

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 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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