

GCIN 2011 Understanding Hong Kong TV Industry

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This course provides critical overview of the Hong Kong TV industry. The course starts with an introduction to TV Studies, before shifting its focus to Hong Kong.

Objectives

- To provide an introduction to the TV studies and the impact of the new media to TV industry.
- To provide students some important features of the global TV industry and the uniqueness of Hong Kong TV industry.
- To give students an overview of the importance of TV to sharp/re-shape values and identities in Hong Kong societies.

After studying this course, the students are expected to:

- Have a critical understanding of the global TV industries.
- Arm with theoretical tools to understand and comment on Hong Kong TV industries; and
- Understand the future development and constraints on the development of TV industries in face of the competition from new media.

Assessment

Although this course would be examined by 100% course work, it is important that students have to actively participate in the course discussion.

Readings

1. John Fiske and John Hartley (2003), *Reading Television*, 2nd Edition, London: Routledge.
2. Eric Ma (1999), *Culture, Politics and Television in Hong Kong*, London: Routledge.

In addition to the above, students are expected to read articles provided every week.

Arrangement

Meeting 01: Introduction: TV as Creative Industry

Fiske and Harley, Ch. 1 and 2

Meeting 02: Development of Global TV Industry: Centre or Peripheral?

Sinclair, John, Jacka, Elizabeth, & Cunningham, Stuart (Eds.) (1996) *New Patterns in Global Television : Peripheral Vision*. Oxford University Press, London and New York. Ch. 1

Meeting 03: Theoretical Framework: Culture Imperialism

Tomlinson, *Cultural Imperialism, A Critical Introduction*, Ch. 1

Meeting 04: The Impact of New Media to TV Industry: Convergence?

Jonathan Sterne (2007), “Out with the Trash: On the Future of New Media” in Charles Acland (ed.) *Residual Media*, University of Minnesota Press.

Meeting 05: Value Creation of TV Industry

Johnathan Gray (2008), *Television Entertainment*, Ch. 1 “Art with strings attached: creativity, innovation, and industry”, London: Routledge.

John Hartley (2008), *Television Truth*, Ch.2 “Value Chain of Meaning”, London: Blackwell.

Meeting 06: Case Study: Politics and TV

Johnathan Gray (2008), ch. 5 “plugging in: politics and citizenship”,

Meeting 07: Case Study: Reality Show

John Hartley (2008), *Television Truth*, Ch. 7 “Reality and the Plebiscite”.

Meeting 08: Case Study: Soap Opera

Joseph Man Chan (1996) “Television in Greater China: Structure, Exports, and Market Formation”, in *New Patterns in Global Television: Peripheral Vision*, OUP

Charlotte Brunson, (2000), *The Feminist, the Housewife, and the Soap Opera*, ch. 4 (Fantasies of the Housewife: The Case of Crossroads), Oxford Clarendon

Meeting 09: Case Study: Gender and TV

Jane Arthurs (2008) “Sex and the City and Consumer Culture: Remediating Postfeminist drama” in Charlotte Brunson and Lynn Spigel (ed.) *Feminist Television Criticism: A Reader* (2nd Edition) McGraw Hill

Meeting 10: Freedom of Expression and TV Creativity

Joseph M. Chan and Francis L.F. Lee, (2007) “Media and politics in Hong Kong: A decade after the handover” *China Perspectives* 2007/2

Meeting 11: Regulatory Regime of Hong Kong TV Industry

Yan Mei Ling, (2014) “Media Regulation in the Age of Convergence”, in *Hong Kong Media Law*, HKU Press.

Meeting 12: HK TV Culture and Conclusion

Ma Kit Wai (1999), Ch. 7

Readings:

Brunsdon, Charlotte and Lynn Spigel (2007) *Feminist television criticism : a reader*, Open University Press.

Brunsdon, Charlotte, (2000) *The Feminist, the Housewife, and the Soap Opera*, Oxford : Clarendon Press.

Fiske, John, (1987) *Television Culture*, London : Routledge.

Gray, Jonathan, (2008) *Television Entertainment*, New York : Routledge.

Hartley, John (1992) *Tele-ology : Studies in Television*, London : Routledge.

Hartley, John (2007) *Television Truths*, London: Blackwell.

Holmes, Su and Deborah Jermyn (ed.) (2004), *Understanding Reality Television*, London: Routledge, 2004.

Joseph, Todd, Miles Holden and Timothy J. Scrase (ed.) (2006) *Medi@sia : Global Media/tion in and Out of Context*, London ; New York : Routledge, 2006.

Kim, Youna (2008), *Media Consumption and Everyday Life in Asia*, New York : Routledge, 2008.

Ma, Eric (1999), *Culture, Politics and Television in Hong Kong*, London: Routledge.

Newcomb, Horace (2007) *Television: the Critical View*, New York: Oxford University Press, 2007 (7th ed).

Vande Berg, Leah R., Lawrence A. Wenner, Bruce E. Gronbeck (ed.) (2003), *Critical Approaches to Television*, London: Pearson