presentation
Time per week	90 mins in-class	45 mins in-class
No. of sessions in total	12	8
Attendance	Required	Required
Teaching Member(s)	Lecturer	Students

The following learning activities will be adopted in the course:

1. Lecture

Introduce all of the topics including the process, characteristics, functions and development of mass communication, different perspectives on mass communication analysis, different media industries or professions especially in Hong Kong context, and issues generated from mass media such as media effects and media ethics.

2. Tutorial Presentation

In each tutorial, there will be student(s) presenting an assigned topic. All other students should fully participate in tutorial discussion.

## Assessment Scheme

Assessment Scheme	Description	Weight
Quiz 1	Questions include "True/False" and "Multiple Choice" to test students' basic concepts learnt from <b>the first few topics</b> .	15%
Quiz 2	Questions include "True/False", "Multiple Choice", short and long questions to test students' concepts learnt from <b>the whole course</b> as well as ability of discussing / analyzing different concepts / media phenomena	40%
Tutorial presentation & essay	One student or more students as a group will give a presentation on an assigned topic. They need to search and digest information of that topic. The presentation has to be well organized. The best scenario is the presenters can let the classmates learn something significant through discussion. Furthermore, tutorial presenters have to submit <b>a group essay</b> (hard copy) on the assigned topic within one week after the presentation. The essay should be word-processed, double-spaced, on standard A4 papers, with name and student identity number on the upper right corner of the first page, in either English or Chinese (no more than 2500 words). Points will be deducted for late essay.	15% (presentation) 15% (essay)
Tutorial discussion	All students in tutorial session have to participate in discussion	15%

## Learning Resources

1. Dominick, Joseph R. (2013) *The Dynamics of Mass Communication (12<sup>th</sup> ed.)* New York: McGraw-Hill.
2. 梁麗娟 (2010), 《媒介之都 – 縱論大眾傳播與社會》, 香港: 香港教育圖書公司
3. 李少南編 (2015), 《香港傳媒新世紀》, 香港: 中文大學出版社
4. 香港電台, 《傳媒透視》  
<http://app3.rthk.hk/mediadigest/index.php> (分類搜索)

## Schedule

Week	Date	Topic	Reading Material
1	7 Jan	Introduction: Process, Nature, and Development of Mass Communication	1. Dominick, Joseph R. (2013) Chapter 1 & 3
2	14 Jan	Introduction: Process, Nature, and Development of Mass Communication	2. Dominick, Joseph R. (2013) Chapter 1 & 3
3	21 Jan	Perspective on Mass Communication Analysis	1. Dominick, Joseph R. (2011) Chapter 2 2. 梁麗娟。2010。《媒介之都 – 縱論大眾傳播與社會》之 第一章 「大眾傳播與社會的關係」。香港: 香港教育圖書公司
4	28 Jan	Newspaper	1. 梁麗娟。2010。《媒介之都 – 縱論大眾傳播與社會》之 第二章 「市場主導新聞學」。香港: 香港教育圖書公司 2. 蘇鑰機。2015。「市場導向新聞 3.0」。輯於李少南編《香港傳媒新世紀》。香港: 中文大學出版社。 3. 蘇銘恒。2015年8月7日。「紙媒不是問題核心- 談互聯網年代傳媒業的真正挑戰」。香港電台: 《傳媒透視》。(分類搜索: 印刷媒介)
5	11 Feb	Television	1. 梁麗娟。2015。「電視文化與港人身分變遷」。輯於李少南編《香港傳媒新世紀》。香港: 中文大學出版社。 2. 梁麗娟。2013年11月。「從發牌風波看香港文化創意產業前景」。香港電台: 《傳媒透視》。(分類搜索: 電視) 3. 梁旭明。2014年4月。「韓劇泡沫化的(文、政、經)意涵」。香港電台: 《傳媒透視》。(分類搜索: 電視)
6	18 Feb	Movie	1. 梁麗娟、陳韜文。「海外市場與香港電影發展的關係 (1950 – 1995)」。載於《光影繽紛五十年: 香港電影回顧專題》。香港市政局第廿一屆國際電影

節。

2. 何緯豐。2015 年 12 月 30 日。「電影是商品的話，香港本土電影勇闖內地的代價」。香港電台：《傳媒透視》。(分類搜索：電影)

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7	25 Feb	New Media	<ol style="list-style-type: none"><li>1. 梁麗娟。2010。《媒介之都 – 縱論大眾傳播與社會》之第四章「互聯網的神話」。香港：香港教育圖書公司</li><li>2. 林永君。2008 年 3 月。「互聯網新世代建構新媒體生態」。香港電台：《傳媒透視》。(分類搜索：互聯網)</li><li>3. 蘇玉平。2006 年 10 月。「公民新聞網的威力和影響力」。香港電台：《傳媒透視》。(分類搜索：傳播研究)</li><li>4. 許漢榮。2016 年 12 月。「資訊真假難辨，培養下一代媒體素養刻不容緩」。香港電台：《傳媒透視》。(分類搜索：傳媒教育)</li><li>5. 李立峯、陳韜文。2010 年 7 月。「互聯網和集體行動的民間自發動員：六四晚會現場調查的發現」。香港電台：《傳媒透視》。(分類搜索：互聯網)</li><li>6. 梁德民。2014 年 11 月。「社交網站不是社會運動的靈丹妙藥」。香港電台：《傳媒透視》。(分類搜索：傳播研究)</li></ol>
8	4 Mar	(Quiz 1 & Lecture)	
9	11 Mar	News Reporting	<ol style="list-style-type: none"><li>1. Dominick, Joseph R. (2013), chapter 13.</li><li>2. 梁麗娟。2010。《媒介之都 – 縱論大眾傳播與社會》之第七章「擁有權與媒介表現」。香港：香港教育圖書公司</li><li>3. 梁旭明。2014 年 2 月。「探索在日漸嚴峻的新聞生產環境有甚麼出路」。香港電台：《傳媒透視》。(分類搜索：新聞自由及操守)</li><li>4. 甄美玲。2004 年 8 月。「新聞材料的法律保障」。香港電台：《傳媒透視》。(分類搜索：新聞自由及操守)</li><li>5. 甄美玲。2004 年 11 月。「對新聞材料的保障」。香港電台：《傳媒透視》。(分類搜索：新聞自由及操守)</li><li>6. 甄美玲。2016 年 4 月。「『交出令』與保護新聞材料 – 警方首宗申請被駁回之分析」。香港電台：《傳媒透視》。(分類搜索：新聞自由及操守)</li></ol>
10	18 Mar	Advertising	<ol style="list-style-type: none"><li>1. Dominick, Joseph R. (2013), Chapter 15.</li><li>2. 梁麗娟。2010。《媒介之都 – 縱論大眾傳播與社會》之第三章「廣告與消費主義」。香港：香港教育圖書公司</li><li>3. 何國良。2000 年 2 月。「廣告與香港文化」。香港電台：《傳媒透視》。(分類搜索：廣告媒介)</li><li>4. 馬傑偉。1999 年 3 月。「香港熱賣：電視廣告與香港文化」。香港電台：《傳媒透視》。(分類搜</li></ol>

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			索：廣告媒介) 5. 陳芳怡。2017 年 12 月。「植入式廣告之規管探析」。香港電台：《傳媒透視》。(分類搜索：廣告媒介)
11	25 Mar	Media Effects	1. Dominick, Joseph R. (2013), Chapter18 2. 梁麗娟。2010。《媒介之都 – 縱論大眾傳播與社會》之第五章「傳媒與暴力」。香港：香港教育圖書公司 3. 梁麗娟。2010。《媒介之都 – 縱論大眾傳播與社會》之第六章「大眾媒介的其他影響」。香港：香港教育圖書公司 4. 梁麗娟。2010。《媒介之都 – 縱論大眾傳播與社會》之第八章「媒介與受眾」。香港：香港教育圖書公司
12	8 Apr	Media ethics and control	1. 梁偉賢。2015。「常見恒存的傳媒操守問題」。輯於李少南編《香港傳媒新世紀》。香港：中文大學出版社。 2. 梁偉賢。1999。「『保障私隱報業評議會』對新聞自由的影響」。香港電台：《傳媒透視》，9 月。(分類搜索：新聞自由及操守) 3. 甄美玲。2005。「報業評議會五年來的表現」。香港電台：《傳媒透視》，8 月。(分類搜索：印刷媒界) 4. 麥燕庭。2012。「纏擾法纏擾新聞與表達自由」。香港電台：《傳媒透視》，4 月。(分類搜索：新聞自由及操守)
13	15 Apr	(Quiz 2)	

### **References on Academic Honesty and Plagiarism**

Information regarding the academic honesty and plagiarism policy in the University is located at <http://www.cuhk.edu.hk/policy/academichonesty/>. Some further advice is given below.

Any assignment which shows evidence of plagiarism will be penalized severely. Plagiarism is the copying of passages from other sources without proper citation or attribution.

In the case of plagiarism, the minimum penalty is one demerit and a zero mark for the assignment.