

**The Hong Kong Polytechnic University
Hong Kong Community College**

Subject Description Form

Subject Code	SHDH2026
Subject Title	Mass Media and Culture
Level	2
Credit Value	3
Medium of Instruction	English, supplemented with Chinese
Pre-requisite / Co-requisite/ Exclusion	Nil
Objectives	This subject provides an introductory survey of mass media and its effects on culture, in particular in Hong Kong society. It enables students to understand and apply relevant concepts in cultural and media theory, and identify the relationship between media and cultural production across various mass media including television, newspaper, and the Internet, especially within the context of Hong Kong.
Intended Learning Outcomes	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> (a) apply concepts in cultural and media theories; (b) compare and contrast the nature of various types of mass media and their potential effects on the individual and society; (c) identify the relationship between media and cultural production, especially within the context of Hong Kong.
Subject Synopsis/ Indicative Syllabus	<p>The Process and Functions of Mass Communication The SMCR model; Mass communication and its characteristics; Five social functions of mass media.</p> <p>Newspapers The case of <i>Apple Daily</i>; Multiple definitions of news; Gatekeeping; Framing; Agenda-setting; Implications of the study of news production.</p> <p>Television History and significance of television; Regulation of television; The idea of public service broadcasting; Principles and crisis facing public service broadcasting.</p> <p>Internet and the Era of New Media Significance of the Internet; the Internet as new media; Study of the impact of the Internet; Global village; Double-edged sword.</p>

	<p>Media Influences Media's tremendous and limited effects; Micro- and macro- level media's impacts; Social learning theory; Observational learning.</p>																																														
Teaching/Learning Methodology	<p>Lectures will provide students with the opportunity to learn concepts through a variety of media, including books, lecture PowerPoint's, videos, newspaper cuttings, and the Internet. By exposing students to the mass media as they are used and consumed in modern societies, the subject will help students draw connections between theoretical concepts and real world applications.</p> <p>Tutorials will provide students with the opportunity to deepen their understanding and to explore further the applications of theories taught. Activities in tutorials will normally include student presentations and discussions of problem sets and case studies.</p>																																														
Assessment Methods in Alignment with Intended Learning Outcomes	A variety of assessment tools will be used to develop and assess students' achievement of the subject intended learning outcomes.																																														
	<table border="1"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="3">Intended subject learning outcomes to be assessed</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> </tr> </thead> <tbody> <tr> <td>Continuous Assessment*</td> <td>60</td> <td></td> <td></td> <td></td> </tr> <tr> <td>▪ Test</td> <td>21</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>▪ Tutorial Presentation</td> <td>21</td> <td>✓</td> <td>✓</td> <td></td> </tr> <tr> <td>▪ Class Project</td> <td>12</td> <td>✓</td> <td></td> <td>✓</td> </tr> <tr> <td>▪ Participation</td> <td>6</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Final Examination</td> <td>40</td> <td>✓</td> <td>✓</td> <td>✓</td> </tr> <tr> <td>Total</td> <td>100</td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p><i>*Continuous assessment items and/or weighting may be adjusted by the subject team subject to the approval of the College Programme Committee.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in both the Continuous Assessment and Final Examination.</p>					Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed			a	b	c	Continuous Assessment*	60				▪ Test	21	✓	✓	✓	▪ Tutorial Presentation	21	✓	✓		▪ Class Project	12	✓		✓	▪ Participation	6	✓	✓	✓	Final Examination	40	✓	✓	✓	Total	100		
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Final Examination	40	✓	✓	✓																																											
Total	100																																														
Student Study Effort Expected	Class contact			Hours																																											
	▪ Lecture			26																																											
	▪ Tutorial			13																																											
	Other student study effort																																														
	▪ Self-study to preview and review lectures' materials			39																																											

	▪ Continuous Assessment	52
	Total student study effort	130
Reading List and References	<p>References</p> <p>Baran, S. J. (2015). <i>Introduction to mass communication: Media literacy and culture</i>. (8th ed.), New York: McGraw Hill.</p> <p>Chan, A., Phua, N. N. (2012). <i>Understanding media and culture</i>. (3rd ed.), Singapore: McGraw Hill.</p> <p>Dominick, J. R. (2011). <i>The dynamics of mass communication: Media in transition</i>. (11th ed.), New York: McGraw Hill.</p> <p>Hodkinson, P. (2017). <i>Media, culture and society: An introduction</i>. (2nd ed.), London: Sage Publications.</p> <p>梁麗娟：《蘋果掉下來》，香港：次文化堂，2006年。</p> <p>黃天賜：《新聞與香港社會真相（增訂本）》，香港：中華書局(香港)有限公司，2013年。</p>	