

The Chinese University of Hong Kong
School of Journalism and Communication

2022-23 Second Term

COMM1110D & GENA3070D Media and Everyday Life

Course Description

This course is designed for undergraduate students to acquire basic knowledge of mass media communication and its relationship to everyday life. The course is divided into three parts, with highlights on digital media. The first part is an introduction to mass communication with an overview of different perspectives of communication studies. The second part is about different media industries in Hong Kong and overseas, discussed with the functional approach. The final part is about the practices of different media industries in Hong Kong and overseas.

Medium of Instruction

Cantonese

Contact Information of Teaching Membership

Lecturer:

Name	Joanna LAU Wai Yin 劉慧妍
Email	waiyinjoannalau001@cuhk.edu.hk
Teaching Time	Mon 1900 - 2145
Venue	Lady Shaw Bldg LT2
Consultation Hours	By appointment

Teaching Assistants:

Name	SUM Lok Kei	Charlotte YU Ka Ching
Email	lokkeisum@cuhk.edu.hk	kachingyu@cuhk.edu.hk
Office	NAH413	
Consultation Hours	By appointment	

Expected Learning Outcomes

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

1. enhance media literacy.
2. understand more about mass media development, functions and effects.
3. have basic knowledge about communication models and theories.
4. be familiar with how digital media is reshaping mass media.
5. have concrete knowledge about different media professions in Hong Kong and overseas.
6. be able to critically examine the impact of media to audiences.

Grade Descriptors

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-division (i.e. B+, B, B-, C+, C, C-, D+) will still be used, if needed.

Learning Activities

	Lecture	Group Presentation
Time per week	Week 1 - 6: 2 hr 45 min	---
	Week 7 - 12: 1 hr 30 min	1 hr 15 min
No of sessions	12	
Student participation	Required for classes with group presentations (week 7 - 12)	
Teaching members	Lecturer	

Assessment

		Weight	Description
1	Mid-Term Exam	40%	Questions include “True/False”, “Multiple Choice” and “Fill in the Blanks” and short questions to test students’ basic concepts learned from Week 1 to Week 5.
2	Group Project a. Group presentation	20%	Students in a group of 5-6 will give presentations on a topic about mass media/ media issues/ media industry. Students need to present their research and argument in 15-20 minutes, and there will be a Q&A session of 10 minutes for classmates to raise questions to the presenters. Detailed instruction of the presentation will be given in Week 4.
	b. Individual Paper	25%	EACH student needs to submit an individual written paper within ONE WEEK after the presentation. The topic of the paper is identical to the presentation topic, however students might add personal thoughts, further research and responses towards questions raised during verbal presentation into the written paper. Word limit: 1,000 words (English)/ 1,200 (Chinese)
	c. Self and peer evaluation	5%	Students need to complete an online survey to rate their own performance as well as their teammates’ in the group project.
	d. Participation of in-class presentation	10%	All students have to participate in Q&A session of in-class presentations from Week 7- 12. Students need to raise questions via google form after the presentation. Each class consists of 2 marks for valid questions raised. The week that students present on stage would not induce any marks.

Course Schedule

Week	Date	Topic	Format
1	Jan 9	Introduction: Mass Communication Model and Digital Communications Network	Lecture
2	Jan 16	Transition of newspaper from print to online: 1. Hong Kong journalism development 2. The New York Times	Lecture
3	Jan 30	Media Convergence: Impacts to audience and media.	Lecture
4	Feb 6	Development of Mass Communication Theories: From Mass Society Theory to Cultural Theory	Lecture + Draw lots for presentation
5	Feb 13	1. Advertising: Online marketing and impact to audience 2. Preview of Mid-Term Exam	Lecture
6	Feb 20	Mid-Term Exam	
7	Feb 27	Movies: Hong Kong movies and its influence	Lecture + Presentation
8	Mar 13	Media Effects: sex, violence and prosocial effects	Lecture + Presentation
9	Mar 20	Media Ethics and Control on Mass Media	Lecture + Presentation
10	Mar 27	Profession of Journalism: News Reporting	Lecture + Presentation
11	Apr 3	Profession of Advertising: Online content marketing	Lecture + Presentation
12	Apr 17	New media: SEO and social media (Guest speaker: Jansen Lu)	Lecture + Presentation

Learning Resources

Introduction:

Biagi, Shirley. Media/impact : An Introduction to Mass Media Media Impact. Twelfth ed. Boston, MA: Cengage Learning, 2017. Print. Cengage Ser. in Communication Arts. General Mass Communication. (Chapter 1: Media and Everyday Life)

News/ Online Journalism:

Joan Van Tassel, Mary Murphy, Joseph Schmitz. The New News: The Journalist's Guide to Producing Digital Content for Online & Mobile News. London: Routledge, 2020.

Reference: 林照真, and Lin. 新聞, 在轉捩點上 : 數位時代的新聞轉型與聚合. 初版. 台北市: 聯經出版事業股份有限公司, 2017. Print.

Media Convergence

Baran, Stanley J. Introduction to Mass Communication : Media Literacy and Culture. 8th ed. New York: McGraw-Hill, 2012. Print. (Chapter 2: Convergence and the Reshaping of Mass Communication)

Jenkins, Henry. Convergence Culture [electronic Resource] : Where Old and New Media Collide (2006). Web.

Mass Communication Theories:

Baran, Stanley J. Introduction to Mass Communication : Media Literacy and Culture. 8th ed. New York: McGraw-Hill, 2012. Print. (Chapter 13: Theories and Effects of Mass Communication)

Branston, Gill., and Roy. Stafford. The Media Student's Book (2010). Web. (Chapter 14: From “audience” to “users”)

Hong Kong News Development:

香港電台, 香港電台. 電視部, 香港電視轉播聯盟, 香港廣播電台. 傳媒春秋. [1999-1231] [electronic Resource]. 1999. Web. (RTHK TV Programme)

趙麗如。2020年9月。「香港《國安法》下如履薄冰的新聞現場直播「LIVE」香港電台:《傳媒透視》。(分類搜索:媒介評論)

Movies:

Bordwell, David. Planet Hong Kong : Popular Cinema and the Art of Entertainment. Cambridge, Mass.: Harvard UP, 2000. Print.

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。

Media Ethics and Control:

Dominick, Joseph R. The Dynamics of Mass Communication : Media in Transition (2013). (Chapter 17-18: Ethics and other informal controls, Social effects of mass communication)

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)

宋昭勛、吳靜、胡欣立。2021年2月10日。「從沉默的螺旋理論看香港學生反修例運動中的社交媒體使用」。香港電台：《傳媒透視》。(分類搜索:傳媒教育)

陳帆川。2021年5月13日。「可能改變世界的社交媒體小功能」。明報：文摘。

李立峯。2022年7月28日。「香港市民如何判斷什麼叫「假新聞」？」。明報：文摘。(分類搜索:互聯網)

References on Academic Honesty and Plagiarism

Attention is drawn to University policy and regulations on honesty in academic work, and to the disciplinary guidelines and procedures applicable to breaches of such policy and regulations. Click [here](#) for details.

With each assignment, students will be required to submit a signed declaration that they are aware of these policies, regulations, guidelines and procedures. In the case of group projects, all students of the same group should be asked to sign the declaration, each of whom is responsible should there be any plagiarized contents in the group project, irrespective of whether he/she has signed the declaration and whether he/she has contributed directly or indirectly to the plagiarized contents.

For assignments in the form of a computer-generated document that is principally text-based and submitted via VeriGuide, the statement, in the form of a receipt, will be issued by the system upon students' uploading of the soft copy of the assignment. Assignments without the properly signed declaration will not be graded by teachers. Only the final version of the assignment should be submitted via VeriGuide.

The submission of a piece of work, or a part of a piece of work, for more than one purpose (e.g. to satisfy the requirements in two different courses) without declaration to this effect shall be regarded as having committed undeclared multiple submission. It is common and acceptable to reuse a turn of phrase or a sentence or two from one's own work; but wholesale reuse is problematic. In any case, agreement from the course teacher(s) concerned should be obtained prior to the submission of the piece of work.

The declaration form to be attached to assignments can be found [here](#).

