

## **REGULATIONS FOR THE DEGREE OF MASTER OF JOURNALISM (MJ)**

*(See also General Regulations and Regulations for Taught Postgraduate Curricula)*

*These regulations apply to candidates admitted to the Master of Journalism in the academic year 2022-23.*

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.

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### **Admission requirements**

MJ 1. To be eligible for admission to the courses leading to the degree of Master of Journalism, candidates

- (a) shall comply with the General Regulations and the Regulations for Taught Postgraduate Curricula;
- (b) shall hold a Bachelor's degree of this University or a qualification of equivalent standard from this University or another comparable institution accepted for this purpose;
- (c) who are seeking admission on the basis of a qualification from a university or comparable institution outside Hong Kong of which the language of teaching and/or examination is not English, shall have a score of 587 or above (paper-based test) or 240 or above (computer-based test) or 95 or above (Internet-based test) in the Test of English as a Foreign Language (TOEFL) or a minimum overall band of 7.0 with no subtest lower than 6.0 in International English Language Testing System (IELTS); and
- (d) shall satisfy the examiners in a qualifying examination, if required.

MJ 2. 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. An application for exemption from the above requirements shall be considered on a case by case basis.

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### **Qualifying examination**

MJ 3.

- (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.
  - (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 degree**

MJ 4. To be eligible for the award of the degree of Master of Journalism, candidates

- (a) shall comply with the General Regulations and the Regulations for Taught Postgraduate Curricula;
  - (b) shall follow instruction on the syllabuses prescribed and complete all written and practical work which may be required; and
  - (c) shall satisfy the examiners in accordance with the regulations as set out below.
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## **Period of study**

MJ 5.

- (a) The curriculum shall normally extend over one academic year of full-time study or two academic years of part-time study.
  - (b) Candidates shall not be permitted to extend their studies beyond the maximum period of registration of two academic years of full-time study or three academic years of part-time study, unless otherwise permitted or required by the Board of the Faculty.
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## **Completion of curriculum**

MJ 6. To complete the curriculum, candidates

- (a) shall satisfy the requirements prescribed in TPG 6 of the Regulations for Taught Postgraduate Curricula;
  - (b) shall complete not less than 60 and not more than 72 credits, including 5 compulsory courses as prescribed in the syllabuses;
  - (c) shall follow the instruction on the syllabuses prescribed and complete satisfactorily all prescribed written work and practical work; and
  - (d) shall satisfy the examiners in all prescribed courses and in any prescribed form of examination.
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## **Exemption**

MJ 7. Candidates may be exempted, with or without special conditions attached, from the requirement prescribed in the regulations and syllabuses governing the curriculum with the approval of the Board of the Faculty, except in the case of a capstone experience. Approval for exemption of a capstone experience may be granted only by the Senate with good reasons. Candidates who are so exempted must replace the number of exempted credits with courses of the same credit value.

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## **Assessment**

MJ 8. Candidates shall be assessed for each of the courses for which they have registered, and assessment may be conducted in any combination of continuous assessment of coursework, written examinations and/or any other assessable activities. Only passed courses will earn credits.

MJ 9. Candidates shall not be permitted to repeat a course for which they have received a passing grade for the purpose of upgrading.

MJ 10. Candidates who have failed to satisfy the examiners at their first attempt in not more than half of the number of credits, not including the capstone project, taken in an academic year may be permitted to make up for the failed credits in the following manner:

- (a) undergoing re-assessment in the failed course within a specified period; or
- (b) repeating the failed course by undergoing instruction and satisfying the assessments; or
- (c) for elective courses, taking another course of the same number of credits in lieu and satisfying the assessment requirements.

MJ 11. Candidates who have failed to present a satisfactory capstone project may be permitted to submit a revised capstone project within a specified period.

MJ 12. Candidates who are unable because of their illness to be present at the written examination of any course may apply for permission to present themselves at a supplementary examination of the same course to be held before the beginning of the following academic year. Any such application shall be made on the form prescribed within seven calendar days of the first day of the candidate's absence from any examination. Any supplementary examination shall be part of that academic year's examinations, and the provision made in the regulations for failure at the first attempt shall apply accordingly.

MJ 13. There shall be no appeal against the results of examinations and all other forms of assessment.

MJ 14. Candidates who

- (a) have failed more than half of the number of credits taken in an academic year; or
- (b) have failed to satisfy the examiners in any course(s) at a second attempt; or in any new course taken in lieu of a failed course under MJ 10; or
- (c) are not permitted to submit a revised capstone project under MJ 11; or
- (d) have failed to submit a satisfactory revised capstone project under MJ 11; or
- (e) have exceeded the maximum period of registration

may be required to discontinue their studies under the provisions of General Regulation G12.

MJ 15. Candidates who have committed plagiarism in any written paper, examination, or other classroom assignment may be required to discontinue their studies.

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### Grading systems

MJ 16. Individual courses shall be graded according to the following grading systems:

- (a) Letter grades, their standards and the grade points for assessment as follows:

<i>Grade</i>		<i>Standard</i>	<i>Grade Point</i>
A+	}	Excellent	4.3
A			4.0
A-			3.7
B+	}	Good	3.3
B			3.0
B-			2.7
C+	}	Satisfactory	2.3
C			2.0
C-			1.7
D+	}	Pass	1.3
D			1.0
F		Fail	0

or

- (b) 'Pass' or 'Fail'.

or

- (c) 'Distinction', 'Pass', or 'Fail'.

Courses which are graded according to (b) and (c) above will not be included in the calculation of the GPA.

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### Classification of awards

MJ 17. On successful completion of the curriculum, candidates who have shown exceptional merit may be awarded a mark of distinction, and this mark shall be recorded in the candidates' degree diploma.

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## **SYLLABUS FOR THE DEGREE OF MASTER OF JOURNALISM**

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### **PURPOSE**

The degree is a professional programme designed to produce graduates for the local, regional and international media and related industries 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 report 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 across different platforms. Information technology is an integral part of the programme. Students will also be able to apply their training in critical thinking and communication skills to careers in other professions and industries.

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### **CURRICULUM**

The programme 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 360 hours of prescribed work. To receive the award of Master of Journalism, candidates shall complete not less than 60 and not more than 72 credits, including:

- i) 4 compulsory courses (6 credits each),
- ii) 1 compulsory capstone experience course (6 credits),
- iii) 1 course from each of the three areas of core courses (6 or 12 credits each), and
- iv) 1 – 2 of any core course(s) and / or elective course(s) to meet the 60-credit mark as prescribed in the syllabuses below as partial requirement for the fulfilment of the degree.

Waivers may be granted for core courses to students with extensive professional experience, subject to the approval of the Director. Students must replace the number of waived credits with courses of the same credit value.

Candidates may take no more than 12 credits that satisfy two elective courses 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. Students may seek approval from the Director for permission to take courses outside the published list.

#### 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 credits upon successful completion of the programme and credits could be given.

#### ***Compulsory courses***

Candidates shall complete all courses from the following list:

- |           |   |
|-----------|---|
| JMSC6001. | Reporting and writing (6 credits)                   |
| JMSC6093. | Video news production (6 credits)                   |
| JMSC6109. | Media law and ethics (6 credits)                    |
| JMSC6110. | Digital journalism principles and tools (6 credits) |

#### ***Capstone experience course (Compulsory)***

Candidates shall complete the following course:

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|-----------|------------------------------|
| JMSC6044. | Master's project (6 credits) |
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#### ***Core courses (reporting and writing)***

Candidates shall complete one of the following courses:

- JMSC6014. Advanced reporting and writing (English) (6 credits)
- JMSC6027. Covering China (6 credits)
- JMSC6041. Special topics in journalism II (6 credits)
- JMSC6103. Reporting global affairs (6 credits)
- JMSC6111. Long form and feature writing (6 credits)
- JMSC7007. Interpreting and using business journalism in a global era (6 credits)
- JMSC7008. Global financial journalism (6 credits)

***Core courses (visual and audio)***

Candidates shall complete one of the following courses:

- JMSC6045. Special topics in journalism III (6 credits)
- JMSC6085. Documentary film appreciation (6 credits)
- JMSC6100. Documentary video production (12 credits)
- JMSC6118. Backpack journalism (6 credits)
- JMSC6119. Writing and producing for TV news (6 credits)
- JMSC6120. Podcasting and audio news (6 credits)
- JMSC6123. Motion graphics for journalists (6 credits)

***Core courses (digital and data)***

Candidates shall complete one of the following courses:

- JMSC6046. Special topics in journalism IV (6 credits)
- JMSC6055. Research methods for media studies (6 credits)
- JMSC6113. Data journalism (6 credits)
- JMSC6116. Social media analytics for journalists (6 credits)
- JMSC6117. Digital media entrepreneurship (6 credits)
- JMSC6122. Fact-checking tools and techniques for journalists (6 credits)
- JMSC7009. Social media and journalism (6 credits)

***Elective courses***

Candidates shall complete one to two of any core courses listed above and / or the following elective courses to fulfil the 60-credit programme requirement.

- JMSC6040. Special topics in journalism I (6 credits)
- JMSC6104. Readings in China media and society (6 credits)
- JMSC6115. Journalism internship (6 credits)
- JMSC6121. Independent study project (6 credits)

The elective courses and special topic core courses listed above may not be offered each year; depending on the exigencies of staffing and student demands, additional courses may be offered and the courses listed may be offered in different years of study. Candidates should consult the Programme Office for the courses offered in any one year.

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## **COURSE DESCRIPTIONS**

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***Compulsory courses***

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**JMSC6001. Reporting and writing (6 credits)**

As a key building block in the MJ programme, this course covers issues applicable to all media — print, broadcast and online. It emphasizes the development of reporting and writing skills as well as journalistic instincts and ethical judgment. Students learn by doing, sometimes under the pressure of deadlines and always under the supervision of editor-teachers who are experienced professionals. Students will be introduced to specialized reporting on such topics as politics, environment, education, social welfare and local, regional and international affairs.

Assessment: 100% coursework

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**JMSC6093. Video news production (6 credits)**

Video Journalism is becoming the world's dominant journalism language today. If you don't understand "video", you may find yourself, by modern media standards, journalistically illiterate. Whether you love the idea of learning to use video in your storytelling or hate it, to be a paid, professional communicator today you must be willing to add video to your repertoire of skills. Employers demand it and our audience deserve it. We live in three-dimensions. We should be capable of reporting in them as well. Video provides the option of bringing our sources to life; we see their faces, hear their voices, listen to them laugh or weep, whisper or sing, watch them run or dance, save lives or take them. It's powerful, impactful and – presently, irreplaceable. It can also be difficult to master, requiring both physical and cognitive effort, technical and editorial thinking. We will help you with both, but you must also help yourself by committing to learning and doing. In the short time we have together, we can only expose you to these skills. To master them you must practice.

Assessment: 100% coursework

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**JMSC6109. Media law and ethics (6 credits)**

This course examines the legal and ethical issues and trends, major laws and court decisions affecting the media and journalists. It deals with fundamental issues concerning freedom of expression and freedom of the press and the different ways in which these freedoms are impacted in various jurisdictions, including through laws and developments involving defamation, privacy, contempt of court, obscenity, national security/anti-terrorism, copyright and more. While the main focus is on Hong Kong, it also covers major global media law and ethical developments in mainland China, the U.S., U.K., E.U., other common law jurisdictions and elsewhere.

Assessment: 100% coursework

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**JMSC6110. Digital journalism principles and tools (6 credits)**

This survey course will introduce a wide range of digital media trends as well as introduce specific tools and techniques to illustrate these trends. By the end of the course, students will have an understanding of the trends affecting digital media as well as the fundamental tools and techniques needed to publish in multiple digital media formats, including text and photo, video and audio.

Assessment: 100% coursework

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***Compulsory experience course (Compulsory)*****JMSC6044. Master's project (6 credits)****Option A:**

The Master's Project or capstone allows students to apply the journalistic skills, tools and principles that they have acquired during the MJ programme and produce either one substantial piece, or a body of journalistic work, that is of publishable quality. Students begin to plan their Master's Project in their first semester with their advisors. There are a variety of methods open to students to fulfill their capstone obligations: group based work (for example video, multi-media and web-based productions), or individual reporting projects that will produce magazine length print reports of about 1,500 – 3,000 words or its equivalent.

Students are required to devote 30 hours for meetings with the supervisor and in supervised field work or research, plus 90 hours of independent study and research. The project should be presented by May 31 of the last academic year of the curriculum.

**Option B:**

Students who have proven journalism experience, who are working journalists and part-time students

can have the option of working on one multimedia story (enterprise project) as their capstone [for the entire project month of May.] They can choose an area of dominant emphasis for the project; text, still photography with text, or video, depending on which medium best suits the storytelling. The enterprise story ideas must be pre-approved by the programme director, in a written pitch email on or before January 31 of the last academic year of the curriculum.

Each student-developed story aimed for the capstone experience will be evaluated on the basis of faculty established criteria. The enterprise project should be presented by May 31 of the last academic year of the curriculum. Students are required to devote 30 hours for meetings with the supervisor and in supervised field work or research, plus 90 hours of independent study and research.

This course will be assessed on a distinction/pass/fail basis and will not be counted in the calculation of the GPA. However, grades will be recorded on the official transcript.

Assessment: 100% coursework

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### *Core courses (reporting and writing)*

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#### **JMSC6014. Advanced reporting and writing (English) (6 credits)**

This course is for those who have successfully completed Semester One Basic Newswriting and Reporting, who want or need further work on their basic newswriting skills, and who want to try to apply those skills writing short breaking news stories in a newsroom-like laboratory setting, mastering short wire-service style news stories and working under deadline pressure.

Assessment: 100% coursework

Prerequisite: JMSC6001 Reporting and writing

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#### **JMSC6027. Covering China (6 credits)**

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

Assessment: 100% coursework

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#### **JMSC6041. Special topics in journalism II (6 credits)**

This course provides for in-depth studies on journalism and media issues under the supervision of instructors. Students may be required to participate in seminars, conduct reporting and original research, and write one or more papers. The aim of the course is to develop a significant level of understanding and insight into issues that have an impact on the contemporary practice of journalism and the media. The course provides scope for research outputs by students who wish to pursue media issues for publication in academic journals, but is also aimed at working journalists who seek a deeper understanding of issues that have an impact on the profession.

Assessment: 100% coursework

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#### **JMSC6103. Reporting global affairs (6 credits)**

This course introduces students to the world of foreign correspondence, including the challenges and rewards of reporting on complex global issues. These range from wars and conflicts to scarcity of natural resources to the treatment of ethnic and religious minorities. Students will critically examine the coverage of countries and topics in the international media, hear first-hand from correspondents in the field, and examine the crucial interplay of international reporting, public opinion and foreign policy decision-making. Students will also learn how to cover international "beats" by being assigned countries and global themes that they will report on each week in the class and for the course's global

news website. Taught by instructors with a broad range of varied international reporting experiences, and supplemented by guest lecturers and visitors, this is a course for aspiring foreign correspondents or others interested in expanding their knowledge of global issues in the media.

Assessment: 100% coursework

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### **JMSC6111. Long form and feature writing (6 credits)**

This course aims to widen students' knowledge of journalistic forms and deepen their story-telling ability in English. It focuses on profiles, features, news features, news analyses and opinion writing, including editorials, columns, essays and reviews. Through lectures, examination of quality works and writing assignments, students learn how facts can be turned into stories with insights and points of view.

Assessment: 100% coursework

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### **JMSC7007. Interpreting and using business journalism in a global era (6 credits)**

For news and non-news majors, this course analyzes global sources and types of media content related to the securities markets, national and international economic regulation, the global banking system, international trade, and macroeconomics. The course also surveys major financial issues likely to dominate over the next three to five years, such as climate change, trade harmonization, multinational companies and global market regulation. The course emphasizes global financial news and how to use it in personal and professional decision-making.

Assessment: 100% coursework

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### **JMSC7008. Global financial journalism (6 credits)**

Students learn how to conceptualize, source and prepare news reports on global financial markets, commercial transactions and company performance. The course covers stock, bond and derivatives markets; company earnings, balance-sheet and cash-flow analysis; commercial and investment banking; and the "deals" market. The course prepares students for reporting positions at financial media, including newspapers, specialized Web sites, broadcasters and global wire services. This is a hands-on course during which students will produce multiple news packages for publication.

Assessment: 100% coursework

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### ***Core courses (visual and audio)***

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### **JMSC6045. Special topics in journalism III (6 credits)**

This course provides for in-depth studies on journalism and media issues under the supervision of instructors. Students may be required to participate in seminars, conduct reporting and original research, and write one or more papers. The aim of the course is to develop a significant level of understanding and insight into issues that have an impact on the contemporary practice of journalism and the media. The course provides scope for research outputs by students who wish to pursue media issues for publication in academic journals, but is also aimed at working journalists who seek a deeper understanding of issues that have an impact on the profession.

Assessment: 100% coursework

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### **JMSC6085. Documentary film appreciation (6 credits)**

This course provides a comprehensive survey of the history and development of the documentary film in North America, Europe, and Asia. It traces the evolution of the genre from the late 19th century to the present. It discusses issues involved in the making of non-fiction film, including style, ethics, voice, objectivity/subjectivity, distribution platforms, and censorship. A unique section of the course will



explore young independent filmmakers in Asia. Emphasis will be placed on in-depth critical analysis of films.

Assessment: 100% coursework

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### **JMSC6100. Documentary video production (12 credits)**

This course trains students to produce documentary videos for television. The course covers research, exploration of different styles and perspectives, and the structuring of documentaries as well as ethical and legal issues. Guest speakers, including television programmers and funding agencies, will shed light on fundraising and the pitching of ideas. Students will work in groups to produce a project proposal and a 20-minute documentary.

Assessment: 100% coursework

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### **JMSC6118. Backpack journalism (6 credits)**

Backpack or mobile journalism is the intersection of portable digital newsgathering and post production tools with traditional narrative storytelling. Each amplifies the other in revolutionary ways: it's now easier to tell the story without changing it, reporting with less intrusion and more flexibility. The reporter footprint shrinks, while the stories they tell become more authentic and powerful. Backpack journalists are the commandos of storytelling; self-reliant individuals, able to shoot, write and produce multimedia reports alone with what they carry in their packs. Our sources are no longer talking to into a camera, but rather to us. Better rapport with people means better information and better stories. But it can also mean more dangers, more problems and less resources to solve them. Still, solo backpack journalists have been able to travel around the world, effectively reporting on war, natural disaster and civil conflict, but the skills they use are also the same skills you can employ wherever you practice your craft.

Assessment: 100% coursework

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### **JMSC6119. Writing and producing for TV news (6 credits)**

This course is designed to introduce the fundamentals of TV/video news writing, production and presenting as practiced at an international level. This is a practical course, rather than a theoretical study, and it includes frequent writing and presenting assignments to be done during class time and as homework. Students will gain a solid, overall understanding of how the broadcast news process works – from news gathering, to news writing, to the production of news bulletins to presenting on camera, with and without a script. Additionally, students will gain hands-on experience operating the essential studio equipment involved in producing a video news bulletin.

Assessment: 100% coursework

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### **JMSC6120. Podcasting and audio news (6 credits)**

Podcasting's resurgence in recent years and the durability of radio news make it essential that the well-rounded journalist have an understanding of how audio production and storytelling work. This course will provide beginning level exposure to the equipment and skills necessary for recording and editing audio content, audio storytelling, interviewing skills, the nature and science of sound, what defines a podcast, how to make a podcast available to the public, announcing and vocal performance technique and 'finding your own voice'. Assignments will include a variety of recording, interviewing and producing tasks, with the aim of each student creating publishable audio content. A strong level of spoken English and English listening comprehension are essential for this course.

Assessment: 100% coursework

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### **JMSC6123. Motion graphics for journalists (6 credits)**

We are visual creatures. Humans can remember images better than words because images create associations with other knowledges, thus strengthening the neural connections. Newsrooms across the world are hiring visual journalists, who can think visually and creatively. This class will train journalists to create motion graphic explainers that complements but not repeat the same information as the written article. This course will require you to pitch, report and execute motion graphic projects. We'll be using After Effects to create motion graphics. This course is recommended to people who has experience with AT LEAST ONE Adobe Creative Cloud software, like Photoshop, Illustrator or Premiere Pro.

Assessment: 100% coursework

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### *Core courses (digital and data)*

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#### **JMSC6046. Special topics in journalism IV (6 credits)**

This course provides for in-depth studies on journalism and media issues under the supervision of instructors. Students may be required to participate in seminars, conduct reporting and original research, and write one or more papers. The aim of the course is to develop a significant level of understanding and insight into issues that have an impact on the contemporary practice of journalism and the media. The course provides scope for research outputs by students who wish to pursue media issues for publication in academic journals, but is also aimed at working journalists who seek a deeper understanding of issues that have an impact on the profession.

Assessment: 100% coursework

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#### **JMSC6055. Research methods for media studies (6 credits)**

This course is designed to provide advanced training in qualitative and quantitative approaches applicable to the study of journalism and the news media. Students focus on a variety of philosophical and conceptual approaches to research as well as tools that help them conduct scholarly research in journalism. The course surveys the range of research methodologies currently used in media studies and the strengths and weaknesses associated with the respective research outcomes. Students taking the course are expected to have a basic understanding of research methodologies.

Assessment: 100% coursework

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#### **JMSC6113. Data journalism (6 credits)**

This course will provide students the tools needed to find and ask for information, basic computer-assisted reporting skills to make sense of data, and journalistic techniques to identify, report and write the stories for a general audience.

Assessment: 100% coursework

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#### **JMSC6116. Social media analytics for journalists (6 credits)**

This course is designed to provide training for master-level journalism or communication major students about the basic techniques of web and social media analytics. It covers a variety of tools that help them conduct a range of applications including web scraping, API programming, text mining, sentiment analysis, network analysis, data visualization, as well as web site analytics. The course is designed and taught in problem-based or project-driven mode which aims to facilitate real life application of the techniques in a variety of media and communication settings.

Assessment: 100% coursework

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#### **JMSC6117. Digital media entrepreneurship (6 credits)**

Digital media is radically transforming the industry in which students will practice journalism during their careers. This practicum will provide students with an intense 12-week introduction to the key trends shaping the media industry today as a foundation for the key focus of the course, media entrepreneurship. The course will focus on the process of conceiving, developing and creating a new media business in the context of these key trends.

Assessment: 100% coursework

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### **JMSC6122. Fact-checking tools and techniques for journalists (6 credits)**

A constant stream of fraudulent news stories in our daily media diet has given rise to troubling cultural trends and alarming political movements in recent years across the world. False claims, misleading factoids, exaggerations, propaganda, hoaxes, rumors, satire, questionable advertising, radical extremism, and other types of misinformation and disinformation are now being masqueraded as journalism. In today's digital world journalists must understand the complexity of information disorder and its intertwined ecology composed of human behavior, computer algorithms, and strategic communication tactics. Journalists are now expected to actively navigate through the abundance of media content, identify problematic information circulating in the community, and effectively combat the spread of false claims and "fake news". This inquiry-based, hands-on course introduces you to the tools and techniques of fact-checking and social media verification. It draws on the fields of data science, statistics, digital forensics, cognitive science, social psychology, marketing, politics, and media studies. You will investigate specific topics and work on case studies to acquire an advanced digital tool dexterity as well as analytical mind-set.

Assessment: 100% coursework

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### **JMSC7009. Social media and journalism (6 credits)**

"just setting up my twtr." Jack Dorsey launched Twitter with those simple letters on 21 March 2006. In the years since, social media has fundamentally changed the relationship between journalism, the news and the audience. Newsrooms have absorbed the benefits of social media's real time news ticker and incorporated real-time audience communication into their reporting and publishing processes. Simultaneously, social media tools and techniques have influenced elections, sown distrust for public health authorities and created a flood of "fake news" that threatens to undermine the role of journalism in society. This seminar will focus on creating a detailed understanding of social media as a global communications tool. Classes will be evenly divided between lecture and discussion around specific topics related to social media's role in media and journalism today and workshops focused on specific aspects of social media reporting, analysis and planning. The seminar will provide sufficient background to help students pursue careers in social media management, audience development and engagement in newsrooms.

Assessment: 100% coursework

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### ***Elective courses***

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### **JMSC6040. Special topics in journalism I (6 credits)**

This course provides for in-depth studies on journalism and media issues under the supervision of instructors. Students may be required to participate in seminars, conduct reporting and original research, and write one or more papers. The aim of the course is to develop a significant level of understanding and insight into issues that have an impact on the contemporary practice of journalism and the media. The course provides scope for research outputs by students who wish to pursue media issues for publication in academic journals, but is also aimed at working journalists who seek a deeper understanding of issues that have an impact on the profession.

Assessment: 100% coursework

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**JMSC6104. Readings in China media and society (6 credits)**

The course explores the state of media in China, its historical development, its transformation and its role in the political, social and economic life of China. Through lectures and seminars with China experts and veteran journalists, the course offers an overview of the challenges in covering China, and the state of coverage in the international and Chinese-language media.

Requirements: Chinese language proficiency

Assessment: 100% coursework

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**JMSC6115. Journalism internship (6 credits)**

Students are required to enroll journalism internship for credits if they undertake journalism or media-related internships during the semesters in September to November or January to May. Those who wish to complete local internships for credits as an elective option must consult the internship co-ordinator for suitability. Students must commit to a minimum of 120 hours internship in journalism or media-related jobs. Students must submit portfolios and evaluation forms at the end of the internship. The internship supervisor must also submit an evaluation of the student's work. Students must also maintain a work journal to obtain credit. The journal would include weekly updates that summarize notable stories covered, challenges encountered, and lessons from the internship.

This course will be assessed on a pass/fail basis and will not be counted in the calculation of the GPA. However, grades will be recorded on the official transcript.

Assessment: 100% coursework

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**JMSC6121. Independent study project (6 credits)**

This course provides for individual projects in journalism conducted under the supervision of an instructor. Students engage directly in either news media production, reporting and writing, or a project closely associated with the contemporary practice of the news media. This course is an elective option for the students to earn credits through original, well-defined, faculty-supervised independent study projects. Prior approval from the MJ programme director is required.

Assessment: 100% coursework

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