Course Information

Instructor: Dr. Jing MENG
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Office Hour: Monday & Thursday 2-3 pm; Wednesday 3-5pm

Teaching Assistant:
Phone:
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Classes:
Lectures: Monday & Thursday 10:30-12:20
Venue: PHBS Building, Room 415

Course Website:
If any.

1. Course Description

1.1 Context

Course overview:

This Course aims to let the students understand the theories and practices relating to convergent journalism, exploring its production, distribution platforms, content formats, users and business models. The course draws materials from the latest research and observation from both the industry and the academic field, helping the students be aware of and keen on the latest developments in the media industries. The students will have to delve into case studies both from China and from the rest of the World, which allows them to gain a global perspective and to build up a comparative framework.

Prerequisites:

N/A

1.2 Textbooks and Reading Materials

   McLuhan, Marshall. *The Medium is the Massage: An Inventory of Effects*. Bantam, 1967.
   A. Grant, and J. Wilkinson (ed.) *Understanding Media Convergence: The State of the Field*. Oxford University Press, 2008.
   Jenkins, Henry. Convergence Culture, New York University Press, 2006.
   Winner, Langdon. *The Social Shaping of Technology*. 2nd edition. McGraw Hill Education/ Open University, 1999.

Baudrillard, Jean. *Symbolic Exchange and Death (Theory, Culture & Society)*. Sage Publications, 1993.

Kroker, Arthur. *Exits to the Posthuman Future*. Polity, 2014

Karen Fowler-Watt and Stuart Allan, Journalism: New Challenges. Centre for Journalism & Communication Research Bournemouth University, 2013.

The Story So Far What We Know About the Business of Digital Journalism, a report by Bill Grueskin, Ava Seave, and Lucas Graves. Columbia Journalism School, 2011.

[丹]延森：《媒介融合：网络传播、大众传播 和人际传播的三重维度》，复旦大学出版社，2012.

尼克库尔德利：《媒介、社会与世界：社会理论与数字媒介实践》，复旦大学出版社，2014.

尼葛洛庞帝：《数字化生存》， 海南出版社，1996.

融媒体生产实务手册,《新闻记者》2019年第3期

2. Learning Outcomes

2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment (YES with details or NO)
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	**YES**
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	**YES**
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	**YES**
	2.2. Students will be able to apply leadership theories and related skills.	**YES**
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	**YES**
	3.2. Our students will practice ethics in the duration of the program.	**YES**
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	**YES**
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	**YES**
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	**YES**
	5.3. Our students will demonstrate competency in critical thinking.	**YES**

2.2 Course specific objectives

After the course, the students will be able to

--Adopt the "big picture" to convergent journalism in terms of production, distribution platforms, content formats, users and business models. (Complex thinking and multiple perspective skills)

--Develop the ability to apply theories and methodologies to analyse media products or news event coverage. (Practical skills)

--Be aware of and engage with current debates around media, technology and society. (Critical thinking)

2.3 Assessment/Grading Details

Full attendance is required. Everyone is expected to be fully prepared with the assigned readings, and actively participate in the class discussions. The assignments will help students to make incremental progress toward the course goal of completing a research thesis in media and communications. Specifically, the grading of this course can be broken down to the following:

Class attendance and participation	20%
Presentation	30%
Essay	50%

Presentation topics and essay questions will be released in the first few weeks of the course.

2.4 Academic Honesty and Plagiarism

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

3. Topics, Teaching and Assessment Schedule

Lecture	Time	Contents
1	17 Feb	Introduction
2	20 Feb	Media convergence in the Chinese context
3	24 Feb	Production: Transformation of media organisations
4	27 Feb	Channels I: Social media platforms
5	2 Mar	Channels II: News aggregator and algorithms
6	5 Mar	Content: Multimedia reporting

7	9 Mar	Users: Prosumer and community
8	12 Mar	Business model of journalism
9	16 Mar	Mid term class presentation
10	19 Mar	Mid term class presentation
11	23 Mar	Guest lecture
12	26 Mar	New Technology: AI and journalism
13	30 Mar	New Technology: AVMR and journalism
14	2 Apr	Guest lecture
15	6 Apr	Challenges and ethics
16	9 Apr	Conclusion
17	13 Apr	Final project presentation
18	16 Apr	Final project presentation

4. Miscellaneous