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DC

Business

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Media

A group of people, likely members of a student society, are shown at a night event. They are wearing white masks with black mustaches and glasses. Some are holding megaphones, suggesting they are participating in a demonstration or a public gathering. The scene is illuminated by warm, low-key lighting, creating a dramatic atmosphere. The background shows other people and structures, indicating an outdoor setting.

# 超錯

Society



- **Mass communication channels** have become increasingly influential as stakeholders shape and are mutually shaped by many fast growing commercial media institutions
- Link **social values, public expectations** of the roles played by **businesses** and the **media**
- Aims to train students to use **critical thinking skills** and exercise **independent judgment** drawing upon their encounters involving global, Greater China and local social contexts.
- Combination of **lectures** and **tutorials** (students' cases studies and presentation)

# Course Information

# GE2231

## Business, Media & Society



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Department of Management

