

GENA3070C– MEDIA & EVERYDAY LIFE

Faculty / Department:	School of Journalism & Communication
Teacher:	Dr. Louis J. Travis
Course Title:	GENA3070C– Media & Everyday Life
Credit:	3
Language:	English
Class size (Maximum):	20 (25)
Class size (Minimum):	10
Contact person:	J. Louis Travis
Contact email:	jtravis@cuhk.edu.hk
Contact number:	+852 6712 9877

SPRING 2025 SYLLABUS

Schedule Meeting(s) & Office Hours

Conversations before or after classes are welcomed and will be accommodated as needed. Kindly approach the teacher in the classroom.

In-person office meetings are best to be reserved in advance. Please email the teacher at jtravis@cuhk.edu.hk to confirm an appointment. While the teacher has an open door policy, the primary office hours are Mondays, 2pm-5pm; Wednesdays, 12pm-3pm; and Thursdays, 12pm-3pm. Due to meetings and other events, there is no guarantee he will be available. Again, email in advance.

To accommodate your busy schedules, select evening times are available on-line via Zoom is available as well via the following link. Visit www.calendly.com/jtravismedia. You will see pre-determined days and times. Click on the offered time that suits your schedule. You must schedule with your CUHK email. You and the teacher will be sent a zoom link and the time will automatically be reserved in both outlook calendars. If you wish group mates or others to join, only one person needs to schedule the appointment and you can forward them the link.

Course Description

Media permeates our everyday life in manners researchers and sociologists could not have predicted just a few years ago. With mobile devices, wireless communications and a plethora of programs, channels and apps; personal communications are activated at almost every moment. The way we shop, travel, share experiences, learn and more are growing more vibrant every day. While the tools have changed, the topics of information and content have as well.

Cultural images forge our identities and connections in the society in which we engage. Through them, we connect often on the basis of race, religion, affiliations, gender, sexuality, tastes, class, hierarchy, and even stereotypical classifications.

Contemporary and timely topics currently contributing to the modern discourse, social and news media will be examined through a theoretical lens. Students will examine, analyze and most importantly debate salient issues. Television, film, music, comics, advertisements, books and more make up our culture and where they were once served independently can now be consumed via digital devices, mobile and stationary, that are connected to the (cloud) internet. Students will examine how their participation, through media devices/channels/apps and more, with the opportunity to respond and engage contributes to our culture and everyday life.

Expected Learning Outcome

After taking the course, students will be able to:

1. understand basic theoretical perspectives of mass communication;
2. how media conveys meanings;
3. analyze the dynamics between media representations and culture
4. critically reflect on the relationship between media, their own everyday life
5. identify and critically evaluate social and cultural issues
6. understand how a culture is built through the contributions of each society member

GRADE DESCRIPTORS

Grade	Overall course
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.

Assessment Scheme * *Per the request, I have noted where I can modify the work to make the class work on a daily schedule opposed to weekly.*

Assessment with Description	Weighting
Participation Students are expected to take an active part in discussion in all lectures. If you do not attend, you cannot participate. <u>Attendance is taken every class.</u>	15%
Short Essays – (Two per student 20% each) – Individual Work Project – Advances in media and technology continues to grow and evolve, changing the way we consume information across a myriad of devices & systems. In these essays, students will be tasked to examine a timely story involving- news, film, television, or social media. Examples will be given from a variety of global sources to scrutinize behaviors that are universal in cultures forming their individual ideas.	40% <i>Two (2 – 20% each) essays detailing an area of how media has influenced culture & behavior</i>
Group Project & Presentation Groups will choose one of the designated lecture topics and analyze an example of their choosing to determine how it connects to a participatory culture. Do the examples offer understanding, connection, growth or do they isolate and segmentize a population. This assessment will be designed to review student’s success in \ engagement, analyze their writing, and evaluate cultural texts and/or practices by applying theoretical understanding.	45% <i>Group Paper 20%</i> <i>Presentation 25% (contains individual assessment)</i>

SCHEDULE AND ASSIGNED READING

Class & Week	Topic & Contents/ Fundamental concepts
1	Defining Pop Culture
2	Theoretical Foundation(s)
3	Participatory Culture
	LUNAR NEW YEAR
4	Fandom
5	Film: Art & Blockbusters
6	Television: The Water Cooler
7	Jump the Shark Day- TV Part 2
	READING WEEK
8	Digital & Cancel Culture
9	Fashion: Forming an Identity
10	Sex: Portrayal & Controversy
11	Literature: Reinvention & Adaptation
12	Music
13	Blog Status & Review

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. Details may be found at <http://www.cuhk.edu.hk/policy/academichonesty/>.

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 members of the group should be asked to sign the declaration, each of whom is responsible and liable to disciplinary actions, irrespective of whether he/she has signed the declaration and whether he/she has contributed, directly or indirectly, to the problematic 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.
- Students are fully aware that their work may be investigated by AI content detection software to determine originality.
- Students are fully aware of the AI approach(es) adopted in the course. In the case where some AI tools are allowed, students have made proper acknowledgment and citations as suggested by the course teacher.

Assignments without a 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 submissions. 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 copyright of the teaching materials, including lecture notes, assignments and examination questions, etc., produced by staff members/ teachers of The Chinese University of Hong Kong (CUHK) belongs to CUHK. Students may download the teaching materials produced by the staff members/ teachers from the Learning Management Systems, e.g. Blackboard, adopted by CUHK for their own educational use, but shall not distribute/ share/ copy the materials to a third-party without seeking prior permission from the staff members/ teachers concerned.

The declaration form to be attached to assignments can be found at:

[https://www.cuhk.edu.hk/policy/academichonesty/Eng_hm_files_\(2013-14\)/p10.htm](https://www.cuhk.edu.hk/policy/academichonesty/Eng_hm_files_(2013-14)/p10.htm)

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.

Use of generative AI tools

Please list out Approach 1 or 2 or 3 or 4

Approach 1 - All use of AI tools is prohibited in assignments and assessment tasks or

Approach 2 - Use of some AI tools is allowed or

Approach 3 - Use of AI tools is allowed with explicit acknowledgement and proper citation or

Approach 4 - Use of some AI tools is allowed with no acknowledgement

*Teachers should include information relevant to the approach to be adopted in the course here. Please refer to **Appendix d - Examples of information for the four AI use approaches**.*

CONFLICT RESOLUTION PROCESSES FOR GROUP ASSIGNMENTS

In the event of a conflict within Group, students must undertake the following process:

- Students must address issues early (do not leave the problem until the week before the assignment is due, at that late stage nothing can be done);
- Call a meeting with all group members to discuss a concern or a breach of contract/agreement;
- If resolution is not achieved, request mediation by the Lecturer; If resolution is not achieved, evaluation of individual group member's contribution is to be reflected in the Group Project Peer Evaluation Form. The completed Forms will be served as the final resolution.

FEEDBACK FOR EVALUATION

Students are welcome to give comments and feedback in class, or by appointment or email with the lecturer and teaching assistants.

Assistance with assignments or class questions

At any time should you be unsure on how to proceed or wish to discuss ideas you have, you are encouraged to schedule an appointment with the instructor. Scheduling via email (above) is preferred, but you can see if he is in his office, Humanities building, Office 319 B, or catch me on campus.

Please feel welcome to reach out solo or in a group. We will always gladly review or explain further on any of the course content that you have.