



Arts

MEDIA 301 : Contemporary Chinese Media (15 POINTS)

Course Prescription

Focuses on the evolution of media industries and the growth of new media in contemporary China. Investigates a range of media formats in relation to media policies and media production, circulation and consumption. Addresses these issues against the backdrop of the broader aesthetic and socio-cultural influences in contemporary China.

Course Overview

How has the rapid economic growth of the past three decades transformed Chinese society in general and the Chinese media landscape in particular? How has the increasing commercialisation of China's media reconfigured the relationship between the state and the media? What are the media interactions inside the Greater China Area of Hong Kong, Taiwan and the Mainland? What is the role that contemporary China's media plays in the global communication system? This course considers these questions and others. By investigating a range of media formats in relation to media policies and media production, media circulation and media consumption, this course examines the evolution and transformation of media and communication practices in the contemporary Chinese context. Topics include culture and tourism, reception of Jin Yong (金庸) and Qiong Yao (琼瑶), advertising and environmental issues, cyber culture and youth media consumption, rock 'n' roll music and reality TV, blockbuster movies and live performance of light-and-sound spectacles.

Course Requirements

Prerequisite: 30 points at Stage II in Media, Film and Television or Communication
Restriction: MEDIA 201

Capabilities Developed in this Course

- Capability 1: Disciplinary Knowledge and Practice
- Capability 2: Critical Thinking
- Capability 3: Solution Seeking
- Capability 4: Communication and Engagement
- Capability 5: Independence and Integrity
- Capability 6: Social and Environmental Responsibilities

Graduate Profile: [Bachelor of Arts](#)

Learning Outcomes

By the end of this course, students will be able to:

1. Develop a comprehensive knowledge about the largest national media system in the world (Capability 1.1, 1.2, 1.3 and 2.1)
2. Be able to better understand the conceptual and theoretical elements of Media Studies (Capability 1.2, 2.1, 2.2 and 4.2)
3. Identify and critically evaluate the significance of a creative cultural industry in contemporary China (Capability 1.3, 2.1, 2.2, 3.1 and 4.2)
4. Further develop the capacity to use databases to support independent research on set topics (Capability 2.1, 2.3, 3.2, 4.2, 5.1 and 5.2)
5. Identify and critically evaluate and apply the information to develop a distinctive critical voice (Capability 1.3, 3.1, 3.2, 4.1, 4.2 and 5.2)
6. Develop and enhance communication skills in a globalised context (Capability 3.1, 6.2 and 6.3)

Assessments

Assessment Type	Percentage	Classification
Tutorials	10%	Group & Individual Coursework
Test	20%	Individual Coursework
Essay	70%	Individual Coursework
3 types	100%	

Workload Expectations

This course is a standard 15 point course and students are expected to spend 10 hours per week involved in each 15 point course that they are enrolled in.

For this course, you can expect two hours of lectures, a one hour tutorial, four hours of reading and thinking about the content and three hours of work on assignments and/or test preparation.

Delivery Mode

Campus Experience

Attendance is required at scheduled activities including tutorials to receive credit for components of the course.

Lectures will be available as recordings. Other learning activities including tutorials will not be available as recordings.

The course will not include live online events including group discussions/tutorials.

Attendance on campus is not required for the test.

The activities for the course are scheduled as a standard weekly timetable.

Student Feedback

At the end of every semester students will be invited to give feedback on the course and teaching through a tool called SET or Qualtrics. The lecturers and course co-ordinators will consider all feedback and respond with summaries and actions.

Your feedback helps teachers to improve the course and its delivery for future students.

Class Representatives in each class can take feedback to the department and faculty staff-student consultative committees.

Digital Resources

Course materials are made available in a learning and collaboration tool called Canvas which also includes reading lists and lecture recordings (where available).

Please remember that the recording of any class on a personal device requires the permission of the instructor.

Academic Integrity

The University of Auckland will not tolerate cheating, or assisting others to cheat, and views cheating in coursework as a serious academic offence. The work that a student submits for grading must be the student's own work, reflecting their learning. Where work from other sources is used, it must be properly acknowledged and referenced. This requirement also applies to sources on the internet. A student's assessed work may be reviewed against online source material using computerised detection mechanisms.

Inclusive Learning

All students are asked to discuss any impairment related requirements privately, face to face and/or in written form with the course coordinator, lecturer or tutor.

Student Disability Services also provides support for students with a wide range of impairments, both visible and invisible, to succeed and excel at the University. For more information and contact details, please visit the [Student Disability Services' website](http://disability.auckland.ac.nz) <http://disability.auckland.ac.nz>

Well-being always comes first

We all go through tough times during the semester, or see our friends struggling. There is lots of help out there - for more information, look at this [Canvas page](https://canvas.auckland.ac.nz/courses/33894) <https://canvas.auckland.ac.nz/courses/33894>, which has links to various support services in the University and the wider community.

Special Circumstances

If your ability to complete assessed coursework is affected by illness or other personal circumstances outside of your control, contact a member of teaching staff as soon as possible before the assessment is due.

If your personal circumstances significantly affect your performance, or preparation, for an exam or eligible written test, refer to the University's [aegrotat or compassionate consideration page](https://www.auckland.ac.nz/en/students/academic-information/exams-and-final-results/during-exams/aegrotat-and-compassionate-consideration.html) <https://www.auckland.ac.nz/en/students/academic-information/exams-and-final-results/during-exams/aegrotat-and-compassionate-consideration.html>.

This should be done as soon as possible and no later than seven days after the affected test or exam date.

Learning Continuity

In the event of an unexpected disruption we undertake to maintain the continuity and standard of teaching and learning in all your courses throughout the year. If there are unexpected disruptions the University has contingency plans to ensure that access to your course continues and your assessment is fair, and not compromised. Some adjustments may need to be made in emergencies. You will be kept fully informed by your course co-ordinator, and if disruption occurs you should refer to the University Website for information about how to proceed.

Student Charter and Responsibilities

The Student Charter assumes and acknowledges that students are active participants in the learning process and that they have responsibilities to the institution and the international community of scholars. The University expects that students will act at all times in a way that demonstrates respect for the rights of other students and staff so that the learning environment is both safe and productive. For further information visit [Student Charter](https://www.auckland.ac.nz/en/students/forms-policies-and-guidelines/student-policies-and-guidelines/student-charter.html) <https://www.auckland.ac.nz/en/students/forms-policies-and-guidelines/student-policies-and-guidelines/student-charter.html>.

Disclaimer

Elements of this outline may be subject to change. The latest information about the course will be available for enrolled students in Canvas.

In this course you may be asked to submit your coursework assessments digitally. The University reserves the right to conduct scheduled tests and examinations for this course online or through the use of computers or other electronic devices. Where tests or examinations are conducted online remote invigilation arrangements may be used. The final decision on the completion mode for a test or examination, and remote invigilation arrangements where applicable, will be advised to students at least 10 days prior to the scheduled date of the assessment, or in the case of an examination when the examination timetable is published.