

# The Hong Kong Polytechnic University

## Subject Description Form

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

<b>Subject Code</b>	APSS3225																	
<b>Subject Title</b>	Media and Society																	
<b>Credit Value</b>	3																	
<b>Level</b>	3																	
<b>Pre-requisite / Co-requisite/ Exclusion</b>	NA																	
<b>Assessment Methods</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;">100% Continuous Assessment</td><td style="width: 33%;">Individual Assessment</td><td style="width: 33%;">Group Assessment</td></tr> <tr> <td>1. Class Participation</td><td style="text-align: center;">10%</td><td style="text-align: center;">%</td></tr> <tr> <td>2. Seminar Presentation</td><td style="text-align: center;">%</td><td style="text-align: center;">30%</td></tr> <tr> <td>3. Presentation Report</td><td style="text-align: center;">%</td><td style="text-align: center;">10%</td></tr> <tr> <td>4. Term Paper</td><td style="text-align: center;">50%</td><td style="text-align: center;">%</td></tr> </table> <ul style="list-style-type: none"> <li>The grade is calculated according to the percentage assigned;</li> <li>The completion and submission of all component assignments are required for passing the subject; and</li> <li>Student must pass all components if he/she is to pass the subject.</li> </ul>			100% Continuous Assessment	Individual Assessment	Group Assessment	1. Class Participation	10%	%	2. Seminar Presentation	%	30%	3. Presentation Report	%	10%	4. Term Paper	50%	%
100% Continuous Assessment	Individual Assessment	Group Assessment																
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<b>Objectives</b>	<p>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.</p>																	
<b>Intended Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ul style="list-style-type: none"> <li>a) Appreciate the interplay between media, society, and culture so as to develop a broader context of learning</li> <li>b) Identify the special features and characteristics of media in different modern societies around the world</li> <li>c) Demonstrate awareness of the impact and reach of ubiquitous media in everyday life</li> <li>d) Assess the current state of media industry and its influence on policy-making</li> </ul>																	

	e) Compare and evaluate conflicting media messages									
<b>Subject Synopsis/ Indicative Syllabus</b>	1. Changing landscapes of media in contemporary society 2. New media, big data and new economy 3. Public sphere, civil society and privatized information 4. New connectivity: individual, communities, and social media 5. Love, Relationship and Media 6. Media and Popular Culture 7. Media and Crime 8. Privacy, public interest, post-Snowden, post-Wikileaks									
<b>Teaching/Learning Methodology</b>	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.									
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	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		30		✓	✓	✓	✓	✓	
	3. Presentation Report		10		✓	✓	✓	✓	✓	
	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.									
	<b>Student Study Effort Required</b>	Class contact:								
		▪ Lecture / Seminars			39 Hrs.					
		Other student study effort:								
▪ Private study			60 Hrs.							

	▪ Presentation preparation	25 Hrs.
	Total student study effort	124 Hrs.
<b>Reading List and References</b>	<p><b>Essential</b></p> <p>None</p> <p><b>Supplementary</b></p> <p>Bryant, J., &amp; Finklea, B. W. (2023). Fundamentals of media effects (Third edition.). Waveland Press, Inc.</p> <p>Chun, W. H. K., &amp; Keenan, T. (Eds.). (2006). New media, old media: a history and theory reader. Oxon and New York: Routledge.</p> <p>Durham, M. G., &amp; Kellner, D. M. (Eds.). (2006). Media and cultural studies: Key Works. Oxford and Malden: Blackwell.</p> <p>Flisfeder, M., &amp; Willis, L.-P. (Eds.). (2014). Žižek and Media Studies: A reader. New York: Palgrave Macmillan.</p> <p>Grazian, D. (2023). Mix it up : popular culture, mass media, and society (Third edition.). W. W. Norton &amp; Company.</p> <p>Hartley, J. (2020). Communication, cultural and media studies (Fifth edition.). Routledge.</p> <p>Hassan, R., &amp; Thomas, J. (Eds.). (2006). The New Media Theory Reader. Maidenhead and New York: Open University Press.</p> <p>McDonald, T. (2016). Social Media in Rural China. London: UCL Press. doi:10.14324/111.9781910634691</p> <p>Miller, D. (2016). Social Media in an English Village Or how to keep people at just the right distance. doi:10.14324/111.9781910634431</p> <p>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</p> <p>Rawnsley, G. D., &amp; Ming-Yeh, T. R. (Eds.). (2015). Routledge Handbook of Chinese Media. London and New York: Routledge.</p> <p>Wang, X. (2016). Social Media in Industrial China. Social Media in Industrial China. London: UCL Press. doi:10.14324/111.9781910634646</p>	