The Hong Kong Polytechnic University

Subject Description Form

Please read the notes at the end of the table carefully before completing the form.

Subject Code	CBS2C09P
Subject Title	Communications in Greater China
Credit Value	3
Level	2
Pre-requisite / Co-requisite/ Exclusion	Students from CBS are excluded from taking this subject.
Objectives	The subject examines the nature of human relations and the characteristic patterns of language and communication in Greater China, with the aim of enhancing students' awareness of the diverse, pluralistic as well as common development and practice of communications in Hong Kong, Mainland China, and Taiwan. Perspectives from both Chinese and Western scholars discussing the socio-psychology of the Chinese and the related patterns of language and communication will be utilized so as to further develop students' critical and analytical skills within a comparative framework.
Intended Learning Outcomes *(Note 1)*	Upon completion of the subject, students will be able to: **Category A: Personal/professional/academic knowledge and skills** (a) Enhance the understanding of self and of the functions of language and communication for human relations in Greater China; (b) Articulate the issues and the varied as well as common systems of communication in Hong Kong, Mainland China, and Taiwan; (c) Analyze language use in relation to the speaker's goals in multicultural, pluralistic contexts of the Greater China region; (d) Evaluate the appropriateness and effectiveness of communication in the Greater China region based on their acquired knowledge of the cultural norms and variations between Hong Kong, Mainland China, and Taiwan. **Category B: Attributes for all-roundedness** (e) Demonstrate an enhanced understanding of the interplay between the traditional and the modern and between the East and the West in the development of human relations and communications; (f) Broaden outlooks with enhanced knowledge of the linkages and differences in the Greater China region; (g) Display critical analytical skills, particularly in relation to social relations and communication strategies between Hong Kong, Mainland China, and Taiwan.

Subject Synopsis/ Indicative Syllabus	1. Introduction
	    - Basic concepts in communication
	    - The Development of Greater China and Its Constituents

(Note 2)	2. Cultural & Philosophical Foundations of Chinese Relations & Communication:

2.   Cultural & Philosophical Foundations of Chinese Relations & Communication:

- Chinese face & politeness
- Harmony & Chinese communication
- Power & hierarchy in Chinese interaction
- Guanxi & Chinese networking
- Reciprocity & Chinese communication
- The concept of Yuan in Chinese communication

3. Contexts & Comparisons of Communications in Greater China:

- Family communication
- Gender communication
- Youth vs Elderly communication
- Intra-organizational communication
- Inter-organizational communication
- Political communication
- Communication with new & social media

Teaching/Learning Methodology

(Note 3)

The subject will be divided into lectures and tutorials. Lectures will cover the major themes in the broadest form while tutorials will provide in-depth discussion of selected topics from the readings with problem sets to tackle. In addition, special small-group tutorials for the student will be designed in collaboration with CLC colleagues if the student wishes to use this subject to complete their CR requirement.

To maximize the learning outcomes for the students, a combination of various teaching methods will be used, e.g., screening of film and audio-visual materials of Chinese communication or of communications in Greater China, internet-surfing, collecting texts and talks of Chinese communication and analyzing the scripts of text and talk, group discussions with and without worksheets, and/or invitation of guest speakers from the different regions of Greater China.

Assessment Methods in Alignment with Intended Learning Outcomes

(Note 4)

Specific assessment methods/tasks	% weighting		Intended subject learning outcomes to be assessed (Please tick as appropriate)						
			a	b	C	d	E	F	G
1. Quizzes	30%		X	X			X	X	
2. Group Discussions & Presentation	40%		X	X	X	X	X	X	X
3. Term paper	30%		X	X	X	X	X	X	X
Total	100 %								

Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:

While the quizzes will assess the students' grip of the subject matter of a general nature, the students will also be given readings and problem sets in group discussions and presentation which involve critically evaluating the appropriateness and effectiveness of communication in the region based on their acquired knowledge of the cultural norms and variations in the region. In the term paper, the students will be required to select some aspect of language use in the Greater China region and to examine it in relation to the speaker's goals in complex social relations and within the larger social context(s).

Student Study Effort Expected	Class contact:	
	▪ Lectures	26 Hrs.
	▪ Tutorials	11 Hrs
	▪ Tutorial for CW	2 Hrs
	Other student study effort:	
	▪ Readings	35 Hrs.
	▪ Writings	35 Hrs
	▪ Discussion	10 Hrs
	Total student study effort	119 Hrs.

Reading List and References	Chen, G. & R. Ma (2002) (ed.) *Chinese Conflict Management and Resolution*. Westport. CT: Ablex Publishing.
	Chen, V. (2008). *The Practice of Guanxi by Business to the Government in Taiwan: Guanxi or Connection, the Profound Meaning beneath Chinese Culture*. Saarbrucken: VDM Verlag Dr. Muller.
	Liu, K. (2004). *Globalization and Cultural Trends in China*. Honolulu: University of Hawaii Press.
	Pan, Y. (2000). *Politeness in Chinese Face-to-face Interaction*. Ablex Publishing Corporation.
	Rawnsley, D. & Rawnsley T. (2003). *Political Communications in Greater China: The Construction and Reflection of Identity*. London; New York, N. Y.: RoutledgeCurzon.
	So, Y. L. & Walker, A. (2006). *Explaining Guanxi: The Chinese Business Network*. London; New York: Routledge.
	Wu, D. (2008) (ed.). *Discourses of Cultural China in the Globalizing Age*. Hong Kong University Press.
	Xing, L., W Jia & D. R. Heisey. (2002). *Chinese Communication Studies: Contexts and Comparisons*. Westport. CT: Ablex Publishing.
	Yang, M. M. (1994). *Gifts, Favors and Banquets: the Art of Social Relationships in China*. Ithaca: N.Y.: Cornell University Press.
	Yu, B. & T. Chung (1996). *Dynamics and Dilemma: Mainland, Taiwan and Hong Kong in a Changing World*. New York: Nova Science Publishers.
	陳國明主編 (2004)，《中華傳播理論與原則》，臺北：五南圖書出版股份有限公司。

	黃光國、胡先縉著 (2004),《面子: 中國人的權利遊戲》北京：中國人民大學出版社。(289 pages)
	翟學偉著 (1994)，《面子, 人情, 關係網》，河南人民出版社。(276 pages)
	張海洋著 (2006)，《中國的多元文化與中國人的認同》，北京 ： 民族出版社。
	張文中著(2002)，《傾聽新世紀：兩岸三地文化現場多元觀察》，香港：日月出版公司。
	鍾大年主編 (2004)，《香港內地傳媒比較》，北京：北京廣播學院出版社。
	周典芳、鄭婍婍、陳國明著 (2009)，《人際關係與溝通》，臺北：五南圖書出版股份有限公司。