

# Nottingham Trent University

## Module Specification

	Basic module information	
1	Module Title:	Media, Representation and China
2	Module Code:	MAND20813
3	Credit Points:	20
4	Duration:	First Half Year
5	School:	Arts & Humanities
6	Campus:	Clifton
7	Date this version first approved to run:	September 2017

### 8 Pre, post and co-requisites:

These are modules that you must have studied previously in order to take this module, or modules that you must study simultaneously or in a subsequent academic session

Pre, Co, Post      Module Code      Module Title

### 9 Courses containing the module

<u>Level</u>	<u>Core/Option</u>	<u>Mode</u>	<u>Code</u>	<u>Course Title</u>
5	Option	SW		BA Joint Honours Modern Languages
5	Option	PT		BA Joint Honours Modern Languages
		FT	EURX002	European Exchange (First Half Year)
		FT	EURX003	European Exchange (Full Year)
		FT	INTX002	International Exchange (First Half Year)
		FT	INTX003	International Exchange (Full Year)

### 10 Overview and aims

The module aims to examine the representations of China and its cultural identities in different media forms. It introduces students these representations as powerful mechanisms both reflecting and constructing the contemporary Chinese society within the context of social, cultural and political transformations. The module aims to introduce students to understand these representations both as a cultural form as well as social critique. Meanwhile, it introduces different ways to critically read and analysis them. The course helps students reflect critically on their own perception of China and understand the complicate relationship between media, representations and Chinese cultural identities. On the basis of exploring key topics, the module also aims to engage the students in learning key employability skills by offering

opportunities to further develop their ability of critical analysis and collaborative work.

#### 11 **Module content**

The module introduces different forms of media images and cultural texts of China. These representations are forms of communication that help us to understand China and its society. However, what can we see and what is being communicated? Are we simply accepting the narratives by the media or do we learn how to think and act critically beyond these representations? How do media forms affect our understandings of China and contemporary Chinese society? Have the cultural and creative industries created a global-based homogenized culture or preserving cultural diversities of China? Do media representations mean the same thing to everyone? The module pays particular attention on shaping the narrative discourse of China in the modern media forms. It hopes to further develop the students' transcultural sensitivity and reflexivity in studying China in an intercultural context, which will pave way for students to further develop their employability skills.

#### 12 **Indicative reading**

A full reading list is available in the Learning Room.

Cornelius, S (2002). *New Chinese Cinema: Challenging Representations*. New York: Columbia University Press.

Donald, S. H., Hong, Y., and M. Keane (2002). *Media in China: Consumption, Content and Crisis*. Oxon: Routledge.

Hall, S. (ed.) (2001). *Representation: Cultural Representations and Signifying Practices*. London: Sage Publications.

Herold, D., Marolt, P (2013). *Online Society in China: Creating, celebrating, and instrumentalising the online carnival*. Oxon: Routledge.

Keane, M (2013). *Creative Industries in China: Art, Design and Media*. Cambridge: Polity.

Martin, F. & Heinrich, L. (2006) *Embodied Modernities: Corporeality, Representation, and Chinese Cultures*. Honolulu: University of Hawai'i Press.

Orgad, S (2012). *Media Representation and the Global Imagination*. Cambridge: Polity.

Pan, C. (2012). *Knowledge, Desire and Power in Global Politics: Western Representations of China's Rise*. Cheltenham: Edward Elgar.

### 13 **Learning outcomes**

Learning outcomes describe what you should know and be able to do by the end of the module

Knowledge and understanding. After studying this module you should be able to:

- Reflect critically on the relationship between cultural representations and identities, social changes and cross-cultural politics.
- Use textual analysis to study the cultural representations of China in newspaper, internet, film, television, advertisement and other forms of media
- Engage with theoretical, cultural and societal debates relevant to China.

Skills, qualities and attributes. After studying this module you should be able to:

- Engage with audio-visual, written and electronic texts in both Chinese and English
- Demonstrate enhanced skills of oral and written communication
- Develop the ability to analyze cultural texts while taking into account the cultural, social and historical contexts
- Use bibliographic and research skills to locate information on China
- Undertake independent and self-directed study, and demonstrate basic time management skills
- Summarise your learning and achievements, and plan for personal, educational and career development.

### 14 **Teaching and learning**

#### *Range of modes of direct contact*

This indicates the range of direct contact teaching and learning methods used on this module, e.g. lectures, seminars

Lectures and seminars will be supported by recommended readings and weekly handouts, which will guide your understanding of key themes and concepts addressed in the module. You will also be expected to engage in additional independent learning guided by the module leader.

Total contact hours:

36

#### *Range of other learning methods*

This indicates the range of other teaching and learning methods used on this module, e.g. directed reading, research

Students will be expected to do directed reading, complete online learning tasks through the NOW and engage in independent research.

Total non-contact hours:

164

## 15 **Assessment methods**

This indicates the type and weighting of assessment elements in the module

<u>Element number</u>	<u>Weighting</u>	<u>Type</u>	<u>Description (include any sub-elements)</u>
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1	100%	Coursework	Portfolio (containing presentation and essay)
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### **Diagnostic/formative assessment**

This indicates if there are any assessments that do not contribute directly to the final module mark

Students will undertake related topic tasks in class and for homework on which they receive regular formative feedback.

You will receive formative feedback on completed portfolio elements throughout the year.

Details about scheduled formative activities can be found in the learning room and in the subject's Assessment and Feedback Plan.

### **Further information on assessment**

This section provides further information on the module's assessment where appropriate

## **Document management**

16	Module Title:	Media, Representation and China
17	Module Code:	MAND20813
18	Subject (JACS) Code	T110
19	Cost Centre	137
20	School:	AAH
21	Academic Team	HLG
22	Campus	2 (Clifton)
23	Other institutions providing teaching	<i>Please complete in box 23 a-d - if applicable</i>

	Institution	%
23a	Other UK Higher Education or Further Education Institution- Please name Percentage not taught by NTU	
23b	Other public organisation in the UK- Percentage not taught by NTU	
23c	Other private organisation in the UK - Percentage not taught by NTU	
23d	Any other Non-UK organisation - Percentage not taught by NTU	
24	Date this version was formally approved by the School Academic Standards and Quality Committee (SASQC) or Development Approval Group (DAG):	January 2017