

MEDIA AND SOCIETY

1st Year Module in Three-Year Bachelor's Degree

Course Description: This course takes a critical approach to the study of the role of the media in society. It will take a value-based approach to the production and consumption of mass media, with a special emphasis on the role of media in community building and promoting social harmony. Traditional Asian philosophical approaches to social interaction, governance and stability will be explored and compared with contemporary ideas of the media acting as a democratization tool.

Number of Hours per Week: 1 hour lecture and 3 hour seminar / tutorial.

Recommended Books:

- AMIC (2000), Media & Human Rights in Asia: An AMIC Compilation, AMIC, Singapore
- Barua, Dipak. Kumar (2005), Applied Buddhism: Studies in the Gospel of the Buddha from Modern Perspective, Benares Hindu University, India
- Crowley, David and Heyer, Paul (eds) (2007), Communication in History, 5th Edition, Allyn and Bacon, Boston, USA.
- Dan, Yu (2006), Confucius from the heart: Ancient Wisdom for Today's World, Zhonghua Book Company, China,
- Dominick, Joseph.R, (2007), The Dynamics of Mass Communications, 9th Edition, McGraw Hill, Boston, USA
- Dissanayake, Wimal ed (1988), Communication Theory: The Asian Perspective, AMIC, Singapore
- Gunaratne, Shelton, Pearson, Mark and Senarath, Sugath eds (2015), Mindful Journalism and News Ethics in the Digital Era, Routledge, New York.
- Gyatso, Tenzin (1980), Universal Responsibility and the Good Heart, Library of Tibetan Works and Archives, India
- Hamelink, C.J. & Mehra, V (eds) (2001), Media and Human Rights in Asia, AMIC, Singapore.

- Hart, William (1988), *Vipassana Meditation The Art of Living – As Taught by S.N Goenka*, Vipassana Research Institute, India
- Mahbubani, Kishore (2008), *The New Asian Hemisphere: The Irresistible Shift of Global Power to the East*, Public Affairs, USA
- Seneviratne, Kalinga ed (2006), *Media's Challenge: Asian Tsunami and beyond*, AMIC, Singapore
- Senghaas, Dieter (2002), *The Clash Within Civilizations: Coming to terms with Cultural Conflicts*, Routledge, London
- Sivaraksa, S ed (1999), *Socially Engaged Buddhism for the New Millennium: essays in honour of Ven. Phra Dhammapitaka, Sathirakoses – Nagapradipa Foundation*, Bangkok
- Sivaraksa, Sulak (2012), *Conflict, Culture, Change: Engaged Buddhism in a Globalising World*, Suksit Siam Publications, Thailand
- Xiaoge, Xu, (2005), *Demystifying Asian Values in Journalism*, Marshall Cavendish, Singapore.

Outline of Curriculum

Week 1: Introduction to Traditional Asian Philosophical Approach to Social Interaction and Governance

An introduction to the course. Discussion of various Asian philosophical approaches to social interaction, and building of political and economic structures.

Reading /References:

- Adhikari, N. M (2008), *The Sadharanikaran Model and Aristotle's Model of Communication: A Comparative Study*, Bodhi, vol2, no.1, pp 268-289, Kathmandu University, Nepal.
- Ahmed, Nafeez.M (2010), *A Users Guide to Crisis of Civilization: And how to save it*, Pluto/Macmillan, London (Review" A User's Guide to the Crisis of Civilization by Nafeez Mosaddeq Ahmed.pdf)
- Ariyaratne, A.T (1999), *A Buddhist approach to social and economic development: an experience from Sri Lanka*, sec 2 ch1, Sivaraksa, S ed (1999), *Socially Engaged Buddhism for the New Millennium: essays in honour of Ven. Phra Dhammapitaka*, pp15-33, Sathirakoses – Nagapradipa Foundation, Bangkok
- Bhikku Bodhi (1999), *A Buddhist social ethics for the next century*, sec 2 ch 3, Sivaraksa, S ed (1999), *Socially Engaged Buddhism for the New Millennium: essays*

in honour of Ven. Phra Dhammapitaka, pp43-53, Sathirakoses – Nagapradipa Foundation, Bangkok

- Dan, Yu (2006), Confucius from the heart: Ancient Wisdom for Today's World – part 1 The way of Heaven and Earth pp11-32, part 3 The way of the world pp 65-97.
- Puntarigivat, T (1998), Towards a Buddhist social ethics: the case of Thailand, Fall issue, Cross Currents – retrieve from <http://www.aril.org/buddhistethics.htm>
- Punchihewa, A (2013), learning devolution from our ancestors, 30 June, Nation, Sri Lanka (nation30.6.2013.png)
- Senarath, Sugath.M (2015), Mindful Communication for Good Governance: A Buddhist Approach, paper presented at the seminar on 'Mindful Communication for Asian Integration', Chulalongkorn University-UNESCO, Bangkok, December 14-15, 2015.
- Snoussi, S (2011), Elements for a culture of peace in the early Arab conception of government, Asian-Arab Philosophical Dialogue on Culture of Peace and Human Dignity, pp30-36, UNESCO, Bangkok.
- Xiuping, H (2015), Impact of Confucianism, Taoism and Buddhism, 8 Jan, Chinese Social Sciences Today – retrieve from <http://www.csstoday.com/Item/1573.aspx>
- Zhiyao, Qunshu (2012), The governing principles of ancient China, Chung Hua Cultural Education Centre, Malaysia

Video:

- You Tube – What is Good Governance? (Ben Warner)
<https://www.youtube.com/watch?v=E6hWPDUUQ1w>
- 'Mindful Communication for Sustainable Development, Sulak Sivaraksa – edited version of keynote talk at the seminar on 'Mindful Communication for Asian Integration', Chulalongkorn University-UNESCO, Bangkok, December 14-15, 2015 -
<https://www.youtube.com/watch?v=yshN6eY3rTA>
- You Tube – Indian Prime Minister, Narendra Modi's address at the "Samvad"- Global Hindu-Buddhist Initiative on Conflict Avoidance and Environment Consciousness, in New Delhi on September 03, 2015 (ModiAddressHindu-BuddConf2015.pdf)
<https://www.youtube.com/watch?v=O4pD4M7jm2k>

Week 2: History of Mass Communications

This lecture will trace the development of mass communications systems from Asia to the West and beyond.

Reading /References:

- Dominic (2007), Chapter 3: Historical and Cultural Context.
- Khan, R. (2009). Media: A Key Pillar for Good Governance. Media Asia 36(3), AMIC, Singapore.
- Gyatso, Tenzin (1980), Universal Responsibility and the Good Heart, Library of Tibetan Works and Archives, India.
- Mawlana, Hamid (1996), The future of the State: an Islamic perspective, ch 7 Global Communication in Transition: The end of diversity?, Sage, USA
- Morgan, Joyce (2012), Buddhism's Diamond Sutra: The extraordinary discovery of the world's oldest book, 9 dec, Huffington Post – retrieve from http://www.huffingtonpost.com/joyce-morgan/diamond-sutra-buddhas-hidden-book_b_1859164.html
- Ranade, Sanjay, (2010), Challenging the Gutenberg Legacy, unpublished paper, University of Mumbai, India. (gutenberg challenged.pdf)
- Ranade, Sanjay, (2015), 'Hindu' Values in Asian?Global Journalism, paper presented at the seminar on 'Mindful Communication for Asian Integration', Chulalongkorn University-UNESCO, Bangkok, December 14-15, 2015.
- Said, Edward . W (1979), orientalism, Vintage Books, USA (read preface and ch 1 Introduction, pp 1-28)

Videos:

- You Tube (Gutenberg Invention) <https://www.youtube.com/watch?v=Y1vl2j24Mtk>
- You Tube (Chinese Invention) <https://www.youtube.com/watch?v=SzHXXF0YLS8>

Week 3: Communication Theories and Society

This lecture and tutorial will explore communications theories from different philosophical context and also examine the Euro-centric nature of current communication theories as applied to the role of the media in modern society.

Reading /References:

- AMIC (2000), Special Issue 'Towards an Asian Theory of Communication', Asian Journal of Communication, Vol.10, No.2, AMIC, Singapore.
- Dominic (2007) Ch 17, from 'International media systems' to 'Theories of the press'.
- Dissanayake, Wimal ed (1988), Communication Theory: The Asian Perspective, AMIC, Singapore

- Dissanayake, W and Said A.R.b M (1983), Communication Research and Cultural values, AMIC, Singapore
- Fore, William. F (1987), A Theology of Communication, Ch 3 in Television and Religion: the Shaping of Faith, Values and Culture, pp. 38 – 54, Augsburg, USA (Theology of Communication.pdf)
- Goonasekara, A (2003). Communication Studies in Asia: Theoretical and Methodological Issues. Asian Communication Handbook. AMIC/ SCI
- Hoover, K and Donovan, T (2011), The elements of social thinking, 10th edition, Wadsworth, USA.
- Sen, Amartya (2005), The Argumentative Indian, Penguin Books, UK – ch 6 “Our culture & their culture’ pp121-138 and ch 7 Indian Traditions and Western imaginations, pp139-160, ch 8 China & India pp161-190.
- SIM (2011), Ch 1: Through the lense of science, SSC109: Introduction to Social Sciences course text, pp 1-23, SIM/Pearson Custom Publishing, Singapore.
- Yin, Jiafei (2008), Beyond the three theories of the press: A new model for the Asian & the World Press, Journalism and Communication Monographs, Spring 2008 – retrieve from http://findarticles.com/p/articles/mi_7645/is_200804/ai_n32278229/pg_2/?tag=content;col1

Week 4: Democracy and Human Rights

This week’s lecture will explore and examine the birth of democracy and its various manifestations until modern era. The concepts of human rights and human rights treaties of the 20th century. These will be examined in the context of its application to media’s role in the society.

Reading /References:

- AMIC (2000), Media & Human Rights in Asia: An AMIC Compilation – Kayoko Mizuta pp 1-4, Pradip.N Thomas pp 5-20, Rukmantoro.H Sumukti pp 56- 66, Cees. J Hemelink pp87-98.
- Barua, Dipak. Kumar (2005) – ch 9 Human Rights as assured in Asoka’s edicts and Shotoku’s constitution pp 119-138.
- Chan, J (1999), A Confucian Perspective on Human Rights for Contemporary China. In In: Joanne R. Bauer and Daniel A. Bell (eds.) , The East Asian Challenge for Human Rights, p. 212-237, Cambridge University Press, USA
- Chunde, G (unknown) Confucian Human Rights Ideas and Their Influence on Modern Human Rights Thought, Chinese Society for Human Rights Studies, -

retrieve from

<http://www.humanrights.cn/zt/magazine/200402004827111009.htm>

- Dixit, Kunda (2006), Regional Overview: Media and Democracy in Asia, Asian Media Report, p 13-20, IPS, Bangkok.
- Dixit, Kunda (2010), Media is the Message: The Media must help restore and protect democracy to Ensure development, Media Asia, Vol.37, No.1, p 10-12, AMIC, Singapore.
- Fukuyama, Francis (1995), Confucianism and Democracy, Journal of Democracy 6.2 (1995) pp 20-33, USA (Confucius Democracy.pdf)
- Ibana, Rainier (2011), Hybridity and the culture of peace in the age of globalization, Asian-Arab Philosophical Dialogue on Culture of Peace and Human Dignity, pp10-13, UNESCO, Bangkok.
- Jain, Kusum (unknown), Human Rights : The Indian Perspective, University of Rajasthan, India – retrieve from <http://veda.wikidot.com/article:human-rights-the-indian-perspective>
- Madhav, R (2008), Human dignity and human rights, Hindu perspective, paper presented at the International Conference World Council of Churches, Geneva 27-30 May, 2008.
- Mawdudi, Abul A'la (1993), Human Rights in Islam 2nd ed, The Islamic Foundation, UK
- Mawlana, Hamid (1996), The future of the State: an Islamic perspective, ch 7 Global Communication in Transition: The end of diversity?, Sage, USA
- Morgan, Joyce (2012), Buddhism's Diamond Sutra: The extraordinary discovery of the world's oldest book, 9 dec, Huffington Post – retrieve from http://www.huffingtonpost.com/joyce-morgan/diamond-sutra-buddhas-hidden-book_b_1859164.html
- Mujani, S and Liddle, R.W (2004), Islam, political culture and democratization: A preliminary comparative analysis, pp 63- 105, in Lanti, I.G and Makka, A.M eds, The long road to democracy, Habibi Centre, Indonesia.
- Muhlberger, S (1998), Democracy in ancient India, Nipissing University – retrieve <http://faculty.nipissingu.ca/muhlberger/HISTDEM/INDIADEM.HTM>
- Muzaffar, C and Sivaraksa, S (1999), Alternative Politics for Asia: A Buddhist-Muslim Dialogue, International Movement for a Just World, Malaysia
- Nehru, Jawaharlal (1961), Discovery of India, ch 4 & 5, pp 49-136, Asia Publishing House, India

- Payutto, P.A (1996), Buddhist solutions for the 21st century, part 1 Making of Democracy, pp 1-38, Buddhadharma Foundation, Thailand.
- Piyasilo, Phuwadol (2016), Mindful Reporting, human rights and democracy – A Buddhist approach, keynote talk at Chulalongkorn-UNESCO seminar, Dec 2015, Bangkok.
- Sarker, J.N (2011), Democracy of One World, Asian-Arab Philosophical Dialogue on Culture of Peace and Human Dignity, pp84-88, UNESCO, Bangkok.
- Sharma, A (2004), Hinduism and Human Rights: A conceptual Approach, Oxford, UK.
- Seneviratne, K (2015), Mindful Journalism for East and West, paper presented at the Chulalongkorn-UNESCO seminar, December 2015, Bangkok
- Sivaraksa, Sulak (1999), Buddhism and human rights in Siam, sec 3 ch 3, Sivaraksa, S et al eds (1999), Socially Engaged Buddhism for the New Millennium: essays in honour of Ven. Phra Dhammapitaka, pp195-212, Sathirakoses – Nagapradipa Foundation, Bangkok
- Thunchhay, Piseth (2011), The State of Human Dignity in Cambodia, Asian-Arab Philosophical Dialogue on Culture of Peace and Human Dignity, pp 228-234, UNESCO, Bangkok.
- Wahid, A (2005) , ch 7, The Asian Future: Dialogue for Change, vol 1, pp 226-245, Zeb Books.London/New York.
- Weiming, T (2005) , ch 4, The Asian Future: Dialogue for Change, vol 1, pp 137-169, Zeb Books.London/New York.

Video:

- Venerable Phuwadol Piyasilo on Mindful Reporting, human rights and democracy – A Buddhist approach – keynote talk at Chulalongkorn-UNESCO seminar, Dec 2015, Bangkok - <https://www.youtube.com/watch?v=mjmuWJUfVc>
- You Tube – Hardtalk (BBC): Stephen Sackur asks Kishore Mahbubani if he thinks there is a clash between between Asia and the West.
<https://www.youtube.com/watch?v=hwRQjIGXIS8> (part 1)
<https://www.youtube.com/watch?v=w-STFyT5ERE> (part 2)
<https://www.youtube.com/watch?v=U8EN5LXgcAU> (part 3):

Week 5: Economy of the Media – Commercial, Public Service and Community Media

Examination of the different economic models that shape the media from commercial media to public service broadcasting to community radio.

Reading /References:

- Arnaldo, C.A ed (2008), Community Radio in Asia: putting people in charge, Tambuli Foundation, Manila
- Dominick (2007) Chapter 17 'Control & ownership of media'.
- George, Cherian (ed), (2008), Free Markets Free Media? Reflections on the Political Economy of the Press in Asia, AMIC, Singapore – read chapters 3, 5, 8 and 9.
- Coronel, Sheila (1998), Media ownership and control in the Philippines (How fall of Marcos changed the scenerio), Media Development 1998/4, WACC, London – Retrieve from http://archive.waccglobal.org/wacc/publications/media_development/archive/1998_4/media_ownership_and_control_in_the_philippines
- Dhyatmika, W (2014), Who owns the News in Indonesia?, 11 Dec, Neuman Report, USA – retrieve from <http://niemanreports.org/articles/who-owns-the-news-in-indonesia/>
- Mawlana, Hamid (1996), Communications and Power ch 3 & The making of community ch 4, Global Communication in Transition: The end of diversity?, Sage, USA
- McChesney, R.W (1999), Corporate Media and the threats to democracy, The Open Media Pamphlet series, USA
- Muppidi, S.R and Manvi, P (2012), Public Service Broadcasting and its Role in Raising Civic Consciousness: Case Studies from Asia, AMIC, Singapore.
- Shriver, R (2003), Malaysian Media: Ownership, Control and Political Content, Ohio University, USA – retrieve from www.rickshriver.net/.../Malaysian%20Media%20Paper%20-%20CARFAX2.pdf
- Seneviratne, K (2007), Media Pluralism in Asia: Role and Impact of Alternative Media, AMIC, Singapore
- Seneviratne, K and Thanenthiram, S (2004), Cities, Chaos and Creativity, TUGI-UNDP, Kuala Lumpur.
- Seneviratne, K ed (2012), Peoples' Voices, Peoples' Empowerment: Community Radio in Asia and beyond, AMIC, Singapore
- Siriyuvasak, Ubonrat (2006), Thailand's Media: Politics and Money vs Media, Asia Media Report, p 166-185, IPS, Bangkok.
- Thomas, Pradip (2004). Media ownership and communication rights in India. In Pradip Thomas and Zaharom Nain (Ed.), Who Owns the Media? Global Trends and

Local Resistances (pp. 213-226) London ; New York ; Penang, Malaysia: Southbound in association with WACC and Zed Press.

- Yamin, K & Soeriawidjaja, A.K (2006), Indonesia's Media: Survival of the slickest, Asia Media Report, p 116-125, IPS, Bangkok.

Tutorial Exercise:

Compare Cambodia, Indonesia and Philippines media structures.

References:

- LICADHO Briefing Paper, May 2009 "Restrictions in Freedom of Expression in Cambodia's media, published by Cambodian League for the Promotion and Defense of Human Rights,
- Maintaining the Enthusiasm: Economic viability of community radio in the Philippines, study by Kalinga Seneviratne, UNESCO, Jakarta 2006.
- The League of Thirteen: Media Concentration in Indonesia by Meryln Lim - retrieve from <http://www.slideshare.net/TikaSylvia/media-concentration-in-indonesia-by-merlyna-lim>

Week 6: Freedom of the Press: Freedom vs Responsibility

Explore the idea of the freedom of the press with Asian philosophical approaches to social responsibility and the art of living harmoniously. What role media could play in achieving such a balance and where does human rights NGOs fit in here?

Readings/References

- AMIC (2000), Media & Human Rights in Asia: An AMIC Compilation – Rajindar Sachar pp151-164, K.M Shrivastava pp176-221.
- Becker, Lee.B, Vlad, Tudor and Nusser, Nancy (eds) (2007) An Evaluation of Press Freedom Indicators, International Communication Gazette 69:5-28.
- Choo, Li-Fung (2006), News Crucaders, Media Asia, vol33, no. 3 & 4, AMIC, Singapore
- Gunaratna, Shelton (2015), Victory for Mindful Journalism, Lankaweb, 9 May – retrieve from <http://www.lankaweb.com/news/items/2015/05/09/victory-for-mindful-journalism/>
- Editorial (2015) 19A: Moment in History, 3 May, Sunday Observer, Sri Lanka
- Hamelink, C.J. & Mehra, V (eds) (2001), Media and Human Rights in Asia, AMIC, Singapore.
- Hart, W ed (1991), Vipassana Meditation – the Art of Living as taught by S.N Goenka, Vipassana Research Institute, India

- Sivaraksa, Sulak (2012), Conflict, Culture, Change: Engaged Buddhism in a Globalising World, Suksit Siam Publications, Thailand
- Tekwani, Shyam (ed), (2008), Media and Conflict Reporting in Asia, AMIC, Singapore.

Video:

- You Tube (Shashi Tharoor – Ted Talks)
<http://www.youtube.com/watch?v=zUXKczRnRS0>
- You Tube (Bernie Sanders on role of media)
<https://www.youtube.com/watch?v=ggFitmOTSok>
- (PSBinAsia.mp3) – Asian Voices radio capsule on Civic Conscious media in Asia, AMIC Singapore production August 2011 (PSBTranscript.pdf)

Tutorial Exercise: Assignment 1 Panel Discussion presentations

Week 7: Role of News and Colonization of the Mind

Using communication theories such as agenda setting, hegemony theory, propaganda model, manufacturing consent, media framing and spiral of silence, this lecturer will examine how news could colonise your mind and shape your perspectives and values.

Readings/References:

- Echavez, C.R & Ubay-Ubay, J.A (2005), Watching the Watchdog: Civil Society Initiative for a Responsible and Accountable Media in Southern Philippines, Media Asia, Vol.32, No.2, p 106-109, AMIC, Singapore.
- Goonatilleka, Susantha (2006), Recolonisation: Foreign funded NGOs in Sri Lanka, ch 9 and 10 pp 189-246, SAGE, India
- Gunaratne, Shelton, Pearson, Mark and Senarath, Sugath eds (2015), Mindful Journalism and News Ethics in the Digital Era, Routhledge, New York.
- Misra, Pankaj (2012), From the Ruines of the Empire: The Revolt against the West and the remaking of Asia, Penguin Books, UK.
- Seneviratne, K (2012), Peoples' Movements or dollar chasing democracy vendors?, pp 26-30, December issue, Gateway, Malaysia. (Dollar Chasers.pdf)
- Stephens, Michelle (2007), A history of news, Oxford University Press, New York.

Videos:

- You Tube (Real News – How Media shapes public opinion)
http://www.youtube.com/watch?v=A6HRt1bH_dw

- You Tube(Al Jazeera – Migrant Workers in Singapore)
<http://www.youtube.com/watch?v=J9jdPDgo9bI>
- You Tube (HK Protests) http://www.youtube.com/watch?v=n_WffZ3VuFo

Tutorial Exercise: Class to be divided into groups to discuss and do a presentation to class on the following topics:

- a) Ethnic stereo-typing by the media.
- b) Portrayal of women in the media (especially advertising)
- c) How tribal people are reported by the media.
- d) How migrant labourers are portrayed by the media.
- e) How local and foreign music are presented by the media.

One group will be responsible for one topic and after 1 hour of discussion and preparation each group will present their views to class, followed by discussion.

Week 8: Shaping Culture: Clash of Civilizations and Modernity

Explore media's role in reporting cultural diversity and defining concepts of modernity and contemporary cultural tastes and expressions.

Readings /References:

- UNESCO Report 'Investing in cultural diversity and intercultural dialogue' Part 1: Cultural Diversity: What is at stake? P 9-61, UNESCO 2009.
- Barker, Chris (2004), Cultural Studies: Theory and Practice, 2nd ed, SAGE, UK.
- Fong, Foong Wai (1999), Asia to get serious with cultural industries, speech delivered at the Asia-Europe Foundation's conference on cultural industries, 31 May, Kuala Lumpur.
- Gandhi, M.K (1932), From Yeravda Mandir, Navajivan Publishing House, India
- Gyatse, Tenzin (1991), Compassion and the individual, Wisdom Publications, USA
- Hanchanlash, Khunying.C (2015), Mindful Communication for ASEAN Integration, paper presented at the seminar on 'Mindful Communication for Asian Integration', Chulalongkorn University-UNESCO, Bangkok, December 14-15, 2015.
- Hall, S and Gay, P du eds (1996), Question of Cultural Identity, SAGE, UK

- Hutunuwat, P and Mnivannan, R eds (2005), The Asian Future: Dialogue for Change, Zed Books, Bangkok.
- Lim, Kooi Fong (2015), ASEAN Integration: Human Dignity and Responsibility to Humanity from a Buddhist Perspective, paper presented at the seminar on 'Mindful Communication for Asian Integration', Chulalongkorn University-UNESCO, Bangkok, December 14-15, 2015.
- Park, Kwangsoo (2015), Mindful Communication for ASEAN Integration Based on the Confucius and Tao of Asian Journalism, paper presented at the seminar on 'Mindful Communication for Asian Integration', Chulalongkorn University-UNESCO, Bangkok, December 14-15, 2015.
- Seneviratne, Kalinga (2012) Countering MTV Influence in Indonesia and Malaysia, ISEAS Publications, Singapore.
- Senghaas, Dieter (1998), The clash within civilizations: coming to terms with cultural conflicts, Routledge, New York.
- SIM (2011), Ch 2: Culture: product and guide to life in society, SSC109: Introduction to Social Sciences course text, pp 24-49, SIM/Pearson Custom Publishing, Singapore.
- Walkey, Venetia (1999), sec 5, ch 1, Sivaraksa, S ed (1999), Socially Engaged Buddhism for the New Millennium: essays in honour of Ven. Phra Dhammapitaka, pp335-384, Sathirakoses – Nagapradipa Foundation, Bangkok

Tutorial Exercise: Discussion of the process of how media can create cultural industries taking examples from your country and overseas, especially from the region.

Week 9: Media and the Economy

Explore the process and role the media plays in promoting and developing certain economic models. Compare this with alternative models such as Sufficiency Economics, micro-credit, social business, etc.

Readings /References:

- Loy, David.R (undated), The Greatest Wealth in contentment: a Buddhist perspective on poverty, UN Zen Occidental – retrieve from <http://www.zen-occidental.net/articles1/loy15-eng.html>
- Payutto, P.A (1992), Buddhist Economics: Middle Way for the Market Place, Buddhaddhamma Foundation, Thailand.
- Sachs, Jeffrey (2012), The Price of Civilization, Vintage, UK

- Sirikanchana, P (2013), Poverty reduction in the Buddhist perspective, pp 60-79, in Peace and Happiness through Buddhist Thought and Practice, World Buddhist University, Bangkok.
- Sivaraksa, S (2009), The Wisdom of Sustainability: Buddhist Economics for the 21st century, Koa Books, USA.
- Wickremasinghe, J.W (2002), The end of Economic Science & the beginning of People-Friendly Economics, Buddhist Cultural Centre, Sri Lanka.
- Wild, A (1999), The East India Company: Trade and Conquest from 1600, Harper Collins, India.
- UNDP(2007), Sufficiency Economics and Human Development, Thailand Human Development Report 2007, UNDP, Bangkok – retrieve from <http://hdr.undp.org/en/content/thailand-human-development-report-2007>

Video:

- You Tube – Thailand: Consumerism or Sufficiency Economics?, Lotus Comm Net https://www.youtube.com/watch?v=_G2ckch6xx0

Week10: Environment and Sustainably Development

Examine the role media could play in making the society more aware about the environmental crisis the world is facing and how to promote sustainable economic models in harmony with nature. What are the different philosophical ideas that the media could utilize in this task?

Readings /References:

- Agoramoorthy, G and Hsu M.J (2011) Ancient Hindu Scriptures Show the Ways to Mitigate Global Warming through Responsible Action, Anthropos, Bd. 106, H. 1. (2011), pp. 211-216, Anthropos Institute, India – retrieve from <http://www.jstor.org/stable/23031817>
- Barua, Dipak. Kumar (2005) –ch 5 Ecological ethics and conservation of forests and wildlife as addressed by Buddhism, pp 57-84, ch 6, Environment and human resources Buddhist approach, pp 85-100.
- Baharuddin, A (2011), Sustainable Development in the spiritual context as an denominator for Asian-Arab philosophical dialogue, Asian-Arab Philosophical Dialogue on Culture of Peace and Human Dignity, pp194-203, UNESCO, Bangkok.
- Bhikku Rewatta Dhamma (1999), sec 6, ch 3, Sivaraksa, S ed (1999), Socially Engaged Buddhism for the New Millennium: essays in honour of Ven. Phra Dhammapitaka, pp483-497, Sathirakoses – Nagapradipa Foundation, Bangkok
- Dixit, K(1997), Dateline Earth: Journalism as if the Planet Mattered, IPS, Bangkok
- Mujiharto, S.M (2011), Making Mount Merapi a friend, Asian-Arab Philosophical Dialogue on Culture of Peace and Human Dignity, pp245-252, UNESCO, Bangkok.

Video:

- Bhutan PM on building a Carbon Neutral country -
<https://www.youtube.com/watch?v=xCLZT5m6jaA>

Week 11: New Media, Impact of Internet on Society

Examine how new media technology that have given rise to social media networking via Internet has impacted on society.

Reading /References:

- Dominick (2007) chapter 11 'The Internet and World Wide Web'.
- Bannerjee (2003), The Internet Challenges for Democracy in Asia
- Kabilan, K (2009), New Media, Citizen's Journalism and Democracy: The Malaysiakini Project, Media Asia, vol 36,no.3, AMIC, Singapore
- Tan, How Tarn & Mahizhnan, Arun (2006), Big Stick, Sodr Touch, Big Stick, Hard Ball: Variations in political Internet censorship, Media Asia, Vol.33, no. 1 & 3, AMIC, Singapore.

Video:

- You Tube - Nepali Journalist Kunda Dixit on new forms of journalism in Asia
<https://www.youtube.com/watch?v=kiJ2PZUc91M>
- You Tube - TVE Asia Pacific's Director Nalaka Gunawardene looks at mainstream media's coverage of Asian Tsunami 2004 and the role played by new media
<https://www.youtube.com/watch?v=eWp09aAxy7Y>
- You Tube - Stomp/Razor TV Citizen Journalism in Singapore
<https://www.youtube.com/watch?v=qRGCMYUtWQE>
- You Tube - Limits of new journalism in China
https://www.youtube.com/watch?v=FdVD_v9Xkbs

Tutorial Exercise:

- a) Discuss from Banerjee's book some of the major points raised regarding the Internet's challenge for democracy in Asia (or vice versa).
- b) Critique Premesh Chandra's article "Malaysiakini: Surviving the State and the Market", Asia Media Report 2006, p 49-54, IPS.

Week 12: Reporting Conflict and Media's role in Building A Just and Peaceful Society

This lecture will examine the nature of conflicts due to globalization and insecurities. Particular attention will also be paid to power of corporations and the death of the Libertarian Media Function theory. As a concluding session, this week's lecture will also explore the problems that may be inherent in the current media set up within your own country and the Asian region as a whole due the conflicts created by globalisation, and discuss how these structures could be improved to create a better society – Just and peaceful.

Readings/References :

- Alwis, Chandrika (2007), Reporting the Sri Lankan Crisis, Vol. 34, No. 2, p 88-95, Media Asia, AMIC, Singapore.
- Camilleri, J.A and Muzafar, C (1998), Globalisation: The perspectives and experiences of the religious traditions of Asia, International Movement for a Just World, Malaysia.
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Tutorial: Research paper presentation.

Grading and Assessments:

- ***Attendance and Class Participation – 10%***

Attendance in class – both lectures and tutorials – are not an option. Attendance will be taken during class and students are expected to take part in interactive discussions and class exercised to obtain high grading for this component.

- ***Mid-Term Group Assignment – 15%***

Students will work in groups of 3-4 to plan and present a TV Talkshow style panel discussion of between 20-25 minutes duration. They will be given 4 themes under which to prepare the panel discussion. The themes will be:

- 1) What can the present generation learn from ancient Asian philosophical ideas to improve democracy and good governance?
- 2) Is mass media really a Western concept? If not what were its origins?
- 3) Can ancient Asian wisdom assist to redefine human rights and freedom of speech?
- 4) Can communication theories be de-westernized and how?

In week 4 the lecturer will assign one of the above themes to each group to prepare the presentation to be done during tutorial in week 6. One of the group members will have to play the moderator/program host role. The grading will be based on the presentation and the lecturer will take into account such criteria as the quality of the information reflecting lecture material conveyed during the discussion, the planning of the discussion and the conclusions that it led to.

- ***Essay and Presentation – 25%***

This assignment will be done in pairs or groups of 3 (depending on class number). It will be a research report based on literature surveys, lectures and classroom discussions. Some interviews to substantiate literature survey may be permitted, but no location / field research is necessary. In week 7 a research topic in the form of a one-page (maximum 500 words) research proposal will be submitted to the lecturer, who will approve it by the tutorial in week 8. By week 5, the lecturer should have provided written guidelines for this assignment that should indicate the format, methodologies to be used and the length and style of the final report to be submitted by the end of week 11. The research report would be between 2,000-2,500 words and references in APA style. The group will make a 10 minute presentation to class of their research findings during week 12 tutorial. The grading will be based on both the presentation and the research paper submitted.

- ***Final Exam – 50%***

This exam may be either closed or open book and of 3 hours during which the students will have to answer 3 question with 2 to 3 parts to each question. It may

include 1 compulsory question covering a major theme of the course, and 3 to 4 other questions from which only 2 would be answered. (END)