

Syllabus of Record

Program: CET Taiwan

Course Code / Title: (TP/MDST 310) Media and Journalism in Taiwan

Contact Hours: 45

Recommended Credits: 3

Primary Discipline / Suggested Cross Listings: Media Studies / Communications, Cultural Studies, Asian Studies

Language of Instruction: English

Prerequisites / Requirements: None

Description

This course explores socio-cultural issues in Taiwanese media communication, combining theoretical guidance with case studies. It examines the evolution, role, and impact of media in Taiwan, covering historical foundations and contemporary developments. Students trace the origins and influences of Taiwanese media, investigating how historical events and cultural contexts have shaped its development. The course then focuses on modern transformations, analyzing the shift from traditional to innovative practices in news and journalism. Students explore how media shapes public opinion and societal change, examining press freedom principles and the value of news in Taiwan's democratic context. The construction of news narratives and the rise of civic journalism will be discussed, emphasizing their impact on community engagement and democratic discourse.

The latter part of the course addresses contemporary media issues, including multiculturalism, gender representation, and the portrayal of ethnic groups. Students examine the impact of digital media on Taiwanese Indigenous self-representation and election coverage, as well as the intersection of media and activism in the digital age. By engaging with these topics, students develop a nuanced understanding of how digital and traditional media interact and influence societal movements and public discourse in Taiwan, exploring how the country's democratic and free speech environment shapes these interactions. This comprehensive approach provides students with a deep understanding of Taiwan's unique media landscape and its societal influence.

Objectives

By the end of the course, students:

- Demonstrate a thorough understanding of the historical development and cultural influences that have shaped Taiwanese media from its origins to the present.
- Analyze media practices and transformations through critical evaluation of the transition from traditional media practices to modern digital transformations.
- Assess how news narratives and framing affect public perception and understand the principles of press freedom and the value of news in a democratic context.
- Investigate the role of civic journalism in Taiwan and its impact on community engagement, as well as analyze issues of gender and ethnic representation in media.
- Analyze the influence of digital media on Indigenous self-representation, election coverage, and activism, and reflect on how these aspects interact with Taiwan's democratic and free speech environment.



Course Requirements

Students are expected to attend each class as outlined in the CET Attendance Policy. Active participation is essential for success in this course. Students are required to complete all assigned readings or viewings before each class session to fully engage in discussions. Reading assignments typically average 50-80 pages per class.

- **Participation:** Students are to read or view all assigned materials before each class session and come prepared to participate thoughtfully in class discussions.

Class Participation Grading Rubric

	A – 90-100% Exemplary	B – 80-89% Proficient	C – 70-79% Developing	D – 60-69% Unacceptable	F – 0-59% Missing
Frequency of class participation	Actively contributes 2+ times per meeting	Actively contributes at least 1 time per meeting	Actively contributes at least half of the time during term	Actively contributes less than half of the time during term	Does not contribute
Quality of class participation*	Contribution is always thoughtful, accurate, and constructive, frequently interacting with peers	Contribution is mostly thoughtful, accurate, and constructive, usually interacting with peers	Contribution is somewhat thoughtful, accurate, and constructive, sometimes interacting with peers	Contribution is rarely thoughtful, accurate, and constructive, rarely interacting with peers	Does not contribute or interact with peers
Level of class preparation	Always fully prepared and on task	Mostly prepared and on task	Somewhat prepared and on task	Rarely prepared and on task	Consistently unprepared and not on task

- **Lead a class discussion:** Students select an article from the course reading list and lead a classroom discussion with a brief article summary, analysis of the main arguments, critiques, and discussion questions. Class members fill out a feedback form to provide constructive comments to the presented. The presentation should be 20-30 minutes long.
- **2 Personal Perspectives Articles:** 1,500-2,000 words each. Based on the content, including each topic in class and the reading references, select two topics of interest, extend different analyses, and share your personal observations and perspectives to reflect on it.

Grading Criteria:

- Content: The article should directly relate to the class topic and features well-chosen references, showcasing a deep understanding of the subject matter.
 - Personal Perspectives: Your article should express personal insights and analyses, effectively incorporating essential principles of critical thinking.
 - Structure: Clearly present the article's topic and establish logical connections between each paragraph, reinforcing the main ideas throughout the piece.
 - Word Count and Citation: Adhere to the specified word count and accurately cite all reference materials, enhancing the credibility and quality of your work.
- **Group Project:** Feature Report in media form.
Choose an issue related to Taiwan (such as marriage equality, ethnic policies, or Taiwan's international relations) and create a 1:30-3:00 minute interview report using various media formats, including audio or video (non-text-based).

Each group presents their work to the class, including why they chose the topic, how they approached production, and lessons learned from the project.

Finally, each group will turn in a written report of 400-500 words, which should reflect perspectives developed through research and personal reflection on how the project has encouraged an exploration of the differences in communicative impact between audio, video, and text.

Grading

- Participation 20%
- Discussion leadership 20%
 - Leading discussion: 15%
 - Peer feedback: 5%
- Personal Perspectives Articles (2 at 15% each) 30%
- Group Project 30%
 - Media production: 10%
 - In-class presentation: 10%
 - Project writing: 10%

Readings

Baumeister R.F., Hutton D.G. (1987) 'Self-Presentation Theory: Self-Construction and Audience Pleasing.' In: Mullen B., Goethals G.R. (eds) *Theories of Group Behavior. Springer Series in Social Psychology.* New York: Springer New York.

Boesman, J., Berbers, A., d'Haenens, L., & Van Gorp, B. (2017). The news is in the frame: A journalist-centered approach to the frame-building process of the Belgian Syria fighters. *Journalism*, 18(3), 298-316.

Boesman, J., & Van Gorp, B. (2018). Driving the frame: How news values, news pegs, and story angles



guide journalistic frame building. In P. D'Angelo (Ed.), *Doing news framing analysis II: Empirical and theoretical perspectives* (pp. 112-134). New York, NY: Routledge

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- Carlson, B. & T. Dreher. (2018). 'Introduction: Indigenous innovation in social media'. *Media International Australia*, 169(1): pp.16–20.
- Carlson, B., & R. Frazer. (2018). *Social media mob: being Indigenous online*. Sydney: Macquarie University.
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- Fraser, M. and S. Dutta. (2008). *Throwing Sheep in the Boardroom: How Online Social Networking Will Transform Your Life, Work and World*. West Sussex: John Wiley & Sons.
- Gillespie, T. (2010). The politics of 'platforms'. *New Media & Society*, 12(3), 347-364.
- Gibson, C. (1998). "'We Sing Our Home, We Dance Our Land": Indigenous Self-Determination and Contemporary Geopolitics in Australian Popular Music'. *Environment and Planning D: Society and Space*, 16(2): 163-184. <https://doi.org/10.1068/d160163>
- Goffman, E. (1956). *Presentation of Self in Everyday Life*. Edinburgh: University of Edinburgh Press.
- Hall, S. (1995). The rediscovery of 'ideology': Return of the repressed in media studies. In O. M. Curevitch, T. Bennett, J. Curran, & J. Woollsvott (Eds.), *Culture, society and the media* (pp. 30-55). London, UK:

Edward Arnold.

- Hansen, J. P., & Bisho, R. L. (1981). Press Freedom on Taiwan: The Mini Hundred Flowers Period. *Journalism Quarterly*, 58(1), 38-42. <https://doi.org/10.1177/107769908105800106>
- Hodkinson, P. (2011). *Media, culture and society: an introduction*. SAGE.
- Huang, J. N. (2017). The China factor in Taiwan's media: Outsourcing Chinese censorship abroad. *China Perspectives*, 3, 27-36.
- Hung, C. (2013). Media Control and Democratic Transition: Ongoing Threat to Press Freedom in Taiwan. *Chinese Media Research*. 9(2): 83-93.
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- Lin, Guo-Ting (2021, Apr). *Music Culture and the Self-Presentation of Indigenous Musicians on Social Media in Contemporary Taiwan*. Ph.D. thesis, University of Westminster.
- Lihyun Lin and Chun-Yi Lee (2017). When Business Met Politics: A Different Type of Media Capital in Taiwan, the Case of Want Want. *China Perspective*, (2), 37-46
- Lin, T. T. C. (2022). 'Online opinions, sentiments and news framing of the first nuclear referendum in Taiwan: A mix-method approach,' *Asian Journal of Communication*, Vol.32, No.2, pp.152-173.
- Lin, J. H. (2018). 'Permanently online and permanently connected: Taiwanese university students' attachment style, mobile phone usage, and well-being,' *Chinese Journal of Communication*, pp.TBD.
- Lunt, P., Kaun, A., Pruulmann-Vengerfeldt, P., Stark, B., & van Zoonen, L. (2014). Chapter 9: The mediation of civic participation: Diverse forms of political agency in a multimedia age. In N. Carpentier, K. Schrøder, & L. Hallett (Eds.), *Audience transformations: Shifting audience positions in late modernity* (pp.142-156). New York: Routledge.
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- Meng, J., Lin, Y.-P., & Tsai, H.-J. (2023). Environmental activism in the platform society: Spatial agency in



digital maps. *New Media & Society*, 0(0). <https://doi.org/10.1177/14614448231162581>

- Monaco, N. J. (2018). Chapter 5: Taiwan: Digital democracy meets automated autocracy. In S. C. Woolley, & P. N. Howard (Eds.), *Computational propaganda: Political parties, politicians, and political manipulation on social media* (pp.104-127). Oxford: Oxford University Press.
- Newman, N., Fletcher, R., Robertson, C. T., Arguedas, A.R., & Nielsen, R. K. (2024). *Reuters Institute digital news report 2024*. Oxford, UK: Reuters Institute for the Study of Journalism. https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2024-06/RISJ_DNR_2024_Digital_v10%20lr.pdf
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Outline of Course Content

- Topic 1 – Understanding Contexts: The History and Culture of Media in Taiwan I
“Tracing the Origins: Early Developments and Influences on Taiwanese Media”
- Topic 2 – Understanding Contexts: The History and Culture of Media in Taiwan II
“Modern Transformations: The Evolution of Taiwanese Media in the Contemporary Era”
- Topic 3 – Understanding Contexts: News and Journalism in Taiwanese Society
“From Tradition to Innovation: The Role of News and Journalism in Shaping Taiwanese Society”
- Topic 4 – News Freedom and News Value
“Balancing Acts: The Principles of Press Freedom and the Value of News”
- Topic 5 – News Narrative and Framing
“Shaping Perceptions: How News Narratives and Frames Influence Public Understanding”
- Topic 6 – Civic Journalism in Taiwan
“Engaging Communities: The Rise and Impact of Civic Journalism in Taiwan”

Topic 7 – Multiculturalism and Communication

“Bridging Cultures: The Role of Communication in a Multicultural Society”

Topic 8 – Representation: Media and Gender

“Gender in Focus: Analyzing Media Representations and Gender Dynamics”

Topic 9 – Representation: Media and Ethnic Group

“Diverse Voices: The Portrayal of Ethnic Groups in Media”

Topic 10 – Digital Media: Taiwanese Indigenous Self-Presentation in Social Media

“Voices and Identities: Indigenous Self-Representation in Taiwan’s Digital Space”

Topic 11 – News Media and Digital Communications: Election

“Digital Dynamics: The Role of Media in Shaping Electoral Landscapes”

Topic 12 – Digital Media: Media and Activism

“Activism in the Digital Age: The Intersection of Media and Social Movements”