COURSE DETAIL

DEVELOPMENT OF MASS COMMUNICATION
Country Hong Kong
Host Institution Chinese University of Hong Kong
Program(s) Chinese University of Hong Kong
UCEAP Course Level Lower Division
UCEAP Subject Area(s) Communication
UCEAP Course Number 20
UCEAP Course Suffix
UCEAP Official Title DEVELOPMENT OF MASS COMMUNICATION
UCEAP Transcript Title DEVELOP / MASS COMM
UCEAP Quarter Units 4.50
UCEAP Semester Units 3.00

Course Description

This course examines the development of mass communication in different social and historical contexts. Emphasis will be placed on analyses of the roles, functions, and impact of some major mass media (such as print, broadcast, TV, film, advertising/public relations and new media) in various societies like Hong Kong, China and other parts of the world from a developmental perspective.

Language(s) of Instruction
English

Host Institution Course Number
COMM1120

Host Institution Course Title
DEVELOPMENT OF MASS COMMUNICATION

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
COMMUNICATION

Course Last Reviewed
2024-2025

Print