

COURSE DETAIL

MEDIA AND SOCIAL DEVELOPMENT IN MAINLAND CHINA

Country

Hong Kong

Host Institution

Chinese University of Hong Kong

Program(s)

Chinese University of Hong Kong

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Film & Media Studies Communication

UCEAP Course Number

126

UCEAP Course Suffix**UCEAP Official Title**

MEDIA AND SOCIAL DEVELOPMENT IN MAINLAND CHINA

UCEAP Transcript Title

MEDIA&SOC DEV/CHINA

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

The course focuses on two major themes, namely 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 students to 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 the meeting of such developmental goals as poverty alleviation, democratization, and communication empowerment. The course examines Mainland China's key media sectors including the printing press (newspapers and magazines), film and broadcasting media (radio and TV), and new networked communication tools (Internet and mobile phone) as well as alternative social formations through Internet activism, non-governmental organizations (NGOs) and transnational developmental projects. The course identifies and discusses several ongoing debates, and the ensuing actions, held by different stakeholders, including governmental officials, media producers, educators, activists, international agencies, and the general audiences. Wider implications to public policy are identified. The course includes discussions of current affairs related to media and social development in the country. It describes the key characteristics of contemporary Mainland Chinese media and their roles in facilitating or obstructing development towards the ideals of a "new China".

Language(s) of Instruction

English

Host Institution Course Number

COMM2140

Host Institution Course Title

MEDIA AND SOCIAL DEVELOPMENT IN MAINLAND CHINA

Host Institution Course Details

https://rgsntl.rgs.cuhk.edu.hk/ags_prd_applx/Public/tt_dsp_crse_catalog.aspx

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Journalism and Communication

Course Last Reviewed

2025-2026

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