

**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 courses 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 courses 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 courses 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 within 5 years of their completion of the curriculum of Postgraduate Diploma in 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 courses 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 and not more than two academic years of full-time study, or not less than two and not more than three 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 courses 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 courses.

MJ 11. Candidates who have failed to satisfy the examiners at their first attempt in not more than half of the number of units 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 course or courses of failure, with or without repeating any part of the curriculum, or for examination in the same number of new units, except those units 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 courses 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 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 course 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 course examined by means of coursework assessment, or practical work at a second attempt; or in any new course 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 candidates' postgraduate diplomas or degree diplomas.

**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 and not more than two academic year of full-time study, or not less than two and not more than three 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 not less than 30 and not more than 35 units, including 4 core courses and a Master's project as prescribed in the syllabuses below.

Candidates may take no more than 6 units offered under approved graduate-level degree curricula in the Faculties of Arts, Law, Social Sciences and other divisions of teaching. 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 up to 6 units 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 not less than 15 and not more than 18 units, including 3 core courses as prescribed in the syllabuses below.

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

Core course list:

- JMSC6001 Advanced reporting and writing (6 Units)*
- JMSC6002 Critical issues in journalism and global communications (2 Units)*
- JMSC6022 Media law (3 Units)
- JMSC6051 Tools for the modern journalists (1 Unit)*
- JMSC6044 Master's Project (6 Units)

* core courses for Postgraduate Diploma in Journalism

Elective course list:

- JMSC6004 Business and financial journalism (3 Units)
 JMSC6009 The media, politics and public policy (3 Units)
 JMSC6014 Advanced writing workshop (English) (3 Units)
 JMSC6015 Advanced writing workshop (Chinese) (3 Units)
 JMSC6017 Media economics and management (3 Units)
 JMSC6019 New media workshop (3 Units)
 JMSC6021 Visual journalism (2 Units)
 JMSC6022 Media law# (3 Units)
 JMSC6023 Covering the environment (2 Units)
 JMSC6024 Cultural studies of the media (3 Units)
 JMSC6025 Literary journalism (3 Units)
 JMSC6026 Media law II: comparative studies (3 Units)
 JMSC6027 Covering China (3 Units)
 JMSC6028 Reporting on Japan and East Asia (2 Units)
 JMSC6029 Reporting on Southeast and South Asia (2 Units)
 JMSC6030 Multi-media production (3 Units)
 JMSC6031 Telecommunication and the news media (2 Units)
 JMSC6032 Radio workshop (3 Units)
 JMSC6033 Broadcast I: news and features (2 Units)
 JMSC6034 Broadcast II: enterprise (2 Units)
 JMSC6035 Advanced desktop publishing (2 Units)
 JMSC6036 E-commerce for media professionals (2 Units)
 JMSC6038 Advanced computer-assisted reporting (3 Units)
 JMSC6039 Research methods and investigative reporting (3 Units)
 JMSC6040 Special topics in journalism I (3 Units)
 JMSC6041 Special topics in journalism II (3 Units)
 JMSC6042 News editing (2 Units)
 JMSC6043 Opinion writing (2 Units)
 JMSC6045 Special topics in journalism III (2 Units)
 JMSC6046 Special topics in journalism IV (2 Units)
 JMSC6047 Business and financial journalism in an age of globalisation (3 Units)
 JMSC6048 International news (3 Units)
 JMSC6049 Reporting public health issues (3 Units)
 JMSC6050 Advanced research methods for journalists (2 Units)
 JMSC6052 Economic and finance for reporters and editors (1 Unit)

elective course for Postgraduate Diploma in Journalism

COURSE DESCRIPTIONS

Core courses:

JMSC6001. Advanced reporting and writing (6 Units)

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

The course will give students a solid grounding in vigorous reporting, superior writing, and sound ethical judgment. The building block for other courses in the MJ programme, the course 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 (2 Units)

The course explores the social role of journalism and journalists from legal, historical, ethical and economic perspectives. Course 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 (3 Units)

The course 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 course will focus on Hong Kong, the course will address major media law developments in mainland China, the United Kingdom, the United States and elsewhere.

JMSC6051. Tools for the modern journalists (1 Unit)

(Required for MJ degree and PDipJ, with possible waivers for students with extensive new media experience)

This course gives students an introduction to the newest tools of today's journalist such as Internet-based research and digital media editing. In an era of media convergence, today's individual journalist requires a greater understanding of the tools for visual and interactive media. The course will demystify the process of information technology for research and storytelling.

JMSC6044. Master's project (6 Units)

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. Where the topic seems suitable, and with the Programme Director's consent, projects may be submitted in new-media formats. In either case, the expectation is that the article will be written in English except when, in the judgment of the Programme Director based on the subject matter, Chinese is deemed more appropriate. It should be of publication standard, although commercial publication is not the goal. 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 31 for part-time students and August 31 for full-time students of the last academic year of the curriculum.

Elective courses:

JMSC6004. Business and financial journalism (3 Units)

This course 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.

Prerequisite: JMSC6051 Economic and finance for reporters and editors, with possible waiver for students with economic and business background.

JMSC6009. The media, politics and public policy (3 Units)

The course 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) (3 Units)

This course 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) (3 Units)

This course 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 (3 Units)

The course 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 course 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 (3 Units)

The course 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.

JMSC6021. Visual journalism (2 Units)

The course 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 (2 Units)

The course 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.

JMSC6024. Cultural studies of the media (3 Units)

The course 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 (3 Units)

The goal of this course 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. Over this journey, students will become better readers and better writers.

JMSC6026. Media law II: comparative perspectives (3 Units)

A comparative overview of media law in the Asia-Pacific region. The course 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 (3 Units)

The course introduces students to the methods, as well as the ethical and cultural issues, involved in reporting on contemporary China. The course 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.

JMSC6028. Reporting on Japan and East Asia (2 Units)

The course 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 (2 Units)

The course 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.

JMSC6030. Multi-media production (3 Units)

The course 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.

Prerequisite: JMSC6019 New media workshop unless exempted by the Programme Director

JMSC6031. Telecommunications and the news media (2 Units)

The course 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 course will also survey the impact of new technology such as G3, broadband and digital television on traditional and new media.

JMSC6032. Radio workshop (3 Units)

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.

JMSC6033. Broadcast I: news and features (2 Units)

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 (2 Units)

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 (2 Units)

Students will learn to use 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 course topics.

JMSC6036. E-commerce for media professionals (2 Units)

The course 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.

JMSC6038. Advanced computer-assisted reporting (3 Units)

The course 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 (3 Units)

This course 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 (3 Units)

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.

JMSC6041. Special topics in journalism II (3 Units)

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.

JMSC6042. News editing (2 Units)

This course 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 course will also examine the craft of editing. Students will get hands-on experience in the editing of actual stories .

JMSC6043. Opinion writing (2 Units)

This course will train students to understand and write articles with points of view — including editorials, columns, essays, and reviews.

JMSC6045. Special topics in journalism III (2 Units)

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.

JMSC6046. Special topics in journalism IV (2 Units)

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.

JMSC6047. Business and financial journalism in an age of globalisation (3 Units)

This course will analyze a range of economic, financial, and business issues that are relevant to journalism in an age of increasing globalization. The historical perspective provided in this course will cover the rise of Asia's economies in recent decades, the onset of the 1997 financial crisis and the subsequent brief recovery, followed by the current economic downturn. The opening of markets for trade and capital, as well as the advent of a debate about global standards of corporate governance and economic policy, will provide the background for an examination of what journalists today need to know to cover an increasingly complex economic landscape. The aim of the course is to provide reporters with the historical and critical tools needed to get beyond the clichés that cloud so much of contemporary business and financial journalism.

JMSC6048. International news (3 Units)

This course will teach students how to report for an international audience. Seminar participants will work as if they were the Hong Kong bureau for an international news organization and learn to write news and feature stories for a global audience.

The course will have two parts. One will introduce students to some of the major global issues dominating international news and provide a basic grounding in international politics. The second part will be practical, and involve students reporting stories as members of a news bureau.

JMSC6049. Reporting public health issues (3 Units)

This course will provide students with the basic knowledge they require to report on medicine and health in an intelligent, informed way. Participants will learn about the medical profession and how it functions, how to evaluate different sources of information on health, and come to grips with some of the ethical issues and dilemmas health reporters face. By the end of the course, students will have acquired the skills needed to report news and feature stories on health topics.

JMSC6050. Advanced research methods for journalists (2 Units)

The course is designed to provide advanced training in qualitative and quantitative approaches applicable to the study of journalism and the news media. Students will focus on a variety of philosophical and conceptual approaches, as well as practical methodologies and tools that will help them to conduct scholarly research in journalism.

JMSC6052. Economic and finance for reporters and editors (1 Unit)

This course is to provide journalists with a solid foundation in economic theory and the basic concepts of finance. Students will learn about the workings of market economies and how the private sector, governments, and the financial markets interact. They will also closely study how stocks, bonds, futures and options work, and their importance in providing capital and market valuations in a modern economy. The course will provide reporters and editors with the tools they need to make sense of today's business developments.