

## **COURSE OUTLINE**

**Course Code / Title** : HA3010 Mass Media and Public Policy

**Pre-requisites** : HA1003

**No. of AUs.** : 3

**Contact Hours** : 39

### **Course Aims**

This course explores the relationship between the mass media and public policy with a focus on the Singapore media systems and politics. It discusses the role of mass media in politics and public policy making, introduces the organization and operation of contemporary mass media, and investigates the effects of public policies on the mass media with a special focus on the media regulation policy of media structures and programming, especially in Singapore.

### **Intended Learning Outcomes (ILO)**

By the end of the course, you should be able to:

1. Describe the major media theories and public policy making process.
2. Analyse the complex and dynamic relations between government and the mass media, the role of the pervasive mass media in society, the main policy issues relevant to the contemporary mass media, and the process and effects of political communication.
3. Evaluate the effect of mass media on both domestic and foreign policy making in real life, especially in the Singapore context.
4. Explain use mass media in the process of public policy making
5. Evaluate pros and cons of social media in policy making

### **Course Content**

This course consists of two parts:

1. The first part emphasises on theoretical analysis, including various theories on mass media effects, models of mass media operation, process and players of policy making. This part is to provide you with a general understanding about public leadership and build a theoretical framework for the second part of the course.
2. The second part focuses more on practical discussions of the dynamic relations between mass media and public policy.

**Course Assessment**

CA1 - Group Works : 25%

CA2 - Class participation : 10%

CA3 - Mid-Term Quiz : 15%

Final Examination : 50%

**Total** -----**100%**