

## COURSE DETAIL

### MEDIA AND SOCIAL DEVELOPMENT IN MAINLAND CHINA

**Country**

Hong Kong

**Host Institution**

Chinese University of Hong Kong

**Program(s)**

Hong Kong Summer, CUHK

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Film & Media Studies Communication

**UCEAP Course Number**

126

**UCEAP Course Suffix**

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**UCEAP Official Title**

MEDIA AND SOCIAL DEVELOPMENT IN MAINLAND CHINA

**UCEAP Transcript Title**

MEDIA&SOC DEVELOPMT

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

### **Course Description**

The course examines media and social development in Mainland China since the founding of the People's Republic in 1949. Using key concepts and theories from the political economy of media and developmental communication studies, it introduces different periods of media reform and social change from the era of Chairman Mao to the period of harmonious society. Emphasis is attached to post-1989 media regulatory systems, media industrialization, and their influence on accomplishing developmental goals such as poverty alleviation, democratization, and communication empowerment. The course explores Mainland China's key media sectors including the printing press (newspapers and magazines), film, broadcasting media (radio and TV), and new networked communication tools (Internet and mobile phones), as well as alternative social formations through Internet activism, non-governmental organizations (NGOs), and transnational developmental projects. Assessment: two essays (50% each).

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

UGEC2634

### **Host Institution Course Title**

MEDIA AND SOCIAL DEVELOPMENT IN MAINLAND CHINA

### **Host Institution Campus**

International Summer School

### **Host Institution Faculty**

### **Host Institution Degree**

### **Host Institution Department**

Chinese Studies

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