GCIN2020 New media and social media  
(Summer 2023)

Course Instructor(s):
Dr. Dixon Wong, hwwongc@hku.hk

Class Hour: Monday to Friday, 2:30 pm – 5:30 pm

Course Content
Digitalization has become a central part of consumer life and the business world. Our economy, society and culture are being significantly shaped by the development of digitalization and the Internet. Nowadays, new media and social media have become two very important pillars of marketing and management practices for both consumer and business, from hiring to reputation management to customer service. Different forms of new media are dramatically changing creative processes, technological development, value chains, buying behaviour and customer service in our society. The course aims to provide students with an insight into how new media and social media affect the cultural production, the mode of social interaction, the pattern of consumption, the organization of business and the form of political engagement especially within the East Asian context.

Learning Objectives and Outcomes
The major aim of this course is to enable students to examine the implications of the development of the new media and social media and to analyse and compare the spread of the new media and social media in concrete social-cultural contexts. By the end of the course students should have gained an understanding of:

1) The concepts of ‘new media’ and ‘social media’
2) The development of the new media and social media;
3) The social, political and economic dynamics of the spread of the new media and social media;
4) How new media and social media shape the social relations in East Asian societies;
5) The role of new media and social media in cultural production

Teaching Methods
Lectures, presentations, project, and class discussions.

Assessment*
Course assessment is based on class participation (10%) and coursework (90%).
A. Class participation (10%)
You are required to participate in class by attending every lecture, asking sensible
questions based on the lectures and assigned readings, and answering questions put to
you in class. You are also expected to participate actively in the class discussions.
Attendance will be taken every class session. You should be aware that regular
absences will affect your grade.

B. Coursework (90%)

• Class presentations (20%)
You will be divided into groups, and each group is required to conduct a
presentation on the assigned readings.

• Group Project (70%)
You will be asked to form creative teams to develop a social media campaign.
You are expected to conduct research, develop your proposal and the social
media content and deliver a final presentation. The purpose is to convince a
potential investor to adopt and finance your project. You will be given chances to
practise your presentation skills and receive feedback on your proposal in class.

*Further details of the assignments will be discussed during class. Please refer to the
separate “Assessment Guidelines” for further information.