

## Liverpool John Moores University

Title: CHINESE MEDIA AND COMMUNICATION  
Status: Definitive  
Code: **6009LACH** (108644)  
Version Start Date: 01-08-2012

Owning School/Faculty: Liverpool Business School  
Teaching School/Faculty: Liverpool Business School

Team	Leader
Amanda Mason	Y
Qing Cao	

**Academic Level:** FHEQ6      **Credit Value:** 12.00      **Total Delivered Hours:** 26.00  
**Total Learning Hours:** 120      **Private Study:** 94

### Delivery Options

Course typically offered: Standard Year Long

Component	Contact Hours
Seminar	24.000

**Grading Basis:** 40 %

### Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Presentation	AS1	Coursework. 1 seminar presentation in Semester 1.	40.0	1.00
Exam	AS2	Examination. 1 essay in English.	60.0	2.00

### Aims

*The module aims to give students a broad analytical understanding of how the Chinese mass media operate within the context of current economic reform, political and socio-cultural transformations, focusing on an appreciation of the central role mass media play in these processes in contemporary Chinese society.*

### Learning Outcomes

After completing the module the student should be able to:

- 1 Evaluate the nature and structures of the Chinese mass media.
- 2 Appreciate interrelationships and interactions between the change of the mass media and the economic reform.
- 3 Understand the profound impact the mass media have on the changing Chinese society and its consequences.

### Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

PRES	1	2	3
EXAM	1	2	3

### Outline Syllabus

*Features of the Chinese mass media.*  
*Structures of the Chinese mass media.*  
*Print media.*  
*Electronic media.*  
*Media Reform and the economic development.*  
*The media and social life.*  
*The media and globalisation.*  
*The media and social changes.*

### Learning Activities

Lecture, seminar, group work, presentation, small research project, viewing videos.

### References

<b>Course Material</b>	Book
<b>Author</b>	De Burgh, H.
<b>Publishing Year</b>	2003
<b>Title</b>	The Chinese journalist
<b>Subtitle</b>	mediating information in the world's most populous country
<b>Edition</b>	
<b>Publisher</b>	RoutledgeCurzon
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Jernow, L.
<b>Publishing Year</b>	1993

<b>Title</b>	Don't force us to lie
<b>Subtitle</b>	the struggle of Chinese journalists in the reform era
<b>Edition</b>	
<b>Publisher</b>	Committee to Protect Journalists
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Jia, W., Lu, X., and H. D. Ray
<b>Publishing Year</b>	2002
<b>Title</b>	Chinese communication theory and research
<b>Subtitle</b>	reflections, new frontiers, and new directions
<b>Edition</b>	
<b>Publisher</b>	Westport, Conn.: Ablex
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Jia, W., Lu, X., and H. D. Ray (eds.)
<b>Publishing Year</b>	2002
<b>Title</b>	Chinese communication theory and research
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Westport, Conn.: Ablex
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Laughlin, C. A.
<b>Publishing Year</b>	2002
<b>Title</b>	Chinese reportage: the aesthetics of historical experience
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	Durham : Duke University Press
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Lee, C.C. (ed.)
<b>Publishing Year</b>	2000
<b>Title</b>	Power, money, and media
<b>Subtitle</b>	communication patterns and bureaucratic control in cultural China
<b>Edition</b>	
<b>Publisher</b>	Evanston: Northwestern University Press
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Lee, C.C. (ed.)
<b>Publishing Year</b>	2003
<b>Title</b>	Chinese media, global contexts

<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	London: RoutledgeCurzon
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Lull, J.
<b>Publishing Year</b>	1991
<b>Title</b>	China turned on
<b>Subtitle</b>	television, reform and resistance
<b>Edition</b>	
<b>Publisher</b>	Routledge
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Rawnsley, G & Rawnsley, M.
<b>Publishing Year</b>	2003
<b>Title</b>	Political communications in greater China
<b>Subtitle</b>	the construction and reflection of identity
<b>Edition</b>	
<b>Publisher</b>	RoutledgeCurzon
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Sun, W.
<b>Publishing Year</b>	2002
<b>Title</b>	Leaving China
<b>Subtitle</b>	media, migration, and trans-national imagination
<b>Edition</b>	
<b>Publisher</b>	Oxford: Rowman & Littlefield
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Zhao, Y.
<b>Publishing Year</b>	1998
<b>Title</b>	Media, market, and democracy in China
<b>Subtitle</b>	between the party line and the bottom line
<b>Edition</b>	
<b>Publisher</b>	Urbana : University of Illinois Press
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Journal
<b>Publishing Year</b>	0
<b>Title</b>	China Quarterly (UK)
<b>Subtitle</b>	
<b>Edition</b>	

<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Journal
<b>Publishing Year</b>	0
<b>Title</b>	The China Journal (Australia)
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Journal
<b>Publishing Year</b>	0
<b>Title</b>	Journal of Contemporary China (USA)
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Journal
<b>Publishing Year</b>	0
<b>Title</b>	Journal of Chinese Studies (Hong Kong)
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Journal
<b>Publishing Year</b>	0
<b>Title</b>	China Review (UK)
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

<b>Course Material</b>	Book
<b>Author</b>	Journal
<b>Publishing Year</b>	0
<b>Title</b>	China Today (China)
<b>Subtitle</b>	
<b>Edition</b>	
<b>Publisher</b>	
<b>ISBN</b>	

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