

JOUR 3066 Editing Laboratory for Financial Journalism I (2,0,2) (E)

This course aims to develop students' skills in editing and managing financial news publications and websites through working as editors for the print and online editions of *The Young Financial Post*, the Department's student financial news publication.

JOUR 3076 English for Journalism Purposes (3,2,1)

The purpose of this course is to provide students of the other Journalism Majors with an opportunity to expand their journalism horizons by exploring the requirements of journalistic expression in English, in accordance with the Journalism Department's policy that students should be fluent in three spoken languages—English, Cantonese and Putonghua—and two written ones: English and Chinese. The styles and conventions of journalism in English are illustrated with examples and students will develop their understanding of the relationship between the modalities of media expression and ideas and about the role of media in English-speaking societies. This is not available to IJ students.

JOUR 3077 Magazine Design and Editing (3,2,1)

This course introduces students to the concepts, skills, practice, and art of designing and editing a magazine. The focus is on designing and editing techniques appropriate for various types of magazines, practical experience, and creativity. The course will also examine the social, economic and cultural role of magazines in the Hong Kong context. This is an elective course available to all Journalism Option students.

JOUR 3085 Media Transformation and Institutional Change in Historical Perspective (3,2,1)

This course provides a scrutiny of the interactions between the media and society in different stages of its development in Chinese history. It examines how the institutional settings shape and transform media's operations and its social objectives since the emergence of modern newspapers in mid-nineteenth century China. On the other hand, it assesses the values and functions of the media in achieving institutional change in both mainland China and Hong Kong. By understanding history, it aims to enhance student awareness of the significance and the limitation of the press to societal progress.

JOUR 3086 Online Journalism (3,2,1)

Prerequisite: JOUR 2007 Foundations of Business News Writing or JOUR 2015 Introduction to News and Features (International Journalism) or JOUR 2017 News Gathering and Writing for Print or JOUR 2045 Introduction to Journalism

This course examines the impact of the Internet and other new communication technologies on journalism while introducing students to the new media techniques for producing works of journalism. The first part of the course introduces concepts, theories and information on online journalism, touching on the social, economic and technological aspects of online news. The second part teaches the skills of doing journalism online. The course is open to all journalism students with the prerequisites.

JOUR 3087/ 4007 Advanced Broadcast Reporting (2,2,0) (E)/(C) and Production

Prerequisite: JOUR 2005 Broadcast Reporting and Production
This course introduces the style, formats and production techniques of the more complex types of broadcast journalism including major event coverage, overseas coverage and unplanned event coverage. It also helps students develop knowledge about selected "news beats" in broadcast journalism by exposing students to relevant news sources, policies, and key issues of the beats. The course also aims at enhancing students' ability in research, interviewing, writing, and editing broadcast news stories, particularly in the context of the new media environment in Hong Kong. This course is an elective course for Chinese journalism students only.

JOUR 3095 Business and Financial News Reporting (3,3,0) (E)

This course focuses on business news reporting through a comprehensive survey of the principles and techniques of newsgathering and writing. This course aims to support students' concurrent work on *The Young Financial Post*, taking them into a greater variety of styles and techniques. Special attention is paid to the local context to establish the knowledge required for business journalists in Hong Kong. Students will also be introduced to the basic elements of copy editing for print and multimedia and ethical issues are addressed. This is the second of four writing courses that cover the professional aspects of the Financial Journalism major.

JOUR 3096 Current Affairs and News Analysis (3,2,1)

This is a course to help students develop news literacy. News is essential to people's everyday life. It informs people about the world and help people make decisions and take actions. Reading news wisely and consuming news effectively is a life skill that requires proper training. For journalism students, understanding current affairs and developing good news sense is vital for their career development. The aim of this course is to cultivate students' news reading habit, enhance their knowledge about current affairs and build up their news analytical skills so that they can better understand, analyse, use and monitor news in their daily lives. The course is divided into six parts. The first and second parts address the importance of news literacy and the necessity of cultivating daily news reading habit. While the third part discusses current affairs, the fourth part introduces news analytical skills. The fifth part is about theories and key concepts of news. The sixth part is concerned with active news audience and their role in news criticism and news monitoring.

JOUR 3097 Current Hong Kong Issues for Communicators (3,2,1) (E)

This course aims to equip students with a solid understanding of major social, cultural, economic and political developments of Hong Kong that are crucial to their work as communication professionals. Students will learn to critically appraise the forces that shaped these developments and the policy dilemmas that beset Hong Kong in the past, present and future.

JOUR 3105 Current Issues in Journalism (3,2,1)

The aim of this course is to involve top journalists and senior news executives to examine the challenges and problems Hong Kong news media are facing. The outstanding journalists are also expected to share their experiences and crafts of making good news stories. The course will cover current issues of the news industry and controversial cases in journalism. It provides a good opportunity for journalism students to get in touch with outstanding practitioners in the local news industry as the practitioners will discuss their mission and vision concerning the news profession.

JOUR 3106 Images of Media in Popular Culture (3,2,1)

This course will explore and analyse the varied and conflicting images of media in global popular culture, with an emphasis on film, and their impact on public perception of journalists, media and other media practitioners. Through applying historical context and critical analysis of the roles, topics and messages portrayed, students will gain a critical understanding of the popular representation of media and its complex relationship with the public.

JOUR 3107 Media Development in Global Perspective (3,2,1)

Each epoch has a dominant medium and develops a group of dominant media institutions. This course examines the development of media and communication technologies in contemporary society and explores their socio-cultural impacts. It also introduces the major media institutions in various media ages. It has several tasks: (1) to provide a basic understanding about media and communication technologies in historical and

global perspectives; (2) to guide the students to evaluate the socio-cultural impacts of these communication media, help them to understand the relationships between communication systems and social change; and (3) to familiarize students with representative media institutions and media organizations in contemporary society.

JOUR 3115 Media Management (3,2,1) (E)

The 21st century is the age of knowledge society. This is an introductory course to study media management in the era of change. Management cases in news organizations will serve as examples for illustration. The main purpose is to examine and analyse the new challenges being posed by political, economic and technological changes in the new millennium to news media management in Hong Kong as well as in other countries. Through the course, it is hoped that students can have a better understanding of the basic principles of media management in a new media environmental context. The course is divided into four parts. The first lays out the theoretical foundations of media management. The second introduces the changing media environment. The third part is designed to provide students with theories and basic principles of media management. The fourth part is about the important areas of media management activities. The course covers both print and electronic news media.

JOUR 3116 Multimedia Journalism in English (3,2,1)

The course introduces students to multimedia journalism, with particular focus on digital communication, news gathering and online storytelling. The beginning of the course will emphasize the theoretical influence of digital media technology on the news media industry. Afterwards, the bulk of the course will consist of gathering and producing digital news content for Web publication through hands-on projects. With practical assignments, students will learn how to use the latest visual and audio news-gathering tools to present multilayered digital stories.

JOUR 3117 News Translation (3,2,1) (E)

This course aims at enhancing the student's ability in handling information for news purpose in the bilingual context of Hong Kong. Emphasis is put on developing the student's sensitivity to the difference between the Chinese and English language and awareness of the cultural role of the news translator. Against this background, principles and methods appropriate to a variety of contexts of news translation are introduced. This is an elective course for all Journalism Option students.

JOUR 3120 China Reporting (3,2,1)

Prerequisite: JOUR 1120 Introduction to Journalism
This course provides the background and technical knowledge for reporting about China. Particular emphasis is placed on China's recent developments and the current status of journalistic practices in covering China. This is an elective course for all Journalism Option students.

JOUR 3125 Strategic Television Communication (3,2,1)

As the television industry has undergone great changes in recent years, the course is designed to introduce students to what constitutes "television" as a strategic, economic, political, cultural set of practices and experiences and its profound effects on all walks of life. Students will be guided to study the history of television development in Hong Kong, contemporary television programming, as example in television news, infotainment programming and entertainment programming from a critical perspective. Students will gain an overview of the television industry in Hong Kong.

JOUR 3126 Visual Literacy: Critical Appreciation of Photos (3,2,1)

More and more photos are around us nowadays. They are in newspapers, magazines, posters, outdoor ads or on the Internet. It is important to learn how to analyse these visual images. The course has several aims: (1) understand the aesthetic study of photos/learn how to appreciate good photos; (2) understand

the software in modifying photos and to acquire the skills in modifying photos; (3) learn how to distinguish real photos from fake/artificial constructs of photos and to criticize/critically analyse them; and (4) explore the social and cultural values of photos.

JOUR 3127 Multimedia Journalism in Chinese (3,2,1)

The course introduces students to multimedia journalism, with particular focus on digital communication, news gathering and online storytelling. The beginning of the course will emphasize the theoretical influence of digital media technology on the news media industry. Afterwards, the bulk of the course will consist of gathering and producing digital news content for Web publication through hands-on projects. With practical assignments, students will learn how to use the latest visual and audio news-gathering tools to present multilayered digital stories.

JOUR 3135 Analytical and Opinion Writing (3,2,1) (E)

This course makes a nice sequel to the introductory news writing class. Students will receive advanced training in writing news analysis, editorials, and commentaries about current events, people, and social phenomena in the larger China area. The primary focus will be on political and economic factors that shape public opinion and community development. Approximately the first six weeks of the course will be devoted to analytical writing and the remainder of the class will focus on opinion writing. The main objective of this course is to equip students with analytical skills to interpret events based on full knowledge and depth comprehension.

JOUR 3160 English for Journalists (3,2,1) (E)

This course seeks to equip students of the Chinese and Broadcast Journalism concentrations with English skills appropriate to their future roles in the industry.

JOUR 3170 Magazine Editing (3,2,1)

This course introduces students to the concepts, skills, practice, and art of editing a magazine. The focus is on editing techniques appropriate for various types of magazines, hands-on experience, and creativity. The course will also examine the social, economic and cultural role of magazines in the Hong Kong context. This is an elective course available to all Journalism Option students.

JOUR 3180 Online Journalism (3,2,1)

Prerequisite: JOUR 1120 Introduction to Journalism
This course examines the impact of the Internet and other new communication technologies on journalism while introducing the students to the new media techniques for producing works of journalism. The first part of the course introduces the concepts, theories and knowledge about online journalism, touching on the social, economic and technological aspects of online news. The second part teaches the skills of doing journalism online.

JOUR 3190 Use of English as a Communication Culture (3,2,1)

Prerequisite: Grade C in Use of English or evidence of equivalent ability

The object of this course is to provide exposure to and practice in a wide variety of styles and genres of English, both spoken and written. It is intended for students who already have a good basic knowledge of English grammar and usage, but would benefit from an extended exploration of the subtleties of the language. The course is intended to increase fluency, versatility and awareness of appropriate language use for different situations. It will use a wide variety of material, from the historical to the contemporary, from the literary to the functional.

JOUR 3220 International News (3,2,1)

Students will be acquainted with international news in its various forms and locations in terms of both its content and the processes by which it is produced in order to engender an appreciation of the special problems and situations of this type of news as compared with domestic news. They will be encouraged to