

## COURSE OUTLINE

**Course Code / Title** : HA3015 Media and Politics

**Pre-requisites** : HA1012

**No. of AUs.** : 3

**Contact Hours** : 39

### Course Aims

This module provides you with an understanding of the relationship between the media and politics in contemporary society, with a focus on the Singapore media systems and politics. It seeks to equip you with a basic understanding of the complex and dynamic relationships among the politicians, the public and the media. The module will examine the ways the media influence how we think and act in the political world, how the news influences our political attitudes and behaviours, how the policy makers and politicians use the media, and how the media coverage of government influences politics.

### Intended Learning Outcomes (ILO)

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

1. Describe the major media theories.
2. Analyse the complex and dynamic relations between the mass media and politics; the role of the pervasive mass media on politics, such as political campaigns; and the process and effects of political communication.
3. Evaluate the effect of mass media on both domestic and world politics in real life, especially in the Singapore context.
4. Explain use mass media in the process of political activities, such as political campaigns etc.
5. Evaluate pros and cons of social media's influence on politics

### Course Content

This course consists of two parts:

1. The first part emphasizes on theoretical analysis, including various theories on mass media effects, models of mass media operation, process, and players of politics. This part is to provide you with a general understanding about media and politics 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 politics.

\*Please refer to the attached class schedule for more details of topics covered.

**Course Assessment**

CA1 - Group Project	: 20%
CA2 - Class Participation	: 20%
CA3 – Mid-Term Quiz	: 10%
Final Examination	: 50%
<b>Total</b>	-----
	<b>100%</b>