



蘇州大學
Soochow University

COM 458 Advanced Topics in Media Studies

Fall 2023

Course Credits: 4

Contact Hours: 56 hours

Instructor: TBA

Email: TBA

COURSE OBJECTIVES

This course examines contemporary issues in the field of media studies, focuses on specialized topics in media theory and criticism. A significant emphasis will be placed on the role of media in shaping political discourse and public opinion. This course provides students with an in-depth understanding of the dynamic and evolving landscape of media, its impact on society, and the theoretical frameworks used to analyze it.

Upon completion of this course, students will be able to:

1. Understand specific theories and critical approaches used in analyzing media content, media effects, and media representations;
2. Explore and discuss contemporary issues and challenges faced by media in the digital age, understand the complex relationship between media, power, and society;
4. Develop skills in conducting media content analysis, apply the knowledge and theoretical frameworks to real-world case studies and research;
5. Gain insights into how media influences political communication, public attitudes, contributing to a well-rounded understanding of media's impact on society.

PREREQUISITES

COM 137 Introduction to Media Studies

GRADING

Grades will be determined by accumulating points, with 100 points being the maximum, as follows:



ITEM	POINTS
Assignments	40 Points
Group Project	20 Points
Presentation	10 Points
Final Project	30 Points
Total	100 Points

Late submissions will be graded at the end of the course. Grades will be assigned according to the following rule:

$A \geq 90 > B \geq 80 > C \geq 70 > D \geq 60 > F$.

We reserve the right to make adjustments to the overall grading policy.

COURSE MATERIALS

Required Texts:

None.

Recommended (Optional) Texts or Other Materials:

There will be specific readings based on class activity.

COURSE TOPICS

MODULE	TASKS
Module 1	Topics: Topic 1: Introduction: New Communication Technologies/ Digital Media Topic 2: Impact on Information Concept, Information User and Information Professionals Topic 3: New Media and Social Transformation in Digimodern Period Topic 4: Cyber Crimes and Psychological Analysis of Cyber Bullying Assignment#1
Module 2	Topics: Topic 5: Media Content Analysis Topic 6: Exploring Different Approaches Topic 7: How Media Content May Reinforce or Challenge Stereotypes, Bias Topic 8: Framing and Agenda-setting: How Media Content Public Perception and Political Discourse Assignment#2



Module 3	Topics: Topic 9: Media Discourse Analysis Topic 10: Ethical Considerations Topic 11: Case Studies: U.S. Perception in The Newspapers Under the Period of Visa Crisis Topic 12: Infographic News Design as Data Visualization Model Assignment#3
Module 4	Topics: Topic 13: Observing of Body Control with Advertising in Health and Power Framework Topic 14: The Presentation of Disability in the Media Topic 15: Cinema Studies: The Construction of the Theatre of the Absurd on the Socio-Political Basis Topic 16: Content Analysis on the Animation Movies Targeting Child Audience Assignment#4 Group Project
Module 5	Topics: Topic 17: Cinema Studies: The Fictional Characters and The Effect Implementations in Tim Burton's Movies Topic 18: Philosophizing through Nosedive: Imprisonment by Consent Topic 19: Group Presentation Topic 20: Peer Review, Q&A Final Project

ATTENDANCE

1) Class attendance is required. Missing classes without permission will lead to decrease in overall grade.

Missing less than two classes: no penalty.

Missing more than two classes: 7% will be taken off from the overall grade.

If the instructor reports a student's frequent missing of class to the Soochow University Academic Administration Office, the student might get a written warning and might be prohibited from attending final exam.

2) Participants in this course are expected to arrive in class promptly and adequately prepared. The primary objective of this course is to critically engage with the readings and the subject matter. Therefore, course participants are expected to have completed the reading prior to class and prepare thoughtful reflections/commentaries to share with fellow colleagues.



LEARNING REQUIREMENTS

- 1) Late assignments are not acceptable and are subjected to grade deductions.
- 2) Assignments submitted in the wrong format will be counted as not submitted.
- 3) Failure to submit or fulfill any required course component results in failure of the class.
- 4) Make-up for midterm and final exams only with valid excuses, as defined by the University.
- 5) In order to earn a Certificate of Completion, participants must thoughtfully complete all assignments by stated deadlines and earn an average quiz score of 50% or greater.

TECHNOLOGY POLICY

The use of electronic devices in class is distracting, both for the user and for the rest of the class. Only non-programmable calculators can be used in the tests and exam. Any attempts to use cell phones and other electronic communication devices will be seemed as cheating. Laptops are discouraged, unless you use them for activities DIRECTLY related to the course (e.g., note taking, reading course documents).

ACADEMIC INTEGRITY POLICY

Soochow University highly values the academic integrity and aims to promote the academic fairness, honesty and responsibility. Any academic dishonesty behaviors and any attempts to cheats and plagiarism will be reported to the university administration office. A written warning and the relevant penalties will be imposed. The record might be shown on the official university transcript.

DISABILITY ACCOMMODATION

Soochow University is committed to maintaining a barrier-free environment so that students with disabilities can fully access programs, courses, services, and activities at Soochow University. Students with disabilities who require accommodations for access to and/or participation in this course are welcome.

Note:



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Please contact the University Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material.