# Course Description Form

<table>
<thead>
<tr>
<th>Course Code</th>
<th>HSS1004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>Media, Culture and Society</td>
</tr>
<tr>
<td>Credit Value</td>
<td>3</td>
</tr>
<tr>
<td>QF Level</td>
<td>4</td>
</tr>
<tr>
<td>Pre-requisite</td>
<td>Nil</td>
</tr>
</tbody>
</table>

## Objectives
This course examines major issues, key theories and perspectives related to the mass media. Exploring the origin, structure and effects of contemporary mass media, students study the relations between how the mass media shape culture and social life, and how cultural and structural forces shape the mass media in return. With an interdisciplinary approach, the course encourages students to reflect on current debates on the mass media.

## Course Intended Learning Outcomes (CILOs)

Upon satisfactory completion of this course, students should be able to:
(a) explain the different theories and issues on the mass media;  
(b) apply the media and culture research methodologies in their studies of the mass media;  
(c) analyse and evaluate the mass media in relation to their construction of identities, representation of reality, and impact on culture and social life; and  
(d) interpret the negotiations and dynamics of power employed by individuals, institutions, and political entities in their use of the mass media.

## Course Synopsis/Indicative Syllabus
1. Introduction: what are the mass media?  
2. Mass society and the Marxist legacy  
3. Media theories  
4. Media representation: masculinities and femininities; marginalized minorities  
5. Cultural theories  
6. Culture and social institutions: power and control through the media  
7. Identity and subjectivity  
8. Media and cultural research methodologies

## Learning & Teaching Methodology

**Lectures**
The course content will be delivered generally by lectures. Students are expected to read the pre-assigned materials before the class in order to achieve the intended learning outcomes.

**Tutorials and Seminars**
Students have the chance to clarify concepts discussed in the lectures and/or examine elaboration on certain issues. Topics will be provided to integrate formal analysis into context to ensure students’ understanding of the subjects taught in the lectures.

## Assessment Methods in Alignment with Course

<table>
<thead>
<tr>
<th>Specific assessment methods/tasks</th>
<th>% weighting</th>
<th>Course intended learning outcomes to be assessed (Please tick as appropriate)</th>
</tr>
</thead>
</table>
## Intended Learning Outcomes

<table>
<thead>
<tr>
<th></th>
<th>(a)</th>
<th>(b)</th>
<th>(c)</th>
<th>(d)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignments: Journals and Case Studies</td>
<td>40</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Tests</td>
<td>20</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Project Presentations</td>
<td>40</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td></td>
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Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

### Assignments: Journals and Case Studies

Journals are for students to reflect on the issues covered in class. Student’s general understanding in communication and the new media can be assessed.

Case studies are used to assess student’s learning and performance by asking them to tackle relevant problems. This assignment guides students towards self-directed learning to search for information and knowledge on answers for a proposed assumption.

### Project Presentation

Students will form groups to select a case for a project and a presentation. Their interpretation, analysis and identification of possible strategies will be assessed to see whether they are using the theories and principles learned in a proper way.

### Test

There will be a test to assess students’ overall achievement for the course according to the related intended learning outcomes. It is designed to assess students’ basic knowledge of the mass media.

## Student Study Effort Required

### Class contact:

- Lectures: 28 Hrs.
- Tutorials and Seminars: 14 Hrs.

### Outside study:

- Self-study: 28 Hrs.
- Preparation of presentations and assignment: 56 Hrs.

Total student study time: 126 Hrs.

## Reading List and References

**Textbook**  


**References**


