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 S
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 Course Details

Host Institution Campus
International Summer School

Host Institution Faculty

Host Institution Degree

Host Institution Department
Chinese Studies

Course Last Reviewed

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