COM8003: COMMUNICATION THEORIES AND SOCIAL CHANGE

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Communication Theories and Social Change

Subject Code

COM - Media and Communication

Course Number

8003

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

R8 - Research Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

The course aims to: examine the interplay between major social theories and media studies that seeks to explain the dynamics of social change. It will explore the meta-theoretical assumptions of various "paradigms" that inform our theorizing in the field of communication.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Critically discuss and evaluate the extensive literature on social theories and media studies	50	x	x	
2	Apply theories to students' research work, aiming to the discovery of new knowledge in the relevant domain through innovative approaches	50		x	x

A1: Attitude
Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability
Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments
Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Learning and Teaching Activities (LTAs)

	LTAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Discussion and analysis	Discuss and analyze the principles of social theories and media studies	1, 2	3
2	Essay	Write review essays on selected topics	1, 2	NA

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Participation in class discussion and presentation	1, 2	30	
2	Research proposal	1, 2	70	

Continuous Assessment (%)
100

Examination (%)
0

Minimum Continuous Assessment Passing Requirement (%)
0

Minimum Examination Passing Requirement (%)

0

Assessment Rubrics (AR)

Assessment Task

Class discussion and presentation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

ABILITY to participate in class discussion regarding theories that are related to media and communication.

Pass (P)

(P) Highly active, constructive, and meaningful participation and discussion.

Failure (F)

(F) Unsatisfactory level of class participation. Rarely participate in class discussion.

Assessment Task

Research proposal (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

ABILITY to design a research project that aims to test, improve, or develop a theory in the area of media and communication.

Pass (P)

(P) High levels of originality, logical coherence and clarity with academic rigor. High level of academic quality of research design aims to test, improve or develop the theory in the area of study.

Failure (F)

(F) Poor quality of research design aims to test, improve or develop the theory in the area of study.

Assessment Task

Class discussion and presentation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

ABILITY to participate in class discussion regarding theories that are related to media and communication.

Pass (P)

(P) Highly active, constructive, and meaningful participation and discussion.

Failure (F)

(F) Unsatisfactory level of class participation. Rarely participate in class discussion.

Assessment Task

Research proposal (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

ABILITY to design a research project that aims to test, improve, or develop a theory in the area of media and communication.

Pass (P)

(P) High levels of originality, logical coherence and clarity with academic rigor. High level of academic quality of research design aims to test, improve or develop the theory in the area of study.

Failure (F)

(F) Unsatisfactory level of design to test, improve or develop the theory in the area of study.

Additional Information for AR

The student is expected to present the analysis of the assigned readings and participate in the discussion. The student is expected to produce a significant research paper (approximately 20-30 pages) and/or several short papers (8-10 pages each) as required by the instructor.

Part III Other Information

Keyword Syllabus

Pragmatism, structural-functionalism, conflict management, Marxism(s) and post-modernism as they relate to the current status of media studies. Meta-methodological debate on empirical, interpretative, and critical communication theories.

Reading List

Compulsory Readings

	Title
1	Hardt, Hanno (1992). Critical Communication Studies. New York: Routledge.
2	Turner, Graeme (1996). British Cultural Studies. London: Routledge.
3	Thompson, John B (1995). The Media and Modernity. Stanford: Stanford University Press.
4	Curran, James & Michael Gurevitch (Eds.). (2006). Mass Media and Society. London: Arnold.
5	Merton, Robert K. (1968). Social Theory and Social Structure (pp. 493 509). New York: Free Press.
6	Carey, James W. (1989). Communication as Culture. New York: Routledge.
7	Munson, Eve Stryker & Catherine A. Warren (Eds.). (1997). James Carey: A Critical Reader. Minneapolis: University of Minnesota Press
8	Williams, Raymond (1982). The Sociology of Culture. New York: Schocken.
9	Rogers, Everett M. (1994). A History of Communications Research. New York: Free Press.
10	Gouldner Alvin (1976). The Dialectic of Ideology and Technology. New York: Oxford University Press.
11	Park, Robert (1967). On Social Control and Collective Behavior (Ralph H. Turner, Ed.). Chicago: U of Chicago Press.
12	Giddens, A. (1978). Positivism and its critics. In Bottomore & Nisbet (Eds.)., A History of Sociological Analysis. New York: Basic.
13	McCarthy, Thomas (1979). The Critical Theory of Jurgen Habermas. Cambridge: MIT Press.
14	Coser, Lewis (1956). The Functions of Social Conflict. New York: Free Press.
15	Dahrendorf Ralf (1959). Class and Class Conflict in Industrial Society. Stanford: Stanford UP.
16	Tichenor, P. J., G. A. Donohue & C. Olien (1979). Community Conflict and the Press. Beverly Hills: Sage.
17	Golding, Peter & Graham Murdock (Eds.). (1997). The Political Economy of the Media (2 volumes). Brookfield, Vermont: Elgar.
18	Garnham, Nicholas (1989). Capitalism and Communication. Newberry Park, CA: Sage.
19	Smythe, Dallas (1994). Counterclockwise: Perspectives on Communication (Thomas Guback, Ed.). Boulder, CO: Westview Press.
20	Mosco, Vincent (1996). The Political Economy of Communication. London: Sage.

21	Curran, James & Myung-jin Park (Eds.). (2000). De-westernizing Media Studies. London: Routledge.
22	Hall, S. (Ed.). (1997). Representation. Thousand Oaks, CA: Sage.
23	Hall, S. (1976). Culture, the Media and the Ideological Effect. In James Curran, Michael Gurevitch & Janet Woollacott (Eds.), Mass Communication and Society. London: Edward Arnold.
24	Hall, Stuart (1982). The Rediscovery of 'Ideology': Return of the Repressed in Media Studies. In Gurevitch, Bennett, Curran, & Woollacott (Eds.), Culture, Society, and the Media. London: Methuen.
25	Hall, Stuart (1986). Cultural Studies: two paradigms. In Richard Collins, et. al., Media Culture & Society. Beverly Hills: Sage.
26	Downing, John (1996). Internationalizing Media Theory. Thousand Oaks, CA: Sage.
27	Williams, R. (1977). Marxism and Literature. New York: Oxford University Press.
28	Gitlin, Todd (1978). The Whole World is Watching. Berkeley: University of California Press.
29	Tuchman, Gaye (1978). Making News. New York: Free Press.

Additional Readings

	Title
1	NA