

## **Mass Media in East Asia**

SOC 396 Mass Media in East Asia

Monday/Wednesday 12:30-13:45

Instructor: Carol P. Lai

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Office Hour: TBA

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### **1) Course Objective :**

The objective is to enable students to have a better understanding of the dynamics and complexities of media industries in East Asia – and the interplay between the media on the one hand, and socio-political and economic institutions on the other. Students will be encouraged to analyze media-related issues in their regional as well as international contexts.

### **2) Course Description**

This course examines mass media institutions and journalistic practices in East Asia namely Japan, South Korea, Taiwan, Hong Kong and mainland China. Special attention is paid to contemporary issues such as the social and cultural roles of the mass media; press freedom and journalistic practices; the rise of East Asian media industries; political and economic control from the state and private sectors; and the implications of the emergence of new communication technologies.

### **3) Class Materials/Textbooks**

James Curran and Myung-Jin Park, eds *De-Westernizing Media Studies*. London: Routledge, 2000

Carol P. Lai. *Media in Hong Kong: Press Freedom and Political Change 1967-2003*. London: Routledge, 2009 (*paperback edition*)

### **4) Evaluation/Assessment**

Class discussion (20%)

Academic paper and presentation (40%)

Final exam (40%)

### **5) Class Schedule**

**Week 1/Sep 2(Wed):** Overview: Mass Media in East Asia

**Week 2/Sep 7(Mon), 9(Wed):**

Introduction to the topic. Survey of seminal Western and Asian literature and scholarly works on the dynamics and complexities of media industries in East Asia, namely Japan, South Korea, Taiwan, Hong Kong and mainland China.

- P. Eric Louw. "Political Media Practice: An Outline". *The Media and Political Process*. 59-92
- James Curran, *Media and Power* Chapter 5

**Week 3/Sep 14(Mon), 16(Wed) &**

**Week 4/ Sep 28(Mon), 30(Wed):**

Social and cultural roles of mass media (China)

- Eric Kit-Wai Ma. "Rethinking media studies: The case of China". *De-Westernizing Media Studies*. 21-34
- Yuezhi Zhao. "Introduction". *Media, Market, and Democracy in China: Between The Party Line And The Bottom Line*. 1-13
- More to come

**Week 5/ Oct 5(Mon), 7(Wed) &**

**Week 6/ Oct 14(Wed), 16(Fri):**

Press freedom and journalistic practices

(\*Week 5 and 6 covers Taiwan and Hong Kong, respectively)

- Chin-Chuan Lee. "State, capital, and media: The case of Taiwan". *De-Westernizing Media Studies*. 124-138
- Carol Lai. *Media in Hong Kong*. Chapter 1, 5 & 6

**Week 7/ Oct 19(Mon), 21(Wed):**

The rise of East Asian media industries (Japan).

- Mitsunobu Sugiyama. "Media and power in Japan". *De-Westernizing Media Studies*. 191-201
- Koichi Iwabuchi. "Contra-flows or the cultural logic of uneven globalization?: Japanese media in the global agora". *Media on the Move: Global flow and contra flow*. Ed. Daya Kishan Thussu. London: Routledge, 2007: 67-83

**Week 8/ Oct 26(Mon), 28(Wed):**

Political and economic control from the state and private sectors (South Korea).

- Youna Kim. “The rising East Asian ‘Wave’: Korean media go global”. *Media on the Move: Global flow and contra flow*. Ed. Daya Kishan Thussu. London: Routledge, 2007: 135-152
- Myung-Jin Park. “Modernization, globalization, and the powerful state: The Korean media”. *De-Westernizing Media Studies*. 111-123

**Week 9/ Nov 2(Mon), 4(Wed)**

Mass Media in East Asia project proposal.

**Week 10/ Nov 9(Mon), 11(Wed):**

Implications of the emergence of new communication technologies (East Asia).

- Des Freedman. “Internet transformations: ‘old’ media resilience in the ‘new media’ revolution”. *Media and Cultural Theory*. 75-290

**Week 11/ Nov 16(Mon), 18(Wed):**

Online journalism, the “we-media,” and “citizen journalism” (East Asia).

- Handout on Facebook, Twitter and Youtube

**Week 12/ Nov 25(Wed):**

Case study 1: The impact of the Chinese media on East Asian stability and prosperity (China).

**Week 13/ Nov 30(Mon), Dec 2(Wed):**

Case study 2: Media performance and journalistic practices in response to crises in East Asia (East Asia).

**Week 14/ Dec 7 (Mon), 9(Wed):**

Highlight of the course; group projects (or tutorial and presentation); conclusion and prospectus for the future.

**Week 15/ Dec 14(Mon), 16(Wed):**

Presentations and discussion of group projects.

**Week 16/ Dec 21(Mon)**

Examination.

**Further reading**

- Brian McNair. "Introduction". *Glasnost Perestroika and The Soviet Media*. 1-6
- Yuezhi Zhao. "Entertaining the Masses: Domestic Private Capital, Popular Media, and the Role of Cultural Entrepreneurs". *Communication In China: Political Economy, Power, and Conflict*. 195-244

### Reference

Paula Chakravartty and Yuezhi Zhao, eds *Global Communications: Towards a Transcultural Political Economy*. Plymouth: Rowman & Littlefield, 2008

Colin Sparks with Anna Reading. *Communism, Capitalism and the Mass Media*. London: SAGE Publication, 1998

P.Eric Louw. *The Media and Political Process*. London: SAGE Publication, 2005

Brian McNair. *The Sociology of Journalism*. London: Arnold Publishers, 1998.

Daya Kishan Thussu, ed. *Media on the Move: Global flow and contra flow*. London: Routledge, 2007.

Yuezhi Zhao. *Media, Market, and Democracy in China: Between The Party Line And The Bottom Line*. Urbana and Chicago: University of Illinois Press, 1998

James Curran and David Morley, eds *Media and Cultural Theory*. London: Routledge, 2006.