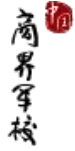




PHBS
 北京大学汇丰商学院



Media Effects in the Digital Era

Module 4, 2021-22

Course Information

Instructor: Soojin Roh, Ph.D.
 Office: PHBS Building, Room **661**
 Email: sroh@phbs.pku.edu.cn
 Office Hours: TBD

Teaching Assistant:
 Phone: TBD
 Email: TBD

Classes:
 Lectures: **Mondays & Thursdays** 1:30 p.m. –3:20 p.m.
 Venue: PHBS Building, Room **TBD (Online First)**

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. Students are expected to finish assigned readings before class to make sure they are ready to ask questions, agree, disagree, share relevant cases and experience, as well as provide your own points of view.

1.2 Textbooks and Reading Materials

There is no required textbook for this course. Readings will be posted to CMS. Course reading materials are from different disciplines including communication, advertising, and marketing, among others.

2. Learning Outcomes

2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment (YES with details or NO)

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 present their ideas and also logically explain and defend their argument.	Yes
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.	
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyse business problems and identify the ethical aspects, provide a solution and defend it.	
	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.	
	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

Assessment task	Weighting
Class Attendance & Participation	30%
Discussion Leader	20%
Final Project Draft	10%
Final Project - Research Proposal	40%

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

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

Topic & Readings
[May 2] Session 1: Introduction & Overview
[May 4] Session 2: Understanding Media "Effects"
[May 5] Session 3: Cultivation & Priming
[May 9] Session 4: Media Effects on Violence, Stereotypes, & Sex / Desensitization
[May 12] Session 5: Cognitive Processing of Mediated Message
[May 16] Session 6: Media Selection - Selective Exposure & Enjoyment
[May 19] Session 7: Effects of Media Characters
[May 23] Session 8: Narrative & Entertainment Education
[May 26] Session 9: Computer-mediated Communication - Anonymity & Self-presentation
[May 30] Session 10: Effects of Agency & Modality & Interactivity & Navigability
[June 2] Session 11: Meetings with Instructor
[June 6] Session 12: Presumed Media Effects on Self & Others
[June 9] Session 13: Sharing Initial Ideas for Final Research Proposal Project / Q&A
[June 13 & 16] Session 14 & 15: Health & Risk Communication
[June 20] Session 16: Advertising & Marketing Communication
[June 23] Session 17: Multitasking
[June 27] Session 18: Final Presentation