

JOURNALISM AND MEDIA STUDIES CENTRE**(A) 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.

CUND0002. Practical Chinese language and Hong Kong society (3 credits)

This course is designed for Mainland students with the dual aim of providing them with an opportunity to acquaint themselves with the essential features of practical Chinese and paving the way for them to arrive at a deeper, broader understanding of the Hong Kong culture. The key topics include the Chinese language and the history of Hong Kong, the spoken Chinese language and the Hong Kong culture, traditional and simplified characters as well as the basic skills and principles in language communication.

CUND0003. Cantonese for Mainland students (3 credits)

This course is intended for non-Cantonese speaking Mainland students who may not have prior knowledge of the dialect. It aims to describe the basic characteristics of the Cantonese dialect; to explore the phonetic structures of Cantonese; to sharpen students' basic communication skills in daily life; and to enable students to gain a proper understanding of the culture and people of Hong Kong. Topics to be covered include the Cantonese sound system, the Yale System of Romanization, the phonetic, lexical and syntactic differences and correspondences between Cantonese and Putonghua as well as Hong Kong customs and conventions.

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.

(B) JUNIOR-LEVEL COURSES

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

This course offers 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) (for BJ students only)

This course offers training in basic reporting and writing skills through lectures and intensive in-class and out-of-class assignments that stimulate the experience of working for the news media. Over a range of subjects, students will learn to write clearly, concisely and accurately for the news media under deadline pressure.

Assessment: 100% coursework.

JMSC0103. Statistics for journalists (6 credits)

Using news as the core of subject matter, this course is tailored for the journalists' need and experience, and designed to enable student to apply basic concepts of statistics and rules of reporting statistics to the practice of quality journalism. Topics include controversies in reporting statistics, random variables, probability distributions, causation/association, sampling, confidence interval, hypotheses testing, simple linear regression, and error and bias testing.

Assessment: 70% coursework, 30% examination.

JMSC0104. Economics for journalists (6 credits)

This course provides an introduction to economics and finance for journalists. Classes will focus on major macroeconomic and microeconomic concepts and their relevance to news writing about business, finance and economics. Topics covered include supply and demand theories, the nature of market economics, fiscal and monetary policy, and the economics of corporate behavior. The emphasis of the course is on economic theories and concepts that are essential to informed journalism.

Assessment: 100% coursework.

JMSC0105. Introduction to photography (6 credits)

This course ensures students have the basic principles and skills of news photography such as camera operation and digital editing. Upon completion of the course, students will understand the fundamentals of photojournalism and basic photography skills, and can produce a simple photographic portfolio.

Assessment: 100% coursework.

(C) SENIOR-LEVEL COURSES

JMSC0002. News reporting and writing workshop (6 credits) (for Non-BJ students)

This course offers training in basic reporting and writing skills through lectures and intensive in-class and out-of-class assignments that stimulate the experience of working for the news media. Over a range of subjects, students will learn to write clearly, concisely and accurately for the news media under deadline pressure.

Assessment: 100% coursework.

Prerequisite: JMSC0101.

JMSC0007. New media workshop (6 credits)

The class provides an overview of the impact of digital media on journalism and related ethical and social issues. The practical element includes hands-on training for the techniques for designing and creating web-based content, including web logs and digital photography.

Assessment: 100% coursework.

Prerequisite: JMSC0101.

JMSC0008. Multimedia production (6 credits)

The class teaches the core elements of multimedia storytelling using the latest digital tools developed by professionals. Students learn to merge photography, video, sound, and graphics to produce interactive websites.

Assessment: 100% coursework.

Prerequisite: JMSC0101.

JMSC0017. Feature writing (6 credits)

This course offers advanced training in writing feature stories for the media. It aims to enable students to recognize and evaluate quality work and to acquire the skills to do such work themselves. It examines different types of feature stories and shows how good reporting and good writing are essential to producing stories that engage, inform, entertain and perhaps even inspire readers.

Assessment: 100% coursework.

Prerequisites: JMSC0101 and JMSC0102 or JMSC0002.

JMSC0018. Chinese news writing (6 credits)

Students will learn to developing Chinese news writing skills through lectures, reading appreciation and intensive in-class and out-of-class assignments. Course exercises include 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)

This course presents an overview of problems and concerns relating to media laws, media ethics and ethical issues that affect journalists and journalism profession. While the lectures and coursework focus on Hong Kong, they also examine key global developments.

Assessment: 100% coursework.

Prerequisite: JMSC0101.

JMSC0025. Journalism traditions (6 credits)

This course offers a comparative study of the traditions and history of journalism as a profession and a practice. It also examines the evolution of modern mass media, including newspapers, magazines, radio, and television, with a special focus on Greater China and Asia.

Assessment: 100% coursework.

JMSC0026. Independent study (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.

Assessment: 100% coursework.

Prerequisites: JMSC0101 and JMSC0102 or JMSC0002.

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

This course analyses the role of mass media and other channels of communication in local and international political processes. The course examines the way in which governments communicate through the media, and the role the media play as either independent watchdogs or as tools of the political system.

Assessment: 100% coursework.

Prerequisite: JMSC0101.

JMSC0033. Literary journalism (6 credits)

This course demonstrates how journalism can rise to the level of quality 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.

Assessment: 100% coursework.

Prerequisites: JMSC0101 and JMSC0102 or JMSC0002.

JMSC0034. Covering China (6 credits)

The course introduces students to the social, political and economic issues of contemporary China from the perspectives of working journalists. What are the stories and how do reporters overcome the obstacles of doing these stories? The course will also give an overview of the state of the media in China.

Assessment: 100% coursework.

Prerequisites: JMSC0101.

JMSC0037. Advanced Chinese news writing (6 credits)

This course is designed for students interested in pursuing an in-depth understanding of the writing craft in Chinese. Students will be introduced to enterprise reporting and writing; essays and commentaries writing.

Assessment: 100% coursework.

Prerequisites: JMSC0101, JMSC0102 or JMSC0002 and JMSC0018.

JMSC0038. Visual journalism (6 credits)

This class provides a theoretical and practical examination of visual communication processes related to desktop publishing, photography, layout, design, and Web information products. It also provides a hands-on-element, covering the use of digital tools to create logical graphical elements and presentation pages for disseminating news in print and online media.

Assessment: 100% coursework.

Prerequisite: JMSC0101.

JMSC0042. International news (6 credits)

This course will introduce students to some of the major global issues dominating international news. The course will also have a practical element and involve writing assignments.

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 and come to grips with some of the ethical issues and dilemmas health reporters face.

Assessment: 100% coursework.

Prerequisites: JMSC0101 and JMSC0102 or JMSC0002.

JMSC0044. Special topics in journalism I (6 credits)

This course provides for in depth studies on journalism and media issues. 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.

Assessment: 100% coursework.

Prerequisite: JMSC0101.

JMSC0045. Special topics in journalism II (6 credits)

This course provides for in depth studies on journalism and media issues. 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.

Assessment: 100% coursework.

Prerequisite: JMSC0101.

JMSC0046. Introduction to television (6 credits)

This course surveys the television industry in Asia, America and Europe with an emphasis on analyzing the nature of television news and its impact. Students examine the history of the industry, develop research projects on its rapid development in the region, and study, 24x7 News, television and news agendas.

Assessment: 100% coursework.

JMSC0051. Television news writing (6 credits)

This course provides intensive training in news writing techniques for television. Hard news, features, current affairs, and documentary writing styles will be examined. Students study issues of story development, language, and the marriage of words and pictures.

Assessment: 100% coursework.

Prerequisites: JMSC0101 and JMSC0046.

JMSC0052. Television news production (6 credits)

This course provides an intensive introduction in techniques of video shooting and editing. During the course, students produce short news stories. The emphasis is on the mechanics of shooting and editing for TV news. The course is taught in an environment of multi-tasking. Limited class size.

Assessment: 100% coursework.

Prerequisites: JMSC0101, JMSC0046 and JMSC0051.

JMSC0053. Radio news production (6 credits)

This course focuses on the radio medium. Students learn about radio programming, news production, reporting and writing. Stories are cut on digital audio workstations and radio programmes are produced during the semester. A survey of the influence of radio, locally and internationally is also included.

Assessment: 100% coursework.

Prerequisite: JMSC0101.

JMSC0054. Public affairs reporting (6 credits)

This course offers advanced training in reporting and writing about government and public policy. Focusing particularly on the government of the Hong Kong Special Administrative Region but on other governments as well, students will explore the issues that arise as the judicial, legislative and executive branches of governments provide services and enforce laws and policies.

Assessment: 100% coursework.

Prerequisites: JMSC0101 and JMSC0102 or JMSC0002.

JMSC0055. Specialised reporting (6 credits)

This course offers advanced training in reporting and writing stories in subject areas or “beats” often covered by reporters with specialty knowledge. Students will learn how to cover such standard geographical beats as the local police department and the courthouse as well as how to develop stories in important subject beats such as law, medicine, the environment and social welfare.

Assessment: 100% coursework.

Prerequisites: JMSC0101 and JMSC0102 or JMSC0002.

JMSC0056. Business and financial reporting (6 credits)

This course covers the basic knowledge and writing skills needed to succeed in the fast-growing field of business and financial journalism. Lectures focus on core skills such as reading financial documents, understanding macroeconomic and microeconomic issues, working with statistics, reporting on companies and covering competition in a global economy.

Assessment: 100% coursework.

Prerequisites: JMSC0101 and JMSC0102 or JMSC0002.

JMSC0059. Covering the environment (6 credits)

The course introduces students to environmental issues that are becoming a major source of public concern such as climate change, air pollution, wildlife and natural resource preservation, and the impact of global trade on the environment. Students will learn to locate sources, understand scientific journals, and produce reports and stories that make environmental issues accessible to ordinary readers.

Prerequisites: JMSC0101.

JMSC0060. Internet, technology and society (6 credits)

This course explores how computers, the Internet, and other communication technologies are changing human society – and how individuals, interest groups, politicians, governments, and cultures are responding to the opportunities and challenges created by new technologies. A special emphasis will be placed on how these issues play out in Asia, Greater China, and Hong Kong.

Assessment: 100% coursework.

JMSC0061. 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. 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 film makers in Asia. Emphasis will be placed on in-depth critical analysis of films.

Assessment: 100% coursework.

Prerequisites: JMSC0101.

JMSC0062. Quantitative methods for media studies (6 credits)

This course introduces students to quantitative research on media content, communication processes. Students will learn the essentials of conducting media research, including the formulation of research questions and hypothesis, basic research designs, data collection, sampling, measurement, and data analysis. Content analysis (with WordStat), survey research (with SPSS) and audience and readership research will be introduced.

Assessment: 100% coursework.

Prerequisite: basic statistics knowledge.

JMSC0063. News photography (6 credits)

This course introduces students to the fundamentals of news photography: how to operate a professional digital camera and how to capture professional-quality news images. By the end of the class, students will have produced a comprehensive photographic portfolio.

Assessment: 100% coursework.

Prerequisites: JMSC0101 and JMSC0105

JMSC0064. Supervised research (6 credits)

Students will learn the craft of research on journalism and media issues under the supervision of faculty members. Students will develop research questions, compile review of literature and conduct research to produce a traditional academic paper or a professional policy paper or project.

Assessment: 100% coursework.

Prerequisite: JMSC0101 and permission of supervisor.

JMSC0201. Journalism summer internship (6 credits) (for BJ students only)

This course commits students to minimum eight-weeks internship in a media company during the summer vacation of the first or second year of study. Students must file a report to the programme director within two weeks of the last day of work.

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

SOCI0015. Hong Kong popular culture (6 credits)

This course examines the major research landmarks in the study of popular culture in modern societies. The theoretical and methodological issues raised will serve as a guide for a series of workshops and field projects which investigate the history, nature and social significance of popular culture in Hong Kong.

Assessment: 60% coursework, 40% examination.

Prerequisite: None, but SOCI0043 recommended.

SOCI0067. Crime and the media (6 credits)

The media plays an extremely influential role in the public's conceptions of crime and order. This course is designed to look at the different ways in which the media shapes our ideas and responses to crime. The course is divided into two main sections. The first half of the course examines representations of crime in different media forms and theoretical explanations for why crime is portrayed in particular ways. The second half of the course focuses on the representation of crime in popular culture, particularly in films and novels.

Assessment: 60% coursework, 40% examination.

SOCI0075. Hong Kong: community and cultural policy in the global context (6 credits)

This course equips students with the capacity to understand and participate in Hong Kong cultural policy analysis and planning in the local condition and the global context. This will be achieved through (1) critical classroom lessons, where students will learn to review and analyze the government's past policy practices, as well as cross-cultural comparative cases of other cities in the

world; (2) in-the-field actions research, where students will do a critically-framed fieldwork project outside the classroom, and (3) through innovative and interactive modes of knowledge enhancement and propagation through the internet.

Assessment: 100% coursework.

SOCI0079. Researching media and culture (6 credits)

This course provides students with both analytical and practical tools to conduct research on culture and media. It examines the logic and procedures involved in qualitative and quantitative research, focusing on the formulation of the research problem to research design, data collection, data analysis, and finally presenting research results. Through workshops and tutorials, students will acquire practical skills in doing research in media and culture, particularly content analysis, textual analysis, industry studies and reception studies.

Assessment: 100% coursework.