MMCS914

Media and Cultural Studies

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Instructor Contact Details

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Consultation Time: Book appointment by sending email to: wlwyxy_29@zju.edu.cn

Teaching Times, Modes and Locations

Course Duration: 1 July 2024 to 19 July 2024
Modes: Online/Face-to-face
Location: Anywhere via online, or Huajiachi Campus, Zhejiang University via face-to-face

Academic Level

Postgraduate

Credit Points:

The course is worth 6 units of credit point.

Credit Hours

The number of credit hours of this course equals to the credits of a standard semester- long 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, self-study, and final exam. Students will receive an official transcript which is issued by Zhejiang University when completing this course.

Enrolment Requirements

Eligibility requires enrollment in an overseas university as an undergraduate or postgraduate student, proficiency in English, and pre-approval from the student's home institution.

Course Description:

This course examines the complex relations between the media, society, politics, and culture, exploring the diverse ways in which the media influence and are influenced by developments in social and political culture. The Media Capstone will address topical issues relating to media, technology, and culture. It will use recent developments and current case studies drawn from a variety of sources such as news and entertainment, debates on social media and new information technologies, media campaigns, and popular culture to examine the broader socio-political context in which the media are located. Using key theories and concepts, this course will explore a range of relevant issues that demonstrate the centrality of the media to contemporary culture.

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:

- Demonstrate an understanding of cultural, economic, and political dynamics arising from relations between media and culture.

- Display the ability to critically investigate the implications of these relationships on populations, the self, and a range of media institutions.

- Demonstrate skills in analytic writing and the rigorous application of theoretical concepts to everyday examples of cultural and media value.

- Show an ability to think independently, critically, and creatively about value formations resulting from the relation between media and culture.

- Demonstrate an ability to develop research capacities in a media area of specific interest.

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 other sessions will be run during weekdays.

Topics and Course Schedule:

WK	Topic	Activities
1	Orientation	
1	Introduction to Course: Cultural Complexity	Lecture; Tutorial
1	The Politics of Representation	Lecture; Tutorial
1	Ethics of Representation	Lecture; Tutorial
1	Race, Media & the Politics of Difference	Lecture; Tutorial
1	Digital Documentaries	Lecture; Tutorial
2	Seminar	
2	Refugees, Indigenous Communities & the Media	Lecture; Tutorial
2	Media & Authoritarianism	Lecture; Tutorial
2	In-class Test	Closed book
2	Big Data & Democracy	Lecture; Tutorial
3	Data & Democracy	Lecture; Tutorial
3	Borders, Indigeneity, Media	Lecture; Tutorial
3	The Veridicality of Documentary Representation	Lecture; Tutorial
3	Mass Media's influence	Lecture; Tutorial
3	Revisiting Concepts and Analyses	Lecture; Tutorial
3	Revision	Tutorial
3	Final exam	Closed book

Assessments:

Class participation	15%
In-class Test	15%
Assignments	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 programs 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.