

<b>Subject Code</b>	FH6201
<b>Subject Title</b>	Glocalisation and Media Communication
<b>Credit Value</b>	3
<b>Level</b>	6
<b>Pre-requisite / Co-requisite/ Exclusion</b>	N/A
<b>Objectives</b>	The concept of “glocalisation” has been proposed to capture the interlocking duality of globalization and localization in transnational or transcultural media communication and consequently in discursive change and cultural transformation. This subject will provide students with survey, analysis, and evaluation of the processes that the mainstream, ethnic, and/or community media have struggled to leverage their brands and services in achieving global reach and local relevance. Both theoretical and methodological issues involved in transculturality studies and comparative media communications will be explored, with particular attention to the research related to Cultural China.
<b>Intended Learning Outcomes</b>	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> <li>a) Articulate the issues of glocalisation and their implications for cross-cultural and transnational media communication studies;</li> <li>b) Analyze and evaluate the theories and empirical findings in transnational media communications;</li> <li>c) Demonstrate critical awareness of the forces shaping media production and consumption across nation-states and cultural boundaries;</li> <li>d) Appraise the appropriateness and effectiveness of transnational media communication based on their acquired knowledge of the dynamic push-and-pull of the global and the local in China and the West.</li> </ul>
<b>Subject Synopsis/ Indicative Syllabus</b>	<ol style="list-style-type: none"> <li>1. Glocalisation as condition of human life in a global crisis</li> <li>2. Competition and conflict between the global and the local in media production and communication</li> <li>3. Cross-cultural compromises and multiculturalism in media communication</li> <li>4. Issues and challenges for mainstream/ new media in transnational or transcultural communication</li> <li>5. Issues and challenges for social media communication in a globalized world</li> <li>6. Linguistic and cultural hybridity in media production and communication</li> </ol>

<b>Teaching/Learning Methodology</b>	Teaching and learning will take place in interactive seminars involving teacher input interspersed with short discussion tasks, written exercises, and student presentations. The delivery of the concepts and methods of research will involve review and critique of significant research work in the field as well as case studies of significant individuals as well as corporations that are successful or not so successful in managing media communication and identity construction across nations-states or cultural boundaries.																																							
<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	<table border="1" data-bbox="525 555 1369 1160"> <thead> <tr> <th rowspan="2">Specific assessment methods/tasks</th> <th rowspan="2">% weighting</th> <th colspan="4">Intended subject learning outcomes to be assessed (Please tick as appropriate)</th> </tr> <tr> <th>a</th> <th>b</th> <th>c</th> <th>d</th> </tr> </thead> <tbody> <tr> <td>1. Participation &amp; Discussion</td> <td>10%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> </tr> <tr> <td>2. Presentation</td> <td>30%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> </tr> <tr> <td>3. Term paper</td> <td>60%</td> <td>√</td> <td>√</td> <td>√</td> <td>√</td> </tr> <tr> <td>Total</td> <td>100 %</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> <p data-bbox="525 1205 1369 1429">Participation, Discussion, Presentation and Term Paper provide a good opportunity for the students to consolidate the mastery of the subject's general matter and facilitate the achievement of the subject's overall learning outcomes. With teachers' detailed feedback to their presentations (30%), the students are expected to complete quality term papers (60%) at the end of the semester.</p>						Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)				a	b	c	d	1. Participation & Discussion	10%	√	√	√	√	2. Presentation	30%	√	√	√	√	3. Term paper	60%	√	√	√	√	Total	100 %				
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<b>Student Study Effort Expected</b>	Class contact:																																							
	▪ Seminars					39Hrs.																																		
	Other student study effort:																																							
	▪ Readings					39Hrs.																																		
	▪ Writing and problem-solving tasks					39Hrs.																																		
	Total student study effort					117Hrs.																																		
<b>Reading List and References</b>	Artz, L., & Kamalipour, Y. R. (2007). <i>The Media Globe : Trends in International Mass Media</i> . Lanham, Md.: Rowman & Littlefield.																																							

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- Chan, J. M. & McIntyre, B. T. (2002). *In Search of Boundaries: Communication, Nation-states and Cultural Identities*. Westport, CT: Ablex Publishing.
- Chan, K., J. W. Walls & Hayward, D. (2007). *East-West Identities: Globalization, Localization, and Hybridization*. Boston: Brill.
- Craig, T. J. & King, R. (2002). *Global Goes Local: Popular Culture in Asia*. Hong Kong: Hong Kong University Press.
- Eoyan, C. E. (2007). *Two-Way Mirrors: Cross Cultural Studies in Glocalization*. U.K.: Lexington Books.
- Fairclough, N. (2003). *Analysing Discourse: Textual Analysis for Social Research*. London: Routledge.
- Hallin, D. C. & Mancini, P. (2004). *Comparing Media Systems: Three Models of Media and Politics*. Cambridge: Cambridge University Press.
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- Machin, D. & van Leeuwen, T. (2007) *Global Media Discourse: A Critical Introduction*. New York: Routledge.
- Howley, K. (2010). *Understanding Community Media*. Los Angeles: Sage.
- Matsaganis, M. D., Katz, V. S., & Ball-Rokeach, S. (2011). *Understanding Ethnic Media: Producers, Consumers, and Societies*. Los Angeles: Sage.
- Ng, P. P. K. & Ngai, C. S. B. (ed.). (2015). *Role of Language and Corporate Communication in Greater China*. Springer.
- Robertson, R. (2005), Glocalization: time-space and homogeneity-heterogeneity. In M. Featherstone, S. Lash and R. Robertson (eds.), *Global Modernities*. London: Sage.
- Sun, Y. & Wu, D. (ed.), 2017. 《全球本土化視角下的跨文化研究》 [*Intercultural communication in the age of Glocalization*], Foreign Language Teaching and Research Press., Beijing, China.
- Wu, D. ed. (2008). *Discourses of Cultural China in the Globalizing Age*. Hong Kong: Hong Kong University Press.

	<p><b>Recommended Journals:</b></p>
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*Asian Journal of Communication*

*Critical Arts*

*Discourse and Communication*

*Journal of Communication*

*Journal of Multicultural Discourses*

*Media, Culture & Society*

*Public Relations Review*