



PHBS

北京大学汇丰商学院



MJC501

Media Effects in the Digital Era Module 4, 2020

Course Information

Instructor:

Office: PHBS Building, Room 661

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Office Hour: TBD

Teaching Assistant:

Phone: TBD

Email: TBD

Classes:

Lectures: Tuesday & Friday, 10:30 a.m. – 12:20 p.m.

Venue: PHBS Building, Room (TBD)

Course Website:

<http://cms.phbs.pku.edu.cn/>

1. Course Description

1.1 Context

This course is designed to provide you with an overview of the major media effect theories and approaches to the study of mass communication. These include social scientific studies of media effects, and the normative assumptions and expectations shaping media production and regulation. In addition to functioning as a “sampler platter” of these types of theories, this course will examine the context in which these approaches developed, the ways in which they are evaluated, and their impact on the field of communication. We will meet a total of 36 teaching hours. Each class lasts up to 2 hours. You are expected to finish assigned readings before class to make sure you’re ready to ask questions, agree, disagree, share relevant cases and experience, argue, and provide your own points of view. Students need to participate in the class discussion with the questions and critiques prepared before coming to class.

1.2 Textbooks and Reading Materials

Selected journal articles (no textbook)

2. Learning Outcomes

2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	Yes
	1.2. Students are able to professionally	Yes

	present their ideas and also logically explain and defend their argument.	
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	Yes
	2.2. Students will be able to apply leadership theories and related skills.	Yes
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	Yes
	3.2. Our students will practice ethics in the duration of the program.	Yes
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	Yes
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	Yes
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	No
	5.3. Our students will demonstrate competency in critical thinking.	Yes

2.2 Course specific objectives

Over the course of the semester, we will be examining the following:

- The historical development of the major theories and paradigms of communication and the ways in which the underlying values and ideologies of these paradigms affect the study of audiences and media.
- The process of theory development, testing, and evaluation.
- The impact of these theories and approaches on the ways in which media and audiences are constructed.
- The usefulness of “mass” communication theory in a world of the internet & social media

2.3 Assessment/Grading Details

This is an interactive, graduate-level seminar, with students taking the lead and the instructor serving as moderator, guide and devil’s advocate. There will be lectures, workshops and possibly guest speakers. Students may be divided into teams, and although some regularly scheduled class time will be set aside for team meetings, it is most likely for teams to meet outside of class to meet deadlines.

Source	Description	Point Value	% of Course
Question Sheet	Question Sheet 4 points * 5 sessions	20	20
Class Participation	In-class Participation	15	15
Final Research Project	Presenting Initial Ideas for Final Research Proposal Project	5	

	Final Research Proposal Project Final Presentation	5	25
	Final Research Proposal Project Paper	15	
Exam	Exam	20	20
Discussion Leader	Presentation(s) for selected course reading(s) & discussion	15	15
Individual Meeting with Instructor	One-on-one Meeting with Instructor	5	5
Total		100 pts	100 %

2.4 Academic Honesty and Plagiarism

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

3. Topics, Teaching and Assessment Schedule

- Topics (Session 2 – 16)
 - Cultivation & Effects of Violent Media
 - Desensitization
 - Effects of Media Characters
 - Narrative

- Effects of Agency & Modality
 - Effects of Interactivity & Navigability
 - Health Communication
 - Sex in the Media
- Exam: Session 9 (tentative)
- Final Presentation: Session 18

4. Miscellaneous

NOTE: The instructor reserves the right to make changes to this timeline and the course.