

JOURNALISM AND MEDIA STUDIES CENTRE

Language Studies Courses offered to BJ students

CSSC1001. Practical Chinese language course for social sciences students (3 credits)

This course aims at enhancing students' knowledge and skills in practical Chinese writing in the social sciences. Students will be introduced to simplified Chinese characters, and will be trained to write letters, proposals, reports, press releases and announcements. They will also acquire the skills in making public speeches and presentations. The course involves extensive use of Chinese IT applications.

Assessment: 50% coursework, 50% examination.

ECEN1901. Academic English for social sciences (3 credits)

This course introduces students to features of speaking and writing in English in an academic context. Through small group work related to language and disciplinary issues the course develops abilities to produce clear and coherent spoken and written discourse for university study in the social sciences.

Assessment: 100% coursework.

ECEN1910. Professional writing for the media (3 credits)

This course emphasizes skills and techniques that contribute to quality writing in English for the general audiences of the media. Through group work and individual exercises, students develop abilities in clear and concise media writing; providing context and attribution for information; using accurate grammar, punctuation and quotation.

Assessment: 100% coursework.

Junior-Level Courses

JMSC0101. Principles of journalism and the news media (6 credits)

An overview of issues in the practice of journalism and in the news media. Through lectures and seminars, students explore how journalists collect, process and deliver information, what makes news, and the inner-workings of media organizations.

Assessment: 100% coursework.

JMSC0102. News reporting and writing workshop (6 credits) (This course is not offered to non-BJ students)

Training in basic reporting and writing skills through lectures and intensive in-class and out-of-class assignments that replicate newsroom situations. Students will learn to write clearly, concisely and accurately for the news media under deadline pressure.

Assessment: 100% coursework.

Senior-Level Courses

Semester III to VI

JMSC0002. News reporting and writing workshop (6 credits) (This course is not offered to BJ students)

Training in basic reporting and writing skills through lectures and intensive in-class and out-of-class assignments that replicate newsroom situations. Students will learn to write clearly, concisely and accurately for the news media under deadline pressure.

Assessment: 100% coursework.

Prerequisite: JMSC0101.

JMSC0004. Radio production (6 credits)

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 reports.

Assessment: 100% coursework.

Prerequisite: JMSC0101.

JMSC0007. New media workshop (6 credits)

An overview of the impact of digital media on journalism and related ethical and social issues; hands-on workshop on web authoring and design.

Assessment: 100% coursework.

Prerequisite: JMSC0101.

JMSC0008. Multimedia production (6 credits)

The core elements of multimedia story telling. Using the latest digital tools developed by professionals, students will learn to merge photography, video, sound, and graphics into multimedia CDs and web sites.

Assessment: 100% coursework.

Prerequisite: JMSC0101.

JMSC0009. Desktop publishing (6 credits)

Hands-on workshop in using digital applications to create dynamic graphics and pages for disseminating news and information.

Assessment: 100% coursework.

Prerequisite: JMSC0101.

JMSC0014. Journalism and media practicum (6 credits)

Research project or production of a finished work of journalism.

Assessment: 100% coursework.

Prerequisite: JMSC0101.

JMSC0017. Feature writing (6 credits)

Training in the development and execution of stories that focus more on people, issues and trends than on the immediate news of the day.

Assessment: 100% coursework.

Prerequisites: JMSC0101 and JMSC0102 or JMSC0002.

JMSC0018. Chinese news writing (6 credits)

Developing Chinese news writing skills through lectures, reading appreciation and intensive in-class and out-of-class assignments. Students will learn to write breaking news and feature stories for Chinese language news media under deadline pressure.

Assessment: 100% coursework.

Prerequisites: JMSC0101 and JMSC0102 or JMSC0002.

JMSC0019. Media law and ethics (6 credits)

An overview of problems and issues relating to media laws and ethical issues and considerations that affect journalism and journalists.

Assessment: 100% coursework.

Prerequisite: JMSC0101.

JMSC0023. Advanced reporting: public affairs (6 credits)

Advanced training in writing stories about government and public policy.

Assessment: 100% coursework.

Prerequisites: JMSC0101 and JMSC0102 or JMSC0002.

JMSC0024. Advanced reporting: beats and investigations (6 credits)

Advanced training in writing, interviewing, beat reporting and investigative reporting techniques.

Assessment: 100% coursework.

Prerequisites: JMSC0101 and JMSC0102 or JMSC0002.

JMSC0025. Journalism traditions (6 credits)

Comparative studies of the evolution of modern mass media, including newspapers, magazines, radio, and television, with special focus on Greater China and Asia.

Assessment: 100% coursework.

Prerequisite: JMSC0101.

JMSC0027. The press, politics and government (6 credits)

Analysis of the role of mass media and other channels of communication in local and international political processes.

Assessment: 100% coursework.

Prerequisite: JMSC0101.

JMSC0030. Editing (6 credits)

Copy editing, graphic principles and processes, new media technology.

Assessment: 100% coursework.

Prerequisite: JMSC0101 and JMSC0102 or JMSC0002.

JMSC0032. Cultural studies of the media (6 credits)

The course examines the impact of digital technologies on the arts, culture and public life. Study topics include emerging interactive technologies such as weblogs, online collaboration, mobile communications; the creation and maintenance of virtual communities like Xanga, Flickr and Wikipedia, citizen journalism; and the evolving media ecology in Hong Kong, China and Asia.

Assessment: 100% coursework.

Prerequisites: JMSC0101.

JMSC0037. Advanced Chinese news writing (6 credits)

Beat reporting, enterprise reporting and writing; news essays and commentaries writing.

Assessment: 100% coursework.

Prerequisites: JMSC0101, JMSC0102 or JMSC0002 and JMSC0018.

JMSC0038. Visual journalism (6 credits)

Practical and theoretical examination of visual communication processes related to photography, layout and design, and Web information products.

Assessment: 100% coursework.

Prerequisites: JMSC0101.

JMSC0039. The magazine workshop (6 credits)

Reporting and writing for magazines with emphasis on voice, style, subject matter, and organization. The course may also include editing basics, design and an overview of the magazine industry and the role of magazines in society.

Assessment: 100% coursework.

Prerequisite: JMSC0101 and JMSC0102 or JMSC0002.

JMSC0040. Chinese news editing (6 credits)

Fundamentals of Chinese news editing, including headlines, page layout and design, photo editing, information graphics, and appropriate electronic tools.

Assessment: 100% coursework.

Prerequisites: JMSC0101, JMSC0102 or JMSC0002 and JMSC0018.

JMSC0042. International news (6 credits)

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.

Assessment: 100% coursework.

Prerequisites: JMSC0101 and JMSC0102 or JMSC0002.

JMSC0044. Special topics in journalism I (6 credits)

This course provides an opportunity for students to study in depth an area of journalism of interest to staff and students. Students should consult the Centre for information on the content and prerequisites.

Assessment: 100% coursework.

Prerequisites: JMSC0101.

JMSC0045. Special topics in journalism II (6 credits)

This course provides an opportunity for students to study in depth an area of journalism of interest to staff and students. Students should consult the Centre for information on the content and prerequisites.

Assessment: 100% coursework.

Prerequisites: JMSC0101.

JMSC0046. Introduction to television (6 credits)

The course would study the television industry in Asia, America and Europe with an emphasis on analyzing the nature of television news and its impact. The course would survey the history of the industry, develop research projects on its rapid development in the region. Survey TV News agendas and ethical issues. Special emphasis on TV programming, news, current affairs and documentaries. Lectures would focus on content analysis and the influence of the medium.

Assessment: 100% coursework.

Prerequisites: JMSC0101.

JMSC0047. Writing and reporting for broadcast news (6 credits)

Intensive course in news writing techniques for television. Hand news, features, current affairs, documentaries. News writing, reporting, judgment, story development, use of words and pictures. Practical application.

Assessment: 100% coursework.

Prerequisites: JMSC0101, JMSC0102 or JMSC0002 and JMSC0028 or JMSC0046.

JMSC0048. Television news production, shooting and editing (6 credits)

An intensive course in techniques of video shooting, editing. Emphasis on the mechanics of shooting and editing for TV News. Taught in an environment multi-tasking. Designed for those keep on learning good production values.

Assessment: 100% coursework.

Prerequisites: JMSC0101 and JMSC0028 or JMSC0046.

JMSC0049. Broadcast newsroom and management (6 credits)

This course focuses on "backroom" of radio and television news. Newsroom operations, finance, budgets, decision making, 24-hour news channels structure and management.

Assessment: 100% coursework.

Prerequisites: JMSC0101 and JMSC0028 or JMSC0046.

JMSC0050. Radio news reporting and writing (6 credits)

This course focuses on the radio medium. Radio programming, reporting, writing. Several radio programmes will be produced during the semester. A survey of the influence of radio, locally and internationally will be included.

Assessment: 100% coursework.

Prerequisites: JMSC0101 and JMSC0102 or JMSC0002.

JMSC0201. Journalism summer internship (3 credits) (This course is not offered to non-BJ students)

Interns in the media industry for a minimum period of eight weeks during the summer vacation of the first or second year of study. A report shall be submitted to the programme director within 6 weeks after the end of the internship.

This course will be assessed on a pass/fail basis and will not be counted towards the calculation of the CGPA/WGPA or honours classification. However, it will be recorded on the official transcript.

Semesters V to VI**JMSC0026. Independent study (6 credits)**

Individual projects in journalism.

Assessment: 100% coursework.

Prerequisite: JMSC0101 and JMSC0102 or JMSC0002.

JMSC0031. Business and financial journalism (6 credits)

Specialty training in financial journalism, with guest talks by financial journalists and business news sources. Lectures will focus on such skills as reading financial documents, working with statistics, reporting on enterprises and covering competition in a global economy.

Assessment: 100% coursework.

Prerequisites: JMSC0101 and JMSC0102 or JMSC0002.

JMSC0033. Literary journalism (6 credits)

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 enduring true stories. Over this journey, students will become better readers and better writers.

Assessment: 100% coursework.

Prerequisites: JMSC0101 and JMSC0102 or JMSC0002.

JMSC0034. 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. It 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.

Assessment: 100% coursework.

Prerequisites: JMSC0101 and JMSC0102 or JMSC0002.

JMSC0035. Advanced computer-assisted reporting (6 credits)

The course introduces students to the tools of computer-assisted reporting, including 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.

Assessment: 100% coursework.

Prerequisites: JMSC0101 and JMSC0102 or JMSC0002.

JMSC0036. Research methods and investigative reporting (6 credits)

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.

Assessment: 100% coursework.

Prerequisites: JMSC0101 and JMSC0102 or JMSC0002.

JMSC0041. Business and financial journalism in an age of globalization (6 credits)

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.

Assessment: 100% coursework.

Prerequisites: JMSC0101 and JMSC0102 or JMSC0002.

JMSC0043. Reporting public health issues (6 credits)

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.

Assessment: 100% coursework.

Prerequisites: JMSC0003 or JMSC0101 and JMSC0102 or JMSC0002.