



浙江大學

MMCS514

Media and Cultural Studies

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Instructor Contact Details

Lecturer-in-charge: TBA

Email: wlwyxy_29@zju.edu.cn

Office location: Huajiachi Campus, Zhejiang University

Consultation Time: to be announced, and by appointment

Teaching Times, Modes and Locations

The Time: TBA

Modes: Online/Face-to-face

Location: Anywhere via online/Huajiachi Campus, Zhejiang University via face-to-face

Academic Level

Undergraduate

Units of Credit

The course is worth 6 units of credit

Credit Hours

The number of credit hours of this course equals to the credits of a standard semester-long Australian university course.

Contact Hours

The course contains a total of 53 contact hours, which consists of orientation, lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after-class activities, revision and final exam. Students will receive an official transcript which is issued by Zhejiang University when completing this course.

Course Description:

This course aims to help the students grasp the cultural specialties and narrative strategies, grasp the main schools, intellectual movements, and key concepts in the fields of media, culture and mass media studies. In addition, this course also aims to help the students understand the interactions between media institutions, cultural products , and the audience, help the students have proper cultural and media concept, help students examine the social value and potential harms dialectically, and enhance the students' capability to analyze the ideologies and thoughts in mass media products with the help of due theories and concepts.

Prerequisite:

N/A

Learning Resources

The course materials will be provided prior to the start of the class.

Learning Objectives

By the end of this course you should be able to:

- Understand the theories, ideas and core concepts related to media in academia
- Understand the main schools and thoughts of culture and mass culture
- Understand the cultural characteristics and related research theories of mass media, new media and we media
- Develop students' ability to make practical analysis of western media;
- Develop students' ability of text analysis in popular cultural media such as film, advertising and news
- Develop students' analytical and critical skills on issues of race, gender, class and ethics in mass media culture.

Course Delivery:

- Online Lecture mode includes lectures, seminars, quiz, discussion, research, case study, small tests, assignments, online field trip(s), in-class activities, revision and final exam.
- Face-to-face Lecture mode includes lectures, seminars, quiz, discussion, research, case study, small tests, assignments, on-site field trip(s), in-class and after-class activities, revision and final exam.

The following course will be taught in English. There will also be guest speakers and optional field trips available for students who would like to enhance their learning experience. All courses and others sessions will be run during weekdays.

Topics and Course Schedule:

Topic	Activities
Orientation	
Understanding Mass Media and the Importance of Media Literacy	Lecture; Tutorial
Making Sense of the Media Business	Lecture; Tutorial
Formal and Informal Controls on Media Content Government Regulation, Self-Regulation, and Ethics	Lecture; Tutorial
The Racial issues in Movies or TVs	Lecture; Tutorial
Masculinity (manliness, or manhood) issues in mass media	Lecture; Tutorial
Seminar	
Femininity issues in mass media	Lecture; Tutorial
The Class issues in mass media	Lecture; Tutorial
Seminar	

The Strategy of Humor in mass media	Lecture; Tutorial
Family ethics in mass media	Lecture; Tutorial
The influence of New Media upon modern people's values and personality.	Lecture; Tutorial
The influence of New Media upon modern people's life.	Lecture; Tutorial
Mass Media's influence upon people's intellectual development.	Lecture; Tutorial
Objectivity/fairness/fair and balanced report	Lecture; Tutorial
Revision	
Final exam	

Assessments:

Class participation	15%
Class works	15%
Group report	20%
Final exam	50%

Grade Descriptors:

HD	High Distinction	85-100
D	Distinction	75-84
Cr	Credit	65-74
P	Pass	50-64
F	Fail	0-49

High Distinction 85-100

Treatment of material evidences an advanced synthesis of ideas

Demonstration of initiative, complex understanding and analysis

Work is well-written and stylistically sophisticated, including appropriate referencing, clarity, and some creativity where appropriate

All criteria addressed to a high level

Distinction 75-84

Treatment of material evidences an advanced understanding of ideas

Demonstration of initiative, complex understanding and analysis

Work is well-written and stylistically strong

All criteria addressed strongly

Credit 65-74

Treatment of material displays a good understanding of ideas

Work is well-written and stylistically sound, with a minimum of syntactical errors

All criteria addressed clearly

Pass 50-64

Treatment of material indicates a satisfactory understanding of ideas

Work is adequately written, with some syntactical errors

Most criteria addressed adequately

Fail 0-49

Treatment of ideas indicates an inadequate understanding of ideas

Written style inappropriate to task; major problems with expression

Most criteria not clearly or adequately addressed

Academic Integrity

Students are expected to uphold the university's academic honesty principles which are an integral part of the university's core values and principles. If a student fails to observe the acceptable standards of academic honesty, they could attract penalties and even disqualification from the course in more serious circumstances. Students are responsible for knowing and observing accepted principles of research, writing and any other task which they are required to complete.

Academic dishonesty or cheating includes acts of plagiarism, misrepresentation, fabrication, failure to reference materials used properly and forgery. These may include, but are not limited to: claiming the work of others as your own, deliberately applying false and inaccurate information, copying the work of others in part or whole, allowing others in the course to copy your work in part or whole, failing to appropriately acknowledge the work of other scholars/authors through acceptable referencing standards, purchasing papers or writing papers for other students and submitting the same paper twice for the same subject.

This Academic Integrity policy applies to all students of the Zhejiang University in all programmes of study, including non-graduating students. It is to reinforce the University's commitment to maintain integrity and honesty in all academic activities of the University community.

Policy

- The foundation of good academic work is honesty. Maintaining academic integrity upholds the standards of the University.
- The responsibility for maintaining integrity in all the activities of the academic community lies with the students as well as the faculty and the University. Everyone in this community must work together to ensure that the values of truth, trust and justice are upheld.
- Academic dishonesty affects the University's reputation and devalues the degrees offered.
- The University will impose serious penalties on students who are found to have violated this Policy. The following penalties may be imposed:
 - Expulsion;
 - Suspension;
 - Zero mark/fail grade;
 - Marking down;
 - Re-doing/re-submitting of assignments or reports; and
 - Verbal or written warning.