

COURSE DETAIL

PEOPLE, PROPAGANDA AND PROFIT: UNDERSTANDING MEDIA IN CHINA

Country

Hong Kong

Host Institution

University of Hong Kong

Program(s)

University of Hong Kong

UCEAP Course Level

Lower Division

UCEAP Subject Area(s)

Sociology Communication

UCEAP Course Number

17

UCEAP Course Suffix**UCEAP Official Title**

PEOPLE, PROPAGANDA AND PROFIT: UNDERSTANDING MEDIA IN CHINA

UCEAP Transcript Title

MEDIA IN CHINA

UCEAP Quarter Units

5.00

UCEAP Semester Units

Course Description

This course looks at China's changing media landscape in post 1978 reform period. The course surveys the historical roots of mass propaganda in the Chinese media during the Mao Era, analyzing the political, social and cultural dimensions of their developments. This is followed by an in-depth look at how Deng's market liberalization policies have infused profit making mechanisms that reshaped media practices within the context of continued government control. Specific examples are used to illustrate how the emergence of new media technology enabled the voice of the people to be heard, enabling new facets of the media's role as a communication vehicle. Using the “people, propaganda, and profit” framework throughout the semester, the course examines the implications of shifting relations between the state, society, and the market on cultural or media production and reception.

Language(s) of Instruction

English

Host Institution Course Number

CCCH9017

Host Institution Course Title

PEOPLE, PROPAGANDA AND PROFIT: UNDERSTANDING MEDIA IN CHINA

Host Institution Campus**Host Institution Faculty****Host Institution Degree****Host Institution Department**

Common Core: China

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