

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

COMMUNICATION

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