

Subject Description Form

Subject Code	APSS464											
Subject Title	Cyber Culture in Contemporary China											
Credit Value	3											
Level	4											
Pre-requisite / Co-requisite/ Exclusion	Nil											
Assessment Methods	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">100% Continuous Assessment</th> <th style="width: 30%;">Individual Assessment</th> <th style="width: 30%;">Group Assessment</th> </tr> </thead> <tbody> <tr> <td>1. Oral Presentation</td> <td style="text-align: center;">--</td> <td style="text-align: center;">30%</td> </tr> <tr> <td>2. Written Report</td> <td style="text-align: center;">70 %</td> <td style="text-align: center;">--</td> </tr> </tbody> </table>			100% Continuous Assessment	Individual Assessment	Group Assessment	1. Oral Presentation	--	30%	2. Written Report	70 %	--
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Objectives	<p>The fast and extensive penetration of new information technologies in China has attracted worldwide attention. In view of this phenomenon, this subject will introduce students to the social and cultural consequences of the adoption of the internet in China in relation to e-business, leisure, and community and identity formation.</p>											
Intended Learning Outcomes <i>(Note 1)</i>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> a. understand the complexities of China's online development; b. comprehend the characteristics of Chinese online culture and society; c. identify some of the impacts of the internet on offline society in China; d. comment critically on events in Chinese cyberspace. 											
Subject Synopsis/ Indicative Syllabus <i>(Note 2)</i>	<ol style="list-style-type: none"> 1. History and Ownership of the Chinese Internet 2. Politics and the Internet 3. Identity on the Chinese Internet 4. Cyber-Nationalism 5. Online Vigilantism and State response 6. Journalism and the Internet 7. Self-Promotion online 8. Self-Help online 9. Online Gaming 10. Internet Addiction 11. E-Business 											
Teaching/Learning Methodology <i>(Note 3)</i>	<p>The course will employ audio and video materials to engage students' interest in the subject. Students are expected to read the weekly assigned academic articles and/or online news items in preparation for class discussions. Students will be asked to organize presentations and small group discussions in seminars on assigned topics.</p>											

Assessment Methods in Alignment with Intended Learning Outcomes (Note 4)	<table border="1"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="4">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> </tr> </thead> <tbody> <tr> <td>1.Oral Presentation</td> <td>30 %</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>2.Written Report</td> <td>70 %</td> <td>✓</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Total</td> <td>100 %</td> <td colspan="4"></td> </tr> </tbody> </table>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				a	b	c	d	1.Oral Presentation	30 %	✓	✓	✓	✓	2.Written Report	70 %	✓	✓	✓	✓	Total	100 %				
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<p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</p> <p>In their presentations, students will have to apply previously learned theories and knowledge to analyze one of the weekly topics and present their results under guidance from the lecturer.</p> <p>In their Written Report, students have to apply classroom knowledge and readings in a synthetic fashion to analyze the setup, function, and meaning of the Internet within Chinese offline society.</p>																													
Student Study Effort Expected	<table border="1"> <tr> <td>Class contact:</td> <td></td> </tr> <tr> <td>▪ Lecture</td> <td>28 Hrs.</td> </tr> <tr> <td>▪ Seminar</td> <td>14 Hrs.</td> </tr> <tr> <td>Other student study effort:</td> <td></td> </tr> <tr> <td>▪ Weekly reading and class preparation</td> <td>28 Hrs.</td> </tr> <tr> <td>▪ Presentation preparation</td> <td>14 Hrs.</td> </tr> <tr> <td>▪ Written assignment</td> <td>28 Hrs.</td> </tr> <tr> <td>Total student study effort</td> <td>112 Hrs.</td> </tr> </table>	Class contact:		▪ Lecture	28 Hrs.	▪ Seminar	14 Hrs.	Other student study effort:		▪ Weekly reading and class preparation	28 Hrs.	▪ Presentation preparation	14 Hrs.	▪ Written assignment	28 Hrs.	Total student study effort	112 Hrs.												
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Medium of Instruction	English supplemented with Chinese																												
Medium of Assessment	English																												
Reading List and References	<p>China Internet Network Information Center (2011). <i>The 27th statistical survey report on the internet development in China</i>. Beijing: CNNIC.</p> <p>Damm, J. (2007). The internet and the fragmentation of Chinese society. <i>Critical Asian Studies</i>, 39 (2), 273-294.</p> <p>Herold, D. K. (2010). Nationalism vs. democracy – China’s bloggers and the Western media. In S. Yao, W. Bin, S. Morgan & D. Sutherland (Eds.), <i>Sustainable reform and development in post-Olympic China</i> (pp. 171-189). London and New York: Routledge.</p>																												

	<p>Herold, D. K., & Marolt, P. (Eds.). 2011. <i>Online society in China: Creating, celebrating, and instrumentalising the online carnival</i>. London and New York: Routledge.</p> <p>Information Office of the State Council of the PRC (2010). The Internet in China. <i>China.org.cn</i> Retrieved from http://www.china.org.cn/government/whitepaper/node_7093508.htm</p> <p>Li, S. (2010). The online public space and popular ethos in China. <i>Media, Culture & Society</i>, 32(1), 63-83.</p> <p>Yang, G. (2009). <i>The Power of the internet in China: Citizen activism online</i>. New York: Columbia University Press.</p>
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Note 1: Intended Learning Outcomes

Intended learning outcomes should state what students should be able to do or attain upon completion of the subject. Subject outcomes are expected to contribute to the attainment of the overall programme outcomes.

Note 2: Subject Synopsis/ Indicative Syllabus

The syllabus should adequately address the intended learning outcomes. At the same time over-crowding of the syllabus should be avoided.

Note 3: Teaching/Learning Methodology

This section should include a brief description of the teaching and learning methods to be employed to facilitate learning, and a justification of how the methods are aligned with the intended learning outcomes of the subject.

Note 4: Assessment Method

This section should include the assessment method(s) to be used and its relative weighting, and indicate which of the subject intended learning outcomes that each method purports to assess. It should also provide a brief explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes.