



香港樹仁大學  
HONG KONG SHUE YAN UNIVERSITY



# Communication and Cultural Literacy

溝通和文化素養

領域

Area B

## Objectives 領域目標

- Understand how human society and culture are formed  
了解人類社會和文化的形成
- Achieve effective communication through a better understanding of different cultures, values, and belief  
通過理解不同的文化、價值觀和信仰來實踐有效的溝通
- Enhance intercultural communicative competence by studying different cultural manifestations, such as art, media representation, and languages  
通過研究不同的文化表現形式，如藝術、媒體表現和語言，加強跨文化交流能力

## Course List 科目選擇

- The courses are as below (courses offered in each semester will be adjusted depending on the availability):  
科目如下（每個學期提供的科目會因應需要而作出調整）：

Code	Course Title	Medium	Enrolment Constraints
GEB102	Media and Society	English	
GEB105	Communication and Storytelling	English	
GEB109	Understanding East Asian Popular Culture	English	
GEB110	Modern Animation and Story Writing (現代動畫與故事寫作)	Cantonese	
GEB112	Visual Culture and Digital Media	English	
GEB118	Economics and Sports	English	Not for students who passed <a href="#">GED107</a>
GEB119	Moving Worlds: Travel, Culture, and Identity	English	Not for English Major; Not for students who passed <a href="#">GED108</a>
GEB202	Getting People to Say Yes: Negotiation and Mediation	English / Cantonese	
GEB206	Understanding Korean Society through Dramas	English	
GEB207	Hong Kong Popular Culture	English / Cantonese	Not for Sociology Major and students who have taken <a href="#">SOC208</a> Hong Kong Society (Core) and Culture or <a href="#">SOC312</a> Popular Culture in Asia
GEB209	Visual Culture and Art Practice (視覺文化與文藝創作)	Cantonese	
GEB213	Positive Life with Chinese Literature (中國文學與正向人生)	Cantonese	Not for students who passed <a href="#">GEC202</a>

Code	Course Title	Medium	Enrolment Constraints
GEB214	Cultural Insights for Business Success	English	Not for students who passed <a href="#">GED201</a>
GEB215	Science, Film and Fiction	English	Not for English Major; Not for students who passed <a href="#">GED203</a>
GEB217	Exploring Cultural Tourism in East Asia	Cantonese	Not for students who passed <a href="#">GED206</a>

**GENERAL EDUCATION PROGRAMME**

**Area B: Communication and Cultural Literacy**

**DESCRIPTION OF COURSES**

**GEB 102 Media and Society**

**(3 Credits)**

This course selects several important topics relevant to the development of mass media to investigate their social, economic and political effects on the individual and society, together with the emergence of communication technologies. Emphasis is put on interactions between media, technology and society. Through discussions with local and international cases, it is expected that students' media literacy, that is, ability to access, analyze, evaluate, and communicate phenomenon, can be enhanced.

**GEB 105 Communication and Storytelling**

**(3 Credits)**

The course provides many opportunities for students to practise and enhance their skills of listening, questioning and presenting, all of which contributes to effective communication. Students will learn how to communicate strategically and effectively through understanding the various needs and communication styles of their target audience. This course also equips students with knowledge and skills for them to communicate in different situations, at different levels of an organization, and to different groups of stakeholders within and beyond their workplace. Additionally, storytelling, one of the most effective ways to communicate, will also be covered. This course will provide a step by step approach to creating and delivering stories effectively. Students will learn how to deliver a powerful message using stories in different contexts.

**GEB 109 Understanding East Asian Popular Culture**

**(3 Credits)**

Nowadays, the popular culture of East Asian regions such as Japan, South Korea, Taiwan, China and Hong Kong is not only playing a significant role in our daily lives but has also attracted more attention in the global setting. This course aims to discuss the characteristics and success factors of cultural industry development in East Asia as well as to analyze the impact of Asian popular culture on our daily life and our society in general.

This course will explore the development of popular culture since the 1970s from a historical perspective. It will also evaluate the impact of cultural interactions across different countries. With reference to historical and cultural studies, this course will focus on the following topics: 1) the development and general characteristics of popular culture in East Asia; 2) the impact of East Asian popular culture as soft power on nearby regions; and 3) the representation of identity in popular media.

### **GEB 110 Modern Animation and Story Writing**

**(3 Credits)**

Through the introduction and discussion of modern animations, this course aims to boost students' interest in creative writing and guide students to develop their basic writing skills by evaluating the devices used in these works. Narrative construction is not only an essential part of the process of creative writing, but also a significant component of individual creativity, expression, and communication skills. Heightened awareness of the design of a story enables a student to evaluate various situations with multiple perspectives and to effectively interact with one another. Moreover, as a part of pop culture, modern animation is one of the main entertainments for youngsters in Hong Kong. Although some of these works may be quite commercialized, their creativity, especially their ability to broaden the horizons of imagination, should not be ignored. This course aims to stimulate students' interest by incorporating these fun and enticing works, and by transforming their experience in watching modern animations into writing skills. This course also seeks to prompt students to evaluate animations by assessing their level of creativity and by considering their cultural context. This course is mainly divided into two sections: "Skills" and "Themes," while the former attempts to shed light on some essential writing techniques, the latter seeks to explore some common motifs that deserve more attention.

### **GEB 112 Visual Culture and Digital Media**

**(3 Credits)**

Digital technologies, pervasively employed in the production, processing, distribution, and reproduction of images, have had a profound impact on the terrain of the visual in the contemporary mediascape. They have become a privileged site where discussions of technology, visibility, global media, identity and contemporary popular culture converge. This course will examine the development of visual culture in the contemporary period and the transformations affecting it as a result of digital technologies. Looking at popular media, science fiction, computer games, and artists' projects, students will learn important approaches to visual culture in the digital age.

### **GEB 118 Economics and Sports**

**(3 Credits)**

Sports industry has grown rapidly since 21st century. Its related issues are widely studied among economists, sociologists, anthropologists and criminologists. The aim of this course is to explore the analytical models used by economists in assessing the impact and value added for sport industry. The course will start from the basic economic theories, and then proceed to explain the decisions made in the sport industry. By the end of the course, students are expected to apply a variety of economic theories in tackling the specific problems in the sport industry.

### **GEB 119 Moving Worlds: Travel, Culture, and Identity**

**(3 Credits)**

This interdisciplinary course draws on literary works, cultural theories, and history to explore travelogues in different times and places. While learning how to identify and analyze the formal, theoretical, and aesthetic aspects of travel writing, students will also consider the similarities and difference between travel and tourism, explore concepts like the "other" or "foreign", and examine culture as tangible (e.g. architecture, food) and intangible (e.g. values). This course will offer valuable opportunities for self-reflection as students will not only read travel writing but also write about their own experiences of intercultural contact, either in Hong Kong or elsewhere, and explore how travel shapes identity.



### **GEB 202 Getting People to Say Yes: Negotiation and Mediation**

**(3 Credits)**

This course aims to introduce to students some basic negotiation and mediation principles, concepts and skills in the context of dispute settlement. Students will be given an overview of legal, psychological and communication principles that impacts the negotiation process in a dispute, and experience these through engaging in a series of applied activities.

### **GEB 206 Understanding Korean Society through Dramas**

**(3 Credits)**

This course aims to introduce different aspects of contemporary Korean society covering family, youth, gender, class, social inequality, education, labor market, mental health, and Korean Wave. As Korean Wave pervaded Asia as exemplified by a dominant role played by South Korea in exporting dramas from the 1990s onwards, this course provides students with ample opportunities to analyze how various issues pertaining to Korean culture and society are portrayed in Korean dramas. Students are exposed to a variety of dramas that deal with various issues pertaining to gender, class, education and labor market. This course also equips students with knowledge and skills in assessing the impact of diverse forces emanating from economic transformation, familism, collectivization and globalization on contemporary societies in Korea and other regions.

### **GEB 207 Hong Kong Popular Culture**

**(3 Credits)**

This course introduces the development of popular culture in the context of Hong Kong. It consists of four sub-areas: 1. ideologies in media texts, 2. youth sub-culture and multiple meanings in consumption; 3. identity formation; 4. post-colonial subversion and global interconnectedness. This course will discuss the normative and subversive potential of popular culture. Concepts will be introduced to equip students to critically reflect upon the relationship between their experience of popular culture and the social and cultural context in Hong Kong.

### **GEB 209 Visual Culture and Art Practice**

**(3 Credits)**

This course explores the vital topics of visual culture study by contemplating the word-and image relationship, examining the images through the lens of art, and elucidating different ways of seeing in revealing the cultural phenomenon, aesthetic sense, and hegemonic system behind. We will study the essential visual theories and analyse the connection between literature and painting, graphic design, photographs, and films by case study. Students will narrate in word-and-image perspective and incorporate elements in graphic design in their creative works, which proceed to trans-disciplinary art practice.

### **GEB 213 Positive Life with Chinese Literature**

**(3 Credits)**

This course introduces Chinese literary works that contain positive thinking towards life, enhancing students' abilities of understanding and analysing Chinese literary works. Students will learn how writers solved problems with positive attitudes and methods when facing pressure from different daily life aspects such as personal relationships, fate, health, career path, and social life. This course will also foster students their positive thinking, helping them realise the meaning of life, cultivate resilience, enhance stress management, and achieve happiness in life.

### **GEB 214 Cultural Insights for Business Success**

**(3 Credits)**

This course aims to provide a platform for students to explore the connections between culture and business. Through interdisciplinary investigations of the topics related to culture and business, students would be able to analyse how business is intertwined with cultural environment. This course aims to develop students' interdisciplinary thinking skills in business and sociology.

### **GEB 215 Science, Film and Fiction**

**(3 Credits)**

How to define human when there is only a fine line between human and robot? What does it mean when we can travel through time? What would happen if we can discard our body and immerse ourselves into the virtual reality? Would our Earth become a dumping zone as shown in the dystopian films? These are some of the questions humanity poses in response to the rapid scientific and technological advancement. Through studying cultural imaginations such as fiction, animation, and film mainly from the US and Japan, the course will encourage students to explore these philosophical questions and discuss the ways in which science and technology may transform human and the world, or the ways in which human and machine may co-evolve. Informed with news and article about the new scientific and technological inventions, students will be engaged in the many imaginations of our future, especially as a response to the contemporary problems. This is a course about the past, present, and future of the human society and beyond.

### **GEB 217 Exploring Cultural Tourism in East Asia**

**(3 Credits)**

This course arouses students' interests in exploring the rapid development of tourism industries and cultural tourism. This interdisciplinary course focuses on the values of tangible cultural heritage and intangible cultural heritage in relation to tourism industries in East Asia, and considers case studies including Hong Kong, Macau, Mainland China, Taiwan, Japan and Korea. A special emphasis will be placed on the dynamic relationship among culture conservation and tourism development.