

# COURSE DETAIL

## MEDIA AND EVERYDAY LIFE

**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)**

Film & Media Studies Communication

**UCEAP Course Number**

40

**UCEAP Course Suffix****UCEAP Official Title**

MEDIA AND EVERYDAY LIFE

**UCEAP Transcript Title**

MEDIA & LIFE

**UCEAP Quarter Units**

4.50

**UCEAP Semester Units**

3.00

## Course Description

This course examines the many roles of the media in the web of modern life. It equips students with basic concepts of the operation, information of the landscape and ecology of media and social media. An experiential learning model is implemented where outings are arranged for students to understand what is news or information content, how news or information content is produced, presented, delivered on different platforms to consumers. Students experience how what happens in the real world is transformed into content which they read or watch in the virtual world. Being informed consumers and content producers, students have the real life experience of having the two roles and in this course they learn how their lives, study, work and their health physically and mentally are affected by the media and social media. Concepts such as news reporting, information gathering, news writing, feature writing, preparing materials in different forms for social media posts as professional journalists and social media account operators are introduced. The course also covers concepts such as media ownership, credibility, and how to construct and deconstruct news products in various forms including text, video, visual and audio as content consumers.

### Language(s) of Instruction

English

### Host Institution Course Number

COMM1110D,GENA3070

### Host Institution Course Title

MEDIA AND EVERYDAY LIFE

### Host Institution Course Details

[https://rgsntl.rgs.cuhk.edu.hk/aqs\\_prd\\_applx/Public/tt\\_dsp\\_crse\\_catalog.aspx](https://rgsntl.rgs.cuhk.edu.hk/aqs_prd_applx/Public/tt_dsp_crse_catalog.aspx)

### Host Institution Campus

### Host Institution Faculty

**Host Institution Degree**

**Host Institution Department**  
Journalism & Communication

**Course Last Reviewed**  
2025-2026

[Print](#)