The Hong Kong Polytechnic University

<u>Subject Description Form</u>

Please read the notes at the end of the table carefully before completing the form.

Subject Code	APSS 3225
Subject Title	Media and Society
Credit Value	3
Level	3
Pre-requisite / Co-requisite/ Exclusion	NA

Assessment Methods

100% Continuous Assessment	Individual Assessment	Group Assessment
1. Class Participation	10%	%
2. Seminar Presentation	%	20%
3. Presentation Report	%	20%
4. Term Paper	50%	%

- The grade is calculated according to the percentage assigned;
- The completion and submission of all component assignments are required for passing the subject; and
- Student must pass all component(s) if he/she is to pass the subject.

Objectives

This subject aims at introducing to students how media has been changing our everyday life in the fast growing information society, and its impact on policy formulation and analysis in the contemporary era, with particular reference to the differences of media experiences in different countries. It aims to provide students with the critical tools necessary to evaluate media messages in a time of increasing uncertainty amidst a flood of information.

Intended Learning Outcomes

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

a) Appreciate the interplay between media, society, and culture so as to develop a broader context of learning

b) Identify the special features and characteristics of media in different modern societies around the world

c) Demonstrate awareness of the impact and reach of ubiquitous media in everyday life

d) Assess the current state of media industry and its influence on policy-making

	e) Compare and evaluate conflicting media messages
Subject Synopsis/ Indicative Syllabus	1. Changing landscapes of media in contemporary society 2. New media, big data and information society 3. New media and new economy 4. Public sphere, civil society and privatized information 5. Ubiquity vs. domestication of information 6. Data vs. information vs. knowledge 7. New connectivity: individual, communities, networks 8. Social media: FB, Instagram, WeChat and Phone apps 9. Privacy, public interest, post-Snowden, post-Wikileaks 10. Media, political change, civil society and policy-making: local and international case studies
Teaching/Learning Methodology	This subject will consist of interactive seminars on theoretical and practical issues related to media supported by videos, online case studies, discussions of handouts and interactive media sessions. Students will be asked to record and reflect upon their own engagement with different forms of media in their everyday lives and contribute from their experiences to classroom discussions.

Assessment Methods in Alignment with Intended Learning Outcomes

Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
		a	b	c	d	e	
1. Class Participation	10	✓	✓	✓	✓	✓	
2. Seminar Presentation	20	✓	✓	✓	✓	✓	
3. Presentation Report	20	✓	✓	✓	✓	✓	
4. Term Paper	50	✓	✓	✓	✓	✓	
Total	100 %						

The group presentation and class discussion provide opportunities for students to consolidate their knowledge and analyses on different topics covered in the course through a student-centered, interactive and problem-based setting.

The term paper requires students to reflect and enhance their understanding of chosen topics. It helps students to consolidate their views and feelings about their social experiences in media and society.

The completion and submission of all component assignments are required in order to pass the subject.

Student Study Effort Required	Class contact:	
	▪ Lecture / Seminars	39 Hrs.
	Other student study effort:	

	▪ Private study	60 Hrs.
	▪ Presentation preparation	25 Hrs.
	Total student study effort	124 Hrs.
Reading List and References	**Essential** None **Supplementary** Chun, W. H. K., & Keenan, T. (Eds.). (2006). *New media, old media: a history and theory reader*. Oxon and New York: Routledge. Costa, E. (2016). *Social Media in Southeast Turkey*. London: UCL Press. doi:10.14324/111.9781910634547 Durham, M. G., & Kellner, D. M. (Eds.). (2006). *Media and cultural studies: Key Works*. Oxford and Malden: Blackwell. Flisfeder, M., & Willis, L.-P. (Eds.). (2014). *Žižek and Media Studies: A reader*. New York: Palgrave Macmillan. Hartley, J. (2002). *Communication, cultural and media studies: The key concepts* (Third.). London and New York: Routledge. Hassan, R., & Thomas, J. (Eds.). (2006). *The New Media Theory Reader*. Maidenhead and New York: Open University Press. Haynes, N. (2016). *Social Media in Northern Chile*. London: UCL Press. doi:10.14324/111.9781910634592 McDonald, T. (2016). *Social Media in Rural China*. London: UCL Press. doi:10.14324/111.9781910634691 Miller, D. (2016). *Social Media in an English Village Or how to keep people at just the right distance*. doi:10.14324/111.9781910634431 Miller, D., Costa, E., Haynes, N., McDonald, T., Nicolescu, R., Sinanan, J., Wang, X. (2016). *How the World Changed Social Media*. London: UCL Press. doi:10.14324/111.9781910634493 Rawnsley, G. D., & Ming-Yeh, T. R. (Eds.). (2015). *Routledge Handbook of Chinese Media*. London and New York: Routledge. Wang, X. (2016). *Social Media in Industrial China*. *Social Media in Industrial China*. London: UCL Press. doi:10.14324/111.9781910634646