

**REGULATIONS FOR THE
POSTGRADUATE DIPLOMA IN JOURNALISM (PDipJ)
AND THE DEGREE OF
MASTER OF JOURNALISM (MJ)**

(See also General Regulations)

Any publication based on work approved for a higher degree should contain a reference indicating that the work was submitted to the University of Hong Kong for the award of the degree.

Admission requirements

MJ 1. To be eligible for admission to the modules leading to the Postgraduate Diploma in Journalism or the degree of Master of Journalism, candidates shall

- (a) comply with the General Regulations;
- (b) hold
 - (i) a Bachelor's degree with honours of this University; or
 - (ii) another qualification of equivalent standard from this University or from another University or comparable institution accepted for this purpose;
- (c) obtain a score of 600 or above (paper-based test) or 250 or above (computer-based test) in the Test of English as a Foreign Language (TOEFL) if they are seeking admission on the basis of qualifications from universities or comparable institutions outside Hong Kong in which the language of teaching and/or examination is not English; and
- (d) satisfy the examiners in a qualifying examination, if required.

MJ 1A. Candidates who do not hold a Bachelor's degree with honours from this University or another qualification of equivalent standard may in exceptional circumstances be permitted to register if they possess proven professional experience in journalism, show evidence of excellence in the practice of journalism and proof of competence in the English language and satisfy the examiners in a qualifying examination, if appropriate.

Qualifying examination

- MJ 2.
- (a) A qualifying examination may be set to test the candidates' formal academic abilities or their abilities to follow the modules of study prescribed. It shall consist of one or more written papers or their equivalent, and may include a dissertation.
 - (b) Candidates who are required to satisfy the examiners in a qualifying examination shall not be permitted to register in the curriculum until they have satisfied the examiners in the examination.
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Award of Postgraduate Diploma

- MJ 3. To be eligible for the award of a Postgraduate Diploma in Journalism, candidates shall
- (a) comply with the General Regulations;
 - (b) follow instruction on the syllabuses prescribed and complete all written and practical work which may be required; and
 - (c) satisfy the examiners in accordance with the regulations as set out below.

Award of Master degree

- MJ 4. To be eligible for the award of the degree of Master of Journalism, candidates shall
- (a) comply with the General Regulations;
 - (b) follow instruction on the syllabuses prescribed and complete all written and practical work which may be required; and
 - (c) satisfy the examiners in accordance with the regulations as set out below.

MJ 5. Candidates who have been admitted to the course leading to the award of the Postgraduate Diploma in Journalism and who have completed the curriculum for the Postgraduate Diploma in Journalism and satisfied the examiners in accordance with the regulations set out below, may be considered for admission to the courses leading to the degree of Master of Journalism. If candidates are so admitted, and complete the prescribed curriculum for the degree of Master of Journalism, they shall be eligible for the degree of Master of Journalism, but shall not be eligible for the award of the Postgraduate Diploma in Journalism. Candidates admitted under this regulation to the course leading to the award of Master of Journalism who fail to satisfy the examiners under MJ4 but who satisfy the examiners under MJ3 shall be eligible for the award of the Postgraduate Diploma in Journalism.

Length of curriculum

MJ 6. The curriculum of the Postgraduate Diploma in Journalism shall extend over not less than one academic year and not more than two academic years of part-time study or equivalent, and shall include written examinations administered in accordance with the regulations and syllabuses set out below.

MJ 7. The curriculum of the Master of Journalism shall extend over not less than one academic year of full-time study, or not less than two academic years of part-time study, with a minimum of 300 hours of prescribed work, and shall include written examinations administered in accordance with the regulations and syllabuses set out below.

Completion of curriculum

- MJ 8. To complete the curriculum, candidates
- (a) shall follow the instruction on the syllabuses prescribed and complete satisfactorily all prescribed written work and practical work;
 - (b) where so provided in the syllabuses, shall complete and present a satisfactory Master's Project on a subject within their approved field of study; and
 - (c) shall satisfy the examiners in all prescribed modules and in any prescribed form of examination.
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Title of Master's Project

MJ 9. Subject to the provisions of Regulation MJ 8 (b), the title of the Master's Project shall be submitted for approval before the commencement of the second semester of the final academic year in which the teaching programme ends and the Master's Project shall be presented by a date as prescribed in the syllabuses; candidates shall submit a statement that the Master's Project represents their own work (or in the case of joint work, a statement countersigned by their co-worker(s), which shows the degree of their work) undertaken after registration as candidates for the degree.

Examinations

MJ 10. An assessment of the candidates' coursework during their studies, including completion of written assignments and participation in practical work, as the case may be, may be taken into account in determining the candidates' result in each written paper; or, where so prescribed in the syllabuses, may constitute part or whole of the examination of one or more modules.

MJ 11. Candidates who have failed to satisfy the examiners at their first attempt in not more than half of the number of modules to be examined, whether by means of written examination papers or coursework assessment, during any of the academic years of study, may be permitted

- (a) to present themselves either for re-examination in the module or modules of failure, with or without repeating any part of the curriculum, or for examination in the same number of new modules, except that modules designated as compulsory are not replaceable under this provision; or
- (b) to repeat a year of the curriculum and present themselves for examination in the modules prescribed for the repeated year.

MJ 12. Subject to the provisions of Regulation MJ 8(b), candidates who have failed to present a satisfactory Master's Project may be permitted to submit a new or revised Master's Project within a specified period.

MJ 13. Candidates who have failed to satisfy the examiners in any prescribed practical work may be permitted to present themselves for re-examination in practical work within a specified period.

MJ 14. Candidates who are unable because of illness to be present for one or more papers in any written examination other than that held in their final academic year of study may apply for permission to present themselves at a supplementary examination to be held before the beginning of the following academic year. Any such application shall be made on the form prescribed within two weeks of the first day of the candidates' absence from the examination.

MJ 15. Candidates who

- (a) are not permitted to present themselves for re-examination in any written paper or any module examined by means of coursework assessment, or in practical work in which they have failed to satisfy the examiners and are not permitted to repeat a year of the curriculum under the provisions of Regulation MJ 11; or
- (b) have failed to satisfy the examiners in any written paper or any module examined by means of coursework assessment, or practical work at a second attempt; or in any new module selected under the provision of MJ 11(a); or
- (c) are not permitted to submit a new or revised Master's Project under the provisions of Regulation MJ 12; or
- (d) have failed to submit a satisfactory new or revised Master's Project under the provisions of Regulation MJ 12

may be required to discontinue their studies under the provisions of General Regulation G 12.

Examination results

MJ 16. At the conclusion of the examination, or, in the case of the Master of Journalism, after presentation of the Master's Project, if applicable, a pass list shall be published. Candidates who have shown exceptional merit at the whole examination may be awarded a mark of distinction, and this mark shall be recorded in the candidate's postgraduate diploma or degree diploma.

**SYLLABUSES FOR
THE POSTGRADUATE DIPLOMA IN JOURNALISM (PDIPJ)
AND THE DEGREE OF
MASTER OF JOURNALISM (MJ)**

PURPOSE

The diploma/degree is a professional programme designed to produce graduates for the local, regional and international media who would practice in English or Chinese, or both. The curriculum emphasizes the practice of journalism as well as the ethics, laws, history and principles of journalism. It also has a special focus on issues facing Greater China and the Asia Pacific region.

Candidates are trained to think critically and intelligently about the basic issues of the day in all forms of media. Graduates will not only be competent practitioners of journalism, but they will also help raise standards of the field by pioneering in various forms of journalism, including print, broadcasting and new media. Information technology is an integral part of the programme.

PROGRAMME STRUCTURE

Master of Journalism

The programme shall extend over not less than one academic year of full-time study, or not less than two academic years of part-time study, with a minimum of 300 hours of prescribed work. To receive the award of Master of Journalism, candidates shall complete 3 core modules, 4 modules from Group A or 2 modules from Group A and 3 modules from Group B, plus a Master's Project as prescribed in the syllabuses below.

Candidates may take no more than two graduate-level modules offered under approved degree curricula in the Faculties of Arts, Law, Social Sciences and other divisions of teaching from Groups A and B. A list of such elective courses will be published by the Programme Director from year to year.

Optional Summer Institutes/ Programmes:

Summer programmes/courses may be offered in conjunction with well-established universities in Mainland China or overseas. Candidates could be exempted from taking an elective module or part of a module upon successful completion of the programme and credits could be given.

Postgraduate Diploma in Journalism

The programme shall extend over not less than one academic year and not more than two academic years of part-time study. To receive the award of Postgraduate Diploma in Journalism, candidates shall complete 2 core modules, and 2 modules from Group A or 3 modules from Group B as prescribed in the syllabuses below.

The modules listed below will not be offered each year; depending on the exigencies of staffing, additional modules may be offered and the modules listed below may be offered in a different year of study. Candidates should consult the Programme Director for the modules offered in any one year.

Core module list:

- JMSC6001 Advanced reporting and writing*
 - JMSC6002 Critical issues in journalism and global communications*
 - JMSC6022 Media law
 - JMSC6044 Master's Project
- * core modules for Postgraduate Diploma in Journalism*

Group A module list

JMSC6004 Business and financial journalism
 JMSC6009 The media, politics and public policy
 JMSC6014 Advanced writing workshop (English)
 JMSC6015 Advanced writing workshop (Chinese)
 JMSC6017 Media economics and management
 JMSC6019 New media workshop
 JMSC6022 Media law#
 JMSC6024 Cultural studies of the media
 JMSC6025 Literary journalism
 JMSC6026 Media law II: comparative studies
 JMSC6027 Covering China
 JMSC6030 Multi-media production
 JMSC6032 Radio workshop
 JMSC6038 Advanced computer-assisted reporting
 JMSC6039 Research methods and investigative reporting
 JMSC6040 Special topics in journalism I
 JMSC6041 Special topics in journalism II
elective module for Postgraduate Diploma in Journalism

Group B module list

JMSC6021 Visual journalism
 JMSC6023 Covering the environment
 JMSC6028 Reporting on Japan and East Asia
 JMSC6029 Reporting on Southeast and South Asia
 JMSC6031 Telecommunication and the news media
 JMSC6033 Broadcast I: news and features
 JMSC6034 Broadcast II: enterprise
 JMSC6035 Advanced desktop publishing
 JMSC6036 E-commerce for media professionals
 JMSC6042 News editing
 JMSC6043 Opinion writing

COURSE DESCRIPTIONS

Core modules

JMSC6001. Advanced reporting and writing

(Required for MJ degree and PDipJ, with possible waivers for mid-career students with extensive professional experience)

The module will give students a solid grounding in vigorous reporting, superior writing, and sound ethical judgment. The building block for other modules in the MJ programme, the module covers the discipline of journalism applicable to all media — print, broadcast and online. Students learn by doing, working under deadline pressure and close supervision of editor-teachers who are experienced professionals. Students will be introduced to specialized reporting on such topics as politics, science and technology, education, crime and international affairs.

JMSC6002. Critical issues in journalism and global communications

The module explores the social role of journalism and journalists from legal, historical, ethical and economic perspectives. Module topics include the impact of the technological revolution; information imbalance in the global context; privacy concerns vs. the public right to know; the debate over codifying standards of journalistic ethics; ethical considerations in news agenda setting and journalistic techniques; implications of state and corporate media ownership, and the effects of "negative" journalism.

JMSC6022. Media law

The module introduces students to the laws relating to freedom of expression, defamation, privacy, information access, contempt of court, obscenity and broadcast regulation. It will also examine the legality of journalistic techniques such as undercover reporting, deception and the use of hidden cameras. Issues involving the Internet will also be covered, including censorship, copyright and regulatory schemes. While the module will focus on Hong Kong, the module will address major media law developments in mainland China, the United Kingdom, the United States and elsewhere.

JMSC6044. Master's Project

Students will work with a faculty advisor to explore a topic in depth, conducting original research and field interviews. Students will learn to report, organize the large amount of information gathered and present it in a magazine-length article of about 6,000 English words or 10,000 Chinese characters. The expectation is that the article will be written in English except, when in the judgment of the JMSC, Chinese is deemed more appropriate, based on the subject matter. The project is not a traditional academic paper but an in-depth journalistic exploration of a topic. It should take the form of an investigative or feature article. It should be of publication standard, although commercial publication is not the goal of the project. Students also are expected to attend a series of seminars designed to assist in the reporting, writing and completion of the project. The project should be presented by May 30 of the last academic year of the curriculum.

Group A

JMSC6004. Business and financial journalism

This module will cover the basic knowledge, writing skills and career opportunities in the fast-growing field of financial journalism. There will be talks by leading financial journalists and business news sources. Lectures will focus on core skills such as reading financial documents, understanding macroeconomic issues, working with statistics, reporting on enterprises and covering competition in a global economy.

JMSC6009. The media, politics and public policy

The module explores the role of the media in the political process, using case studies from Hong Kong, China, Taiwan and various countries. Topics to be explored include the media's power and influence in shaping public opinion, debate and government policy; the electoral process and media coverage; covering political campaigns; polls, pollsters and opinion surveys; spokespersons, public relations machines and spin doctors; political parties and interest groups as news makers; the impact of radio, TV and new media on political life; and the influence of news coverage on international relations.

JMSC6014. Advanced writing workshop (English)

This module aims to equip students with the theoretical and practical foundations for high-quality journalistic writing in English, particularly the writing of in-depth features, personality profiles and news analyses. Through lectures, examination of classic works and intensive writing assignments, students will learn how to turn collections of facts into structured stories with beginnings, middles and ends — stories that have themes, reveal character and connect with readers.

JMSC6015. Advanced writing workshop (Chinese)

This module has similar goals as the Advanced Writing Workshop (English), adapted to incorporate the craft and traditions of Chinese-language story-telling. Special attention will be placed on the use of action, dialogue and description to produce journalistic writing in Chinese that informs, enlightens and entertains while conforming to principles of accuracy, fairness and balance.

JMSC6017. Media economics and management

The module examines the theory and practice of media economics and its impact on the performance and conduct of media companies. Using case studies in Hong Kong, Asia and North America, the module explores the management of media companies as an art and a science. Topics include analysis of the total business process, leadership, patterns of ownership, merger and acquisitions, finance and accounting, human resources development, sales and marketing, and ethics. It also examines the challenges confronting media executives and managers in the region.

JMSC6019. New media workshop

The module introduces students to the basic tools of digital media and provides a conceptual map of the new-media landscape. Students learn to master Internet research, the latest desktop imaging and basic publishing tools, and the techniques of creating, implementing and maintaining Web sites. Topics explored include technological convergence, global and regional new-media trends, and the cultural and commercial impact of new media on journalists and traditional media.

JMSC6024. Cultural studies of the media

The module examines the news media as a cultural institution, as well as their role in the development of civil society and public criticism.

JMSC6025. Literary journalism

The goal of this module is to learn how journalism becomes non-fiction literature. Students will read works of recognized quality produced in English in Asia and abroad, and analyze why they succeed on a literary level. The class will identify the tools and techniques writers employ to construct evocative and enduring true stories. In the course of this journey, students will become better readers and better writers.

JMSC6026. Media law II: comparative perspectives

A comparative overview of media law in the Asia-Pacific region. The module will cover developments in defamation, privacy, information access, obscenity, copyright and regulations involving broadcast, the Internet and media ownership.

Prerequisite: JMSC6022 Media law unless exempted by the Programme Director

JMSC6027. Covering China

The module introduces students to the methods, as well as the ethical and cultural issues, involved in reporting on contemporary China. The module will examine the public information structure in the People's Republic of China, news sources and the use of published documents and statistics, with special focus on the politics and economy of China. It will also give an overview of the state of the media and news topics in China.

JMSC6030. Multi-media production

The module explores the art of online reporting and editing, graphical layout, design and multi-media production. Students will be introduced to the latest digital tools of audio and video production for the Internet.

JMSC6032. Radio workshop

Students learn the art of radio and broadcast news writing and production, from daily news coverage to longer-format features. Students will conduct field reporting for radio and will use digital audio workstations to produce and mix their reports.

JMSC6038. Advanced computer-assisted reporting

The module introduces students to the tools of computer-assisted reporting, spreadsheets, relational database analysis, basic statistical analysis, mapping software, and accessing online data. Students will learn to use computer-assisted reporting techniques to produce breaking news stories and enterprise stories for print, broadcast and online media.

JMSC6039. Research methods and investigative reporting

This module takes students' reporting skills to a deeper level than those required by press conferences, calamities and other stories driven by a single news event. It will introduce students to the methods of public document access and research, basic database analysis, spreadsheets, and other social science research tools. It will examine ways to develop and use confidential and expert sources, and to integrate interviews with document research to produce in-depth reporting projects that serve the public interest.

JMSC6040. Special topics in journalism I

In-depth studies on journalism and media issues under individual supervision of instructors. Students may be required to participate in seminars, conduct reporting and original research, and write one or more papers. Open to mid-career students by permission of the instructor.

JMSC6041. Special topics in journalism II

In-depth studies on journalism and media issues under the individual supervision of instructors. Students may be required to participate in seminars, conduct reporting and original research, and write one or more papers. Open to mid-career students by permission of the instructor.

Group B

JMSC6021. Visual journalism

The module explores the power of visual thinking, story telling and presentation; visual concepts, simplifying complex information and innovative representation of visual projects through alternative storytelling; info-graphics and constructing information with digital tools.

JMSC6023. Covering the environment

The module introduces students to the journalistic challenges and issues of reporting on such controversial topics as climate change, air pollution, wildlife and natural resource preservation, genetically modified food and the impact of global trade on the environment. Students will learn to locate sources, decipher scientific journals, and produce reports and stories that make environmental issues accessible to ordinary readers.

JMSC6028. Reporting on Japan and East Asia

The module will give an overview of the topical stories in Japan and East Asia, including the area's politics, economy, culture and international relations. Students will be introduced to the sources and workings of the media in the region.

JMSC6029. Reporting on Southeast and South Asia

The module will give an overview of the topical stories in the ASEAN countries, including their politics, economy, culture and international relations. Students will be introduced to the sources and workings of the media in the area.

JMSC6031. Telecommunications and the news media

The module will examine the economics of telecommunications and information technology, as well as policy and regulatory issues associated with information infrastructure development in Hong Kong, China and the Asia-Pacific region. The module will also survey the impact of new technology such as G3, broadband and digital television on traditional and new media.

JMSC6033. Broadcast I: news and features

Students will learn to research, write, tape, report and edit field pieces, using the latest digital video tools. Story formats include breaking news pieces, single-subject news programs, and pieces for in-depth and mini-documentary series.

JMSC6034. Broadcast II: enterprise

Students research, report, and produce in-depth stories for news and magazine shows using the latest digital tools. Story formats include investigative reports, in-depth feature stories and full-length personality profiles.

JMSC6035. Advanced desktop publishing

Students will learn to use QuarkXpress and the latest digital applications to create and publish hard news, feature stories and other media productions. Topics include building style sheets and templates, using type as a content-driven design tool and the use of photographs, illustration and graphics as visual partners for text presentation. A final class project requires students to produce an original publication demonstrating mastery of module topics.

JMSC6036. E-commerce for media professionals

The module provides an overview of the latest developments in e-commerce technology and applications with special reference to the media industry. Topics include e-commerce infrastructure, commercial applications, business models, Internet security and cutting-edge research issues.

JMSC6042. News editing

This module will focus on the crucial role of editors in journalism — how they determine the overall editorial policy of the news organization, how they act as its “gatekeepers,” and how they shape individual stories. The module will also examine the craft of editing. Students will get hands-on experience in the editing of actual stories.

JMSC6043. Opinion writing

This module will train students to understand and write articles with points of view — including editorials, columns, essays, reviews and letters to the editors of news publications.