

Journalism and Communication

Course List

<i>Code</i>	<i>Course Title</i>	<i>Unit</i>
COM 0410, 0420	Directed Studies in Communication	2 each
COM 1110	Mass Media and Society	3
COM 1120 [2130]	History of World Mass Communication	3
COM 1130	History of Chinese Mass Communication	3
COM 2110	Chinese News Reporting I	3
COM 2120	English News Reporting I	3
COM 2150	Mass Communication Theories	3
COM 2170	Chinese News Reporting II	3
COM 2180	English News Reporting II	3
COM 2190	Critical Communication Theories	3
COM 2420	Professional Ethics and Media Criticism	3
*COM 2430	Media Functions and Management	3
COM 2440	Photojournalism	3
COM 2610	News Translation	2
COM 2710	Introduction to Broadcasting	3
COM 2733	Radio Production	3
COM 2810	Fundamentals in Public Relations	3
COM 2820	Principles of Advertising	3
COM 2830	Advertising Management	3
COM 2910	News Analysis	3
COM 2920	Media, Sex and Violence	3
COM 2922	Introduction to Creative Media	3
COM 2930	Understanding Movies	3
COM 2932	Film Genres: Love, Death and Laughs	3
COM 2940	Internet, Multimedia and Information Society	3
COM 2941	Introduction to New Communication Technologies	3
COM 2962	Photography	3
COM 3110	Statistics for Communication Studies	3
COM 3131, 3132, 3133	Special Topic in Communication Studies I, II, III	3 each
COM 3140	Chinese News Editing	3
COM 3150	Laws of Mass Communications	3
COM 3160	Communication Research Methods	3
COM 3170	Chinese News Editing II	3
COM 3190	Internship Experience	1
COM 3191	Film, Television and Hong Kong Culture	3
COM 3410	Communication and Social Change	3
*COM 3420	Magazine Writing and Editing	2
COM 3610	English News Editing	3
COM 3620	English News Editing II	3
COM 3711	Script Writing	3
COM 3720	Broadcast News	3
COM 3731	Special Topic in Broadcasting I	3
COM 3733	Television Production	3
COM 3800	Interactive Multimedia Design and Development	3

* Courses offered in 2001-02 and before.

[] Old course code used in 2002-03 and before.

COM 3811, 3812	Special Topic in Public Relations I, II	3 each
COM 3830	Advertising and P.R. Research	3
COM 3831, 3832	Special Topic in Advertising I, II	3 each
COM 3840	Advertising Copy and Production	3
COM 3848	Strategic Account Planning	3
COM 3888	Financial Public Relations	3
COM 3933	Music Industry, Production and Marketing	3
COM 3939	Film Directors	3
COM 3940	Advanced Multimedia Interaction Design	3
COM 3943	Digital Video Arts	3
COM 3951, 3952	Special Topic in Multimedia and Telecommunications I, II	3 each
COM 3962	Advanced Photography	3
COM 3963	Entertainment Business	3
COM 4130	Seminar on Current Affairs	3
COM 4140	International Communication	3
COM 4150	Television and Cultural Identities	3
COM 4191	Cultural Studies and Popular Culture	3
COM 4410	Public Opinion	3
COM 4610	Business and Industrial Reporting	2
COM 4710	Television Workshop	3
COM 4720	Advanced Broadcast News	3
COM 4730	Documentary	3
COM 4820	Advertising Workshop	3
COM 4848	Internet Advertising	3
COM 5110, 6120	Topical Studies in Communication I, II	3 each
COM 5515[4430]	Media Economics	3
COM 5631, 5632	Topical Studies in Journalism I, II	3 each
COM 5640	Online Journalism	3
COM 5650	Journalism Theories	3
*COM 5942	New Communication Technologies: Trends and Impacts	3
COM 5948	Telecommunications Policy	3
COM 5961, 5962	Topical Studies in New Media I, II	3 each
COM 6210	Communication Patterns in Chinese Society	3
COM 6420	Strategies for Integrated Communication Campaigns	3
COM 6942	Multi-disciplinary Approach to Information Technologies	3

Course Description

(Unless otherwise specified, all are 3-unit term courses of two hours of lecture and one hour of tutorial per week.)

COM 0410, 0420
Directed Studies in Communication
2 each; STOT

Examination of the roles the print and broadcast media play in modern society. Research on the analysis of their problems with emphasis on local scene, including the relations to other mass media, responsibilities of their practitioners, trends and prospects. Each student is required to write an essay under the adviser's supervision. The student will select his/her own project.

* *Course offered in 2001-02 and before.*

[] *Old course code used in 2002-03 and before.*

COM1110

Mass Media and Society

3 U; 3 Lect.; Both terms

An introductory survey of the mass media, their development, structures, functions, philosophy and processes. The strengths and flaws of mass communication, what it can do for men and can do to men. The controls and social responsibilities of the media. Effects of mass and interpersonal communication in modern society. Roles of the mass media, their message and coverage in Hong Kong and other parts of Asia. (Not for Journalism and Communication Major students admitted in 2001-02 and thereafter. Also not for students who have taken GEN 3070.)

COM 1120

History of World Mass Communication

This course studies the historical development of mass communication in the world. Emphasis will be placed on analyses of roles, functions, and impact of print, broadcasting, film, advertising/public relations and new media on societies such as in China, Hong Kong and other parts of the world from a historical perspective. The purpose is to help students gain a sense of origins, history and business practices of mass media. (For Journalism and Communication Majors only.)

COM 1130

History of Chinese Mass Communication

This course mainly studies the historical development of the important mass media in China and Hong Kong. It starts with the communication activities in ancient times down to the modern mass media in present days, with special attention to the roles, functions and impacts of mass media upon Chinese society. The purpose is to help students gain a sense of social responsibility from the perspective of historical analysis.

COM 2110

Chinese News Reporting I

3 U; 2 Lect. 2 Lab.; 1st term

To acquaint students with the principles and skills in developing news ideas, information gathering, news writing and feature writing. Majors are required to take an active part in the reporting, editing and advertising for the School's practicum newspaper.

COM 2120

English News Reporting I

3 U; 2 Lect. 2 Lab.; 1st term

To acquaint students with the principles and skills in developing news ideas, information gathering, news writing and feature writing. Majors are required to take an active part in the reporting, editing and advertising for the School's practicum publication.

COM 2150

Mass Communication Theories

1st term

Study of modern communication principles and theories for the understanding of human communication as well as communication processes within and between social systems.

COM 2170

Chinese News Reporting II

3 U; 2 Lect. 2 Lab.; 2nd term

To acquaint students with the principles and skills in establishing news sources, news investigation, in-depth reporting, precision journalism, interpretative writing and opinion writing. Majors are required to take an active part in reporting, editing and advertising for the School's practicum publication. Prerequisite: COM 2110.

COM2180

English News Reporting II

3 U; 2 Lect. 2 Lab.; 2nd term

To acquaint students with the principles and skills in establishing news sources, news investigation, in-depth reporting, precision journalism, interpretative writing and opinion writing. Majors are required to take an active part in reporting, editing and advertising for the School's practicum publication. Prerequisite: COM 2120.

COM 2190

Critical Communication Theories

This is an introduction of selected theories and theorists in sociology and anthropology which have been adopted by communication scholars or have significant implications for communication studies. Prerequisite: COM 2150.

COM 2420

Professional Ethics and Media Criticism

Foundation of ethical standard. Ethical dilemmas and professional codes of ethics. Media performance in relation to concept of responsibility, structural constraints and professionalization.

COM 2440

Photojournalism

3 U; 3 Lect.

Fundamentals of news photography and photographic techniques including the skilful use of cameras, darkroom processes and picture editing. Basic principles and uses of news photography as creative communication.

COM 2610

News Translation

2 U; 2 Lect. 1 Tut.

Principles, techniques and problems of translating news stories from English to Chinese. Emphasis is on wire news translation and editing, aiming at fidelity, readability and speed.

COM 2710

Introduction to Broadcasting

3 U; 2 Lect. 2 Lab.

Introduction to the technologies, development, systems, regulations, programming, organization and economics of broadcasting in both societal and business perspectives. Studio work is also required.

COM 2733

Radio Production

3 U; 1 Lect. 2 Lab.

The studio production of radio programmes including information and entertainment. Introduction to new formats, documentaries and others through theory and practices to obtain the experience. Prerequisite: COM 2710.

COM 2810

Fundamentals in Public Relations

Nature of public relations practice in business, education and government. Emphasis on public relations principles: identifying target publics, press relations, cost management and planning public relations programmes.

COM2820

Principles of Advertising

Functions of advertising in marketing/communication mix, and its effect on economy and society. Discussion is also on campaigns and appropriations, retail and industrial aspects.

COM 2830

Advertising Management

3 U; 2 Lect. 1 Prac.

The course focuses on the business side of advertising by discussing issues of the management of advertising as well as applications of practical techniques in managing advertising. Special attention is given to the applications of advertising management decisions to solve marketing communication problems for advertisers, including strategic planning, preparing, directing, controlling and evaluating advertising campaigns. Prerequisite: COM 2820.

COM 2910

News Analysis

3 U; 3 Lect.

Theories and methods in news sociology for understanding the news-making process and the impacts on the product itself and the society. Students also learn to conduct their own analysis of news in local or foreign media. (Not for students who have taken GEE 262T.)

COM 2920

Media, Sex and Violence

3 U; 3 Lect.

This course is designed to provide students with some familiarity with and critical perspectives on media representations of violence, social conflict, sex, sexuality and gender roles. Efforts will be made to explore the potential impact of such media representations on conflicts, violence, crimes and sexual practices in the real world. (Not for students who have taken GEE 263T.)

COM 2922

Introduction to Creative Media

3 U; 3 Lect

The course is an introductory course on the creative aspects of the mass media, media art and popular culture. The course aims to enhance students' creative, aesthetic as well as intellectual ability of evaluating different media art forms and expression. The course covers art theory, aesthetics, theories on creativity, various forms of production and popular culture.

COM 2930

Understanding Movies

3 U; 3 Lect.

This course will help students develop a deeper appreciation of the art of film as well as a more critical attitude towards its content through watching and analysing a wide variety of film types from around the world. (Not for students who have taken GEE 264T.)

COM 2932

Film Genres: Love, Death and Laughs

3 U; 3 Lect.

This course focuses on a variety of film genres, such as horror and suspense, comedies, war films, detective films, romance, historical epics, musicals, science fiction, animation, action, etc. Suspense and horror films, for example, represent a heightened manipulation of film form to elicit anxiety and terror in its audience. Masters of the suspense and horror film forms, such as Hitchcock and Polanski, will be examined. In addition to analysing excerpts of films in class, students will be assigned to examine a number of related films outside of class. (Not for students who have taken GES 2010.)

COM2940

Internet, Multimedia and Information Society

3 U; 3 Lect.

In-depth examination of the uses and effects of the Internet and multimedia as well as technological, social and economic trends in the information society. Emphasis is on the evolving role of the computer as the home terminal, the diffusion of the Internet and other information appliances combine to provide the platform for interpersonal and mass communications. (Not for Computer Science, Computer Engineering, Information Engineering Majors and students who have taken GEE 265T.)

COM 2941

Introduction to New Communication Technologies

Introduction to and analysis of current and emerging communication technologies and their relation to existing media and how they enter into interpersonal, mass, organizational and international communication processes. Emphasis is on description of the technologies, their history, diffusion, applications, and their social, economic, cultural, ethical and legal implications.

COM 2962

Photography

3 U; 3 Lect

This course combines a basic introduction to the practical skills of photography with an introduction to the idea of visual literacy - a look at the history and social role of the image in the contemporary image-driven multimedia environment. (For Journalism and Communication Majors only. Not for students who have taken COM 2440.)

COM 3110

Statistics for Communication Studies

3 U; 2 Lect. 1 Lab.

This course deals mainly with the applications of statistical techniques in communication studies. The emphasis is on the interpretation of statistical analysis and the application of statistical models. It covers correlational analysis, measurement and scaling, sampling theory and probability, and various statistical tests of significance.

COM 3131, 3132, 3133

Special Topic in Communication Studies I, II, III

3 U each; 2 Lect. 1 Prac.

The instructor will lecture on and direct the study of a topic in Communication Studies that he or she specializes in.

Students are allowed to take the above Special Topic courses for more than once, and gain the units each time they pass the course. However, students cannot take courses with the same course code more than once in a single term.

COM 3140

Chinese News Editing

3 U; 1 Lect. 2 Lab.

To acquaint the students with the principles and skills in copy editing, headline writing, news display, illustration and page make-up. Majors are required to take an active part in reporting, editing and advertising for the School's practicum publication. Prerequisite: COM 2170.

COM3150

Laws of Mass Communications

3 U; 3 Lect.

Basic laws affecting the press, laws on libel, copyright postal regulations and sedition; special laws on newspaper, broadcasting and advertising; legal aspects of the freedom of information; philosophy and social responsibility inherent in mass communication laws.

COM 3160

Communication Research Methods

Introduction to methods for the investigation of communication processes and effects. Emphasis is on the formulation of research problems, study designs, sampling techniques, measurement problems and report writing. Basic steps in data collection, processing and analysis are included.

COM 3170

Chinese News Editing II

3 U; 1 Lect. 2 Lab.

Newsroom management, advanced editing and critical analysis for specialized topics. Majors are required to take an active part in reporting, editing and advertising for the School's practicum publication. Prerequisite: COM 3140.

COM 3190

Internship Experience

1 U; Summer Course

Professional mass communication experience in the print, electronic media or advertising/public relations agencies for two to three months. (For students who have successfully completed their second year of study.)

COM 3191

Film, Television and Hong Kong Culture

Since the 1970s, a very distinctive Hong Kong culture has emerged from the cultural spaces of the non-interventionist governance and the surplus economy of post-war Hong Kong. The course will focus on the role of film and television in the historical formation of this vibrant Hong Kong culture. It will also explore the question of re-nationalization of Hong Kong culture after the sovereignty transfer in 1997.

COM 3410

Communication and Social Change

Analysis of the role of communication in cultural, economic, political and social change. Integration and synthesis of theories concerning communication and change. Case studies will be examined.

COM 3610

English News Editing

3 U; 1 Lect. 2 Lab.

To acquaint students with the principles and skills in copy editing, headline writing, news display, illustration and page make-up. Majors are required to take an active part in reporting, editing and advertising for the School's practicum publication. Prerequisite: COM 2180.

COM 3620

English News Editing II

3 U; 1 Lect. 2 Lab.

Newsroom management, advanced editing and critical analysis for specialized topics. Majors are required to take an active part in reporting, editing and advertising for the School's practicum publication. Prerequisite: COM 3610.

COM3711

Script Writing

3 U; 3 Lect.

Introduction to and workshop in dramatic writing and to the many forms which writing for the screen may take. The course focuses on narrative structure, theme, plot, characters and dialogue in scenes and sequences, development of outline and treatment for screenplay, and marriage of images and sound. Prerequisite: COM 2710.

COM 3720

Broadcast News

3 U; 2 Lect. 2 Lab.

Theories and techniques of reporting, writing, delivery and production of radio and television news. Students learn the basic principles through workshop exercises. Prerequisite: COM 2710.

COM 3731

Special Topic in Broadcasting I

The instructor will lecture on and direct the study of a topic in broadcasting that he or she specializes in.

Students are allowed to take the above Special Topic course for more than once, and gain the units each time they pass the course. However, students cannot take courses with the same course code more than once in a single term.

COM 3733

Television Production

3 U; 2 Lect. 2 Lab.

Introduction to the use of studio equipment in the production of television programmes; experimentation in the scripting, programming and production of basic programme formats with hands-on experiences. Prerequisite: COM 2710. (Not for students who have taken COM 3730.)

COM 3800

Interactive Multimedia Design and Development

3 U; 2 Lect. 2 Lab.

Introduction to the theoretical foundations, practical principles, and professional standard in the interactive multimedia design and development process from its inception (developing the concept) to its completion (hands-on production, testing and distribution). Prerequisite: COM 2710.

COM 3811, 3812

Special Topic in Public Relations I, II

3 U each; 3 Lect.

The instructor will lecture on and direct the study of a topic in Public Relations that he/she specializes in.

Students are allowed to take the above Special Topic courses for more than once, and gain the units each time they pass the course. However, students cannot take courses with the same course code more than once in a single term.

COM3830

Advertising and P.R. Research

3 U; 2 Lect. 1 Lab.

The purpose of this course is to develop students' ability to understand and effectively conduct research projects in advertising, such as audience analysis, message/media research and marketing survey. It is designed to bring together the theories and methods of communication and social sciences to deal with practical problems in advertising. Emphasis will be on synthesis of theoretical studies in communication and professional practice in advertising. Prerequisite: COM 2820.

COM 3831, 3832

Special Topic in Advertising I, II

The instructor will lecture on and direct the study of a topic in Advertising that he or she specializes in.

Students are allowed to take the above Special Topic courses for more than once, and gain the units each time they pass the course. However, students cannot take courses with the same course code more than once in a single term.

COM 3840

Advertising Copy and Production

3 U; 2 Lect. 1 Lab.

Theories and practicum in advertising design, copy and script writing, production, strategies and campaigns. Prerequisite: COM 2820.

COM 3848

Strategic Account Planning

3 U; 3 Lect.

This course introduces the pre-eminent operation mode of the advertising agencies, Strategic Account Planning, which is a combination of two concepts: account planning and strategy formation. This course calls for more dedication to consumer understanding. It is about establishing an advertising strategy through consumer research. It advocates the integration of account service, media executives and creative people. It is also about outwitting, outflanking and outfighting all rivals strategically. Prerequisite: COM 2820.

COM 3888

Financial Public Relations

3 U; 3 Lect.

The course draws on case studies and professional experience to acquaint the students with the principles and practices of public relations in financial sector. Stock market, financial and accounting knowledge is also discussed in the course. Prerequisite: COM 2810.

COM 3933

Music Industry, Production and Marketing

3 U; 3 Lect

The course introduces Hong Kong popular music and the basic operations of the music industry. It covers a wide range of practical operation of record companies, including Artist and Repertoire Management, production of music and lyrics, marketing and sales, promotion and distribution. Besides the practical and management aspects, it also covers history and issues of popular music in Hong Kong, music commentary and the board theoretical, legal and social implications of the industry.

COM3939

Film Directors

3 U; 3 Lect.

This course will explore the “auteur” or “author” theory by focusing on several directors each time the course is offered. Auteur directors such as Alfred Hitchcock (希治閣), John Ford (約翰福特), Billy Wilder (比利懷德), Charlie Chaplin (卓別林), Akira Kurosawa (黑澤明), Francis Ford Coppola (哥普拉), Orson Welles (奧信威爾斯), Martin Scorsese (史高西斯), Zhang Yimou (張藝謀), Stanley Kwan (關錦鵬), Ann Hui (許鞍華), Wong Kar Wai (王家衛), Woody Allen (活地亞倫), Fellini (費里尼), Ingmar Bergman (柏格曼), Stanley Kubrick (寇比力克), Lars von Trier (查艾爾), etc., are among the possible choices for study in this course. Each semester the selection of directors will ensure a mix of past and present, as well as American, European and Asian filmmakers.

COM 3940

Advanced Multimedia Interaction Design

3 U; 2 Lect. 1 Lab.

This advanced course is designed to introduce students to the theory, principles and practice of interactive multimedia technologies. The course provides an overview of leading theorists of interface design, and teaches advanced applied human-computer interface and information representations. General topics include design process, design principles of aesthetics, user perspective, user interface history and trends, interaction methods and usability studies. Prerequisite: COM 3800.

COM 3943

Digital Video Arts

3 U; 3 Lect

This course introduces the basic elements of video aesthetics and the works of major video artists. The aims of the course are to appreciate digital video arts in personal, social and cultural levels, to look into the links between video arts, mainstream media, advertisements and commercial design and everyday life, and to assist the students to create their own digital video production. (For Journalism and Communication Majors only.)

COM 3951, 3952

Special Topic in Multimedia and Telecommunications I, II

The instructor will lecture on and direct the study of a topic in Multimedia and Telecommunications that he or she specializes in.

Students are allowed to take the above Special Topic courses for more than once, and gain the units each time they pass the course. However, students cannot take courses with the same course code more than once in a single term.

COM 3962

Advanced Photography

3 U; 3 Lect.

This course is intended to advance photographic skills learned in previous courses to the professional level. Students are expected to have basic camera skills when they join the course. Prerequisite: COM 2440 or 2962.

COM3963

Entertainment Business

3 U; 3 Lect

The course aims at teaching students how to manage projects related to media entertainment businesses, including production of multimedia performance, stage performance, showbiz, concert, music, commercials, movies and dramas in different media. The course covers the management, financial as well as operational flow in different entertainment businesses and organizations. (For Journalism and Communication Majors only.)

COM4130

Seminar on Current Affairs

3 U; 3 Sem

Examination through lectures, reading, research and discussion of major developments in current world affairs to introduce students to the important issues of the day, their historical backgrounds and how they are being reported by the news media. A term paper or other visual presentation is required as an end product of the course.

COM 4140

International Communication

The role of communication in international relations; survey of the mass communication systems in modern world; the role of communication in national development; the flow of international information; patterns, channels of international news gathering and dissemination; variables affecting media development; operational relationship between government and communication media in representative countries; problem of cross-cultural communication.

COM 4150

Television and Cultural Identities

The course focuses on the role of television in the formation and maintenance of cultural identities. Various conceptual tools will be introduced and applied to the analysis of Hong Kong television programmes produced since the 1970s. The course examines the Hong Kong television industry in regard to its socio-historical contexts, televisual discourses, processes of textual production and consumption, and the relation of all these instances in the formation of cultural identities.

COM 4191

Cultural Studies and Popular Culture

Popular culture circulates popular images, encourages communal identities and articulates social divisions. This course will examine the social implications of popular culture by concepts and methods developed by cultural studies theorists. Cultural studies is the study of meaning and power. The course will introduce to students leading thinkers, concepts and tools in the emerging field and encourage students to assess the consumption of popular culture in their daily life.

COM 4410

Public Opinion

The meaning, nature, functions of public opinion within its social and political context; its measurement through polling; theories and research findings on the formation, dynamics and change of public opinion. Students conduct actual public opinion survey and write reports.

COM 4610

Business and Industrial Reporting

2 U; 2 Lect. 1 Lab.

Theories and techniques of reporting, writing and editing for business, industry, finance and agriculture. Study of their specific content, staff, design and production methods, including the roles of business and industrial publications in community development, and the interaction between them. Prerequisite: COM 2170 or 2180.

COM4710

Television Workshop

3 U; 1 Lect. 2 Lab.

Study of television as a medium of information and entertainment. Analysis of the creative possibilities inherent in educational and documentary programmes, public affairs programmes, interview and panel programmes, and entertainment programmes. Students are required to write, produce, direct and criticize television assignments through the experimental station to obtain the experience. Prerequisite: COM 3730 or 3733.

COM 4720

Advanced Broadcast News

3 U; 2 Lect. 1 Studio

This course is an advanced broadcast news class which further refines skills acquired in Broadcast News. Through the production of a weekly newscast, the class will simulate a functioning TV newsroom in which student reporters and news editors must adhere to deadlines for producing ENG packages and airing a newscast. Students will also receive instruction in on-air performance as news anchors. Prerequisite: COM 3720.

COM 4730

Documentary

This course explores the many varieties of documentary forms, from TV news and magazine features (both hard and soft) to stand-alone documentaries produced for television and film. Student groups will produce one short documentary during the semester. Prerequisite: COM 3720.

COM 4820

Advertising Workshop

Studies in advertising appeals and themes for writing and designing retail, wholesale, business and professional advertisements. Basic graphic and production techniques are also emphasized. Prerequisite: COM 2820.

COM 4848

Internet Advertising

3 U; 3 Sem.

This course examines the Internet as an evolving advertising medium. The emphasis is on understanding the technologies and theories of Internet advertising. The course has been developed to guide students through the process of conceiving, executing, and evaluating Internet advertising and to achieve an understanding of the subject from practical and theoretical perspectives.

COM 5110, 6120

Topical Studies in Communication I, II

3 U each; 3 Lect.

Students concentrate their reading and study of one particular field in communication of their interests under the supervision of an instructor.

COM 5515

Media Economics

3 U; 3 Sem

Media economics involves the application of key economic principles to the study of media industries. Special attention will be given to the structure, behaviour and performance of media industries; audience behaviours and preferences; policy and regulation; and the impact of new technologies. This seminar will cover the economics of print, television, Internet and other consumer media. Students are expected to develop an economic view of the role, function, and strategies of the media in the global marketplace. (Not for students who have taken COM 4430.)

COM5631,5632

Topical Studies in Journalism I, II

3 U each; 3 Lect.

The instructor will lecture and direct the study of a topic in Journalism he or she specializes in.

Students are allowed to take the above Special Topic courses for more than once, and gain the units each time they pass the course. However, students cannot take courses with the same course code more than once in a single term.

COM 5640

Online Journalism

3 U; 3 Sem.

The course examines the influence of online technologies on journalism from editorial, technological, economic and social perspectives. The emphasis is on the advanced technologies involved in online news publishing and management skills in editorial, financial and technical fields required of online journalists.

COM 5650

Journalism Theories

3 U; 3 Sem.

This course introduces various theories in journalism and discusses important issues in the field. The scope of the course covers many aspects including the journalists, their work organizations, their daily work routines, relationships between the press and other social institutions, news media and social environment, news culture, etc. Different conceptual approaches are used and various levels of analysis are also included.

COM 5948

Telecommunications Policy

3 U; 3 Sem.

This course introduces the basic concepts and development of telecommunications and the related regulatory issues. Emphasis is placed on the policy-making considerations. A survey of the experiences of developed industrial nations is undertaken. Reference is also made on Hong Kong and mainland China telecommunication development and its policy issues.

COM 5961, 5962

Topical Studies in New Media I, II

3 U each; 3 Lect.

The instructor will lecture on and direct the study of a topic in New Media he or she specializes in.

Students are allowed to take the above Special Topic courses for more than once, and gain the units each time they pass the course. However, students cannot take courses with the same course code more than once in a single term.

COM 6210

Communication Patterns in Chinese Society

3 U; 3 Sem.

History of Chinese communication developments, special features of Chinese communication structure, trends and issues of Chinese media, traditional and modern, will be analysed. Both behavioural and historical approaches will be utilized in such analysis.

COM6420

Strategies for Integrated Communication Campaigns

3 U; 3 Lect.

The course provides an overview of communication theories, methods, approaches, and principles for campaigns strategies in advertising, public relations and propaganda. Both behavioural and historical approaches will be utilized.

COM 6942

Multi-disciplinary Approach to Information Technologies

3 U; 3 Sem.

To study information technologies and services from social science perspectives. Works from economics, sociology, geography, communication and organization studies are reviewed, with particular attention to the application and potential effects of new information technologies at home and workplace, and foreducation, government, health and social services.

Study Scheme

1. Major Programme

Students may take communication courses outside of their study schemes. Such courses will be counted as Major elective courses, and the course grades will be included in computations of the students' Major GPA.

A. Applicable to students admitted in 2003-04 and thereafter

Students are required to complete a minimum of 64 units of courses as follows:

- | | | |
|------|--|----------|
| (i) | Required Courses: | 36 units |
| | (a) COM 1120, 2150, 2190, 2420, 3150, 3160, 4140 | |
| | (b) Any two of the following fundamental courses:
COM 2710, 2810, 2820, 2941 | |
| | (c) Students must take either the Chinese COM 2110, 2170 and 3140 or the English COM 2120, 2180 and 3160 | |
| (ii) | Elective Courses: | 19 units |
| | All elective courses are divided into five professional areas*: | |
| | (a) <i>Advertising and Public Relations</i>
COM 2830, 3800, 3811, 3812, 3830, 3831, 3832, 3840, 3848, 3888, 4820, 4848, 6420 | |
| | (b) <i>Broadcasting</i>
COM 2733, 2922, 2930, 2932, 2962, 3711, 3720, 3731, 3733, 3800, 3933, 3939, 3943, 3962, 3963, 4130, 4710, 4720, 4730 | |
| | (c) <i>Journalism</i>
COM 2440, 2610, 3800, 4130, 4410, 4610, 5631, 5632, 5640, 5650 | |
| | (d) <i>Multimedia and Telecommunications</i>
COM 2440, 2922, 2940, 2962, 3711, 3800, 3933, 3939, 3940, 3943, 3951, 3952, 3962, 3963, 5640, 5948, 5961, 5962, 6942 | |

- (e) *Communication Studies*
 Theory courses: COM 1130, 2910, 2920,
 2930, 2932, 3110, 3131,
 3132, 3133, 3191, 3410,
 4150, 4191, 4410, 5110,
 5515, 6120, 6210, 6420
 STOT courses: COM 0410, 0420
 Internship Experience: COM 3190
- (iii) 9 units in Social Science disciplines other than Journalism and Communication** 9 units

Total: 64 units

* *Students are reminded that fundamental courses are usually required for topical studies in related areas.*

** *Students are allowed to double count the 9 units they have earned from their Minor Social Science programmes.*

B. Applicable to students admitted in 2002-03 and 2001-02

Students are required to complete a minimum of 64 units of courses as follows:

- (i) Required Courses: 33 units
 COM 2150, 2190, 2420, 2710, 2820, 2941, 3150,
 3160
 Students must take either the Chinese COM 2110, 2170
 and 3140 or the English COM 2120, 2180 and 3610
- (ii) Elective Courses: 22 units
 All elective courses are divided into five professional areas*:
- (a) *Advertising and Public Relations*
 COM [2430], 2810, 2830, 3190, 3800, 3811,
 3812, 3830, 3831, 3832, 3840, 3848, 3888,
 4820, 4848, 5515, 6420
- (b) *Broadcasting*
 COM 2733, 2930, 2932, 3190, 3711, 3720,
 3731, 3733, 3800, 3939, 4130, 4710, 4720,
 4730
- (c) *Journalism*
 COM 2440, 2610, 3190, [3420], 3800, 4130,
 4410, 4610, 5631, 5632, 5640
- (d) *Multimedia and Telecommunications*
 COM 2440, 2940, 3711, 3800, 3940, 3951,
 3952, 5640, [5942], 5948, 5961, 5962, 6942
- (e) *Communication Studies*
 Theory courses: COM 1120, 1130, [2430],
 2910, 2920, 2930, 2932,
 3110, 3131, 3132, 3133,
 3191, 3410, 4140, 4150,
 4191, 4410, 5110, 6120,
 6210, 6420
 STOT courses: COM 0410, 0420
 Internship Experience: COM 3190

(iii)	9 units in Social Science disciplines other than Journalism and Communication**	9 units
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Total: 64 units

[] Applicable to students admitted in 2001-02 only.

* Students are reminded that fundamental courses are usually required for topical studies in related areas.

** Students are allowed to double count the 9 units they have earned from their Minor Social Science programmes.

Note: Students may choose (1) to specialize in a professional area, or (2) not to specialize in any professional area according to the following requirements:

- (1) *Students who choose to specialize in a professional area:*
Students are required to complete at least 6 units from among the theory courses as listed under communication studies, and have to take at least 6 units from the chosen professional area. Students may specialize in a maximum of two professional areas, but the courses taken in the two areas should not be double-counted.
- (2) *Students who choose not to specialize in any professional area:*
Students are required to complete at least 6 units from among the theory courses as listed under communication studies, and are free to choose the other elective courses.

2. Minor Programme

- (i) Students are required to complete a minimum of 18 units of courses, which must include COM 1110 or GEN 3070 and at least 6 units of courses coded 3000 or above.
- (ii) Requirement for registration in Minors:
Students should have obtained a pass or above in COM 1110 or GEN 3070 before registration in Minor.
- (iii) Registration as a Minor in Journalism and Communication in no way guarantees enrolment in courses with quotas due to limited facilities and manpower.

Note: Journalism and Communication Majors and Minors cannot take GEN 3070 to fulfil general education requirements. Students who have taken GEN 3070 and become Journalism and Communication Minors later on should take another general education course to fulfil general education requirements.

3. Course Exemptions

Journalism and Communication Majors will be exempted from taking certain units of elective courses listed in 1(iii) above provided that the subject(s) they have passed in the HKALE* are recognized as equivalent of courses offered by the departments concerned.

* Only applicable to students admitted on the strength of HKALE results. The HKALE results to be deemed acceptable for course exemption purpose must be obtained in that particular sitting of HKALE which the University has used to assess the admission qualification of the student concerned.