

Course Title	:	Critical Media Literacy 傳媒背後
Course Code	:	GEG1026
Department	:	IELL

Synopsis

This module provides a platform for the students to reflect on the kind of messages by which they are bombarded through various kinds of media. An overview of how the cultural industry operates in a capitalist society through examining certain selected media: namely, commercials (including banner ads, magazine ads etc), movies and pop songs, photos, and even news articles and textbooks in general, where the boundary of information and entertainment, and education and entertainment has been blurred resulting in the emergence of 'infotainment' and 'edutainment', will be conducted. With the above knowledge as the foundation, how consumers' behavior could be shaped by the ideologies constructed by the media will be studied. To achieve this, this course will employ a three-dimensional device informed by Norman Fairclough's three-level of analysis including textual, discursive, and social-practical and some basic theories of communication to have a critical study of how the cycle of consumption, distribution, and production reproduces the political, socio-cultural and economical phenomenon of a society with specific focus on identity construction in relation to the power structure of gender, class, and race.