CLB9006 Media Literacy  Term 1, Prof. Leung Yuk Ming Lisa

Our lives are unthinkable without the media, especially as the COVID is still raging on. As much as we know how to use the media, we are not aware of the diverse and far-reaching consequences of the media. How do advertisements succeed in getting us to buy? Is Netflix creating a whole new form of TV? How do we deal with ‘disinformation’ in the post-truth social media era?

This cluster course helps students gain a variety of perspectives to understand the complexity of mass media industry and their messages, and their meanings in our everyday lives.

Lecture: Mon 10:30-12:30; Tutorial: Tue 13:30-15:30 (alternate week)
Assessments: Advertisement analysis, Term Creative Project, Take-home Final Exam
This claim has become all too familiar and it seems that our society has arrived in an era of post-truth. Which information can I trust? Does truth still exist? How free is the Internet? What happens to my data? And how can I become an influencer? This course examines the significance of digital technologies in relation to our everyday lives. We will reflect critically on the functions enabled by various digital platforms (what we do), the social relations we build (who and how we meet), and the spaces and communities we create - but also the various powers that we are - knowingly and unknowingly - subjected to.

Lecture: Tues 10:30-12:30 (LKK107)
Tutorials (bi-weekly): Wed10:30-12:30 (LKK202)
100% Continuous Assessment
Human conflicts grow in ritual-like forms of theatre: they take shape in public space, where everyday practices evolve in local processes of 'social drama'. With crisis situations, big and small, dramatic element marks tensions in daily life and perform the emotive acts at play. Situating the politics of embodiment in real-life dynamics, we treat everyday performance as productive cultural actions. We examine ordinary practices as mediated and place-bound acts of performing an 'event'. We analyse storytelling in social drama to gauge its effects on conflictual life situations. The experiential and affective dimension of engagement by people is our key to understanding the eventfulness of social performances.