SYLLABUS

COMM1110C/GENA3070C: Media and Everyday Life
Date and Time: Tuesdays, 2:30pm – 5:15pm
Venue: Lecture Theatre 4, Yasumoto International Academic Park
Language of instruction: Cantonese and English
Instructor: Annisa Lee, 308, Humanities Building, annisalee@cuhk.edu.hk
Teaching Assistant: Lok Kei Sum, lokkeisum@cuhk.edu.hk

This course is about understanding media in the context of everyday life. Due to the pervasiveness of media presence in all walks of life, a vast range of topics are selected to reflect the functions of media use. Media come in different formats affecting major areas of our lives. Most of the topics have two sides: media use in ordinary life and media use in disrupted life with respective consequences. Communication theories will be used to explain the phenomenon in specific areas. This is a teaser course to give students a glimpse of the exciting and interesting landscape of communication and media studies.

LEARNING OUTCOMES

1. Identify the major media and trends in prominent areas of life.
2. Create awareness regarding the benefits and harmful consequences of media use/overuse.
3. Develop an ethical and responsible agency over the use of media.
4. Develop a healthy everyday life.

SCHEDULE

1.	Jan 6	Introduction and user & gratification perspective
2.	Jan 13	The communication model classification
3.	Jan 20	SNS (social networking site), KOLs (key opinion leaders) and social life
4.	Jan 27	Gaming and addiction (everyday media use journal due)
5.	Feb 3	Entertainment, popular culture and films (film week)
6.	Feb10	Media Spectacle, place branding and global comm (group sharing)
7.	Feb 17	Chinese New Year (no class)
8.	Feb 24	News, information and politics (Quiz 1)
9.	Mar 3	Reading Week (detox week)
10.	Mar 10	Green campaigns and sustainability (reflection due)
11.	Mar 17	Documentaries and social issues (group sharing)
12.	Mar 24	AI and virtual reality (site visit)
13.	Mar 31	Health communication, sports and public health (Quiz 2)
14.	Apr 7	Easter
15.	Apr 14	Business communication, advertising and public relations

ASSESSMENT

1. Participation and peer evaluation (10%)
2. Everyday media use journal (10%, Y/N)
3. Detox Reflection paper (20%)

4. Group sharing (20%)
5. Quizzes (40%)

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

AI USAGE

I have adopted approach 1 – no AI is allowed for the assignments of the course.

READING MATERIAL

Ytre-Arne, B. (2023). *Media Use in Digital Everyday Life*. Emerald Publishing Ltd., University of Bergen, Norway.

FEEDBACK FOR EVALUATION

Students are welcome to give comments and feedback at any time during the class. Stop by to talk to the instructor. You can also send us emails for comments.

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.

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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.