MSCN 3135 Computer Animation (3,2,1) (C)
The course aims at developing students' knowledge and skills of computer animation production. The process of animation production will be introduced from storyboarding, modeling, texturing, animation, lighting, rendering and compositing. Hands-on practices are emphasized for the production of animation sequences or short films.

MSCN 3145 Digital Journalism and Data (3,2,1) (C)
Presentation
Students will acquire from this course essential skills of writing and delivering journalistic works on contemporary digital platforms such as the Internet and mobile communication devices. They will also learn how to make their works on traditional news media more impressive with the help of effective data presentation. The course focuses on hands-on skills of multimedia delivery as well as news gathering, writing and producing on digital channels.

MSCN 3155 Digital Photography (3,2,1) (C)
This course covers the principles and techniques of photography, focusing on digital photography as creative communication. Students will be introduced to the visual language of photography in application of digital camera equipment, formats and editing software. Course content includes both conceptual introduction to the nature and culture of photography and hands-on techniques of photo-taking. After taking this course, students should be able to have in-depth understanding to digital photography and know how to produce good photographs digitally.

MSCN 3165 Gender and Communication (3,2,1) (E)
This course is designed to enhance students' understanding of gender issues in communication. It starts with an overview of various theoretical approaches to gender, and then investigate how gender concepts are created and contested through communication. With a heightened awareness to gender issues, students will increase their understanding of the self and others as well as their effectiveness as a communicator.

MSCN 3175 Negotiation and Lobbying (3,2,1) (C)
This course is designed to provide the theoretical and practical training to negotiation and conflict management. Emphasis is put on the negotiation workshop approach which will be adopted to provide various simulated exercises to help students apply concepts into practice. The subject will also cover aspects the background and current applications of lobbying as a global industry which thrives wherever democracy is established.

MSCN 3905 MSC Internship (0,0,0)
MSC students are encouraged to undertake a non-graded and zero-credit internship. The inernship is normally of at least two months full-time employment or professional practice during the summer between the third and fourth years but it can be a minimum of 320 hours of work. Students are required to conform to all reasonable requirements of their internship employer. Both the employer and the student file reports with the Course Director after the internship.

MSCN 4005 Communication Campaign (3,2,1) (C)
Planning and Practices
This purpose of this course is to examine in depth the steps in researching, planning, implementing, and evaluating communication campaigns and programmes, to analyse case histories, and to design appropriate social marketing, PR and advertising campaigns and programmes for selected client and sponsoring organizations. Emphasis is on practical application and integration of social marketing, public relations and advertising techniques in developing a strategic communication programme. Towards the end of the module, students are to show ability to customize information and communication, formulate a strategic communication plan for a NGO or a client organization, and produce communication material.

MSCN 4008-9 Honours Project I & II (6,*,*) (E)
Prerequisite: Completion of MSC Year 3
The project allows students to develop an independent, integrated social marketing communication campaign proposal for an actual client. Under the guidance of an adviser, students are assigned to work on an account (the client), research the competitive situation, identify the target market, and construct a specific part of an integrated social marketing communication campaign such as creative media, public relations, internet marketing, multi-media presentation or other promotional activities.

MSCN 4015 Communication Research Methods (3,2,1) (E)
The students will learn basic concepts of research and research methodologies as applied in communication. This course provides an overview of the concepts, methods, and tools by which communication research is designed, conducted, interpreted, and critically evaluated. The primary goals of this course are to help students become a knowledgeable consumer and a limited producer of communication research as they develop skills in gathering, organizing, interpreting and presenting research information using competent and ethically defensible methods.

MSCN 4025 Media Consumption (3,2,1) (E)
This course explores theories and research on why and how audience consumes media. Students will adopt various approaches to examine media consumption activities in relation to audience needs, desire and identity. Issues and topics will span across traditional to new, local to global media. Key topics will include gender, brand and fashion, popular culture, fandom, political parody and sufferings. Students will reflect on their own media consumption practices and their relation to values, attitudes and identity, as well as engaging with case studies of media uses in Hong Kong/Asia. Upon the completion of the course, the students will be able to reflect on their own everyday media consumption activities and make informed consumption choices desirable to them.

MSCN 4035 Public Opinion and Social (3,2,1) (E)
Communication
This course explores the dynamics of public opinion and its forces that shape people's social attitudes. The course will give an overview about the definitions of public opinion and theories of opinion formation, how public opinion is influenced and how it in turn influences governmental policy, and public opinion in specific issue areas of the changing society. Emphasis will be particularly placed on examining the strategies used by social interest groups to shape audience belief through influencing media and public agenda.

MSCN 4045 Communication Theory (3,2,1) (E)
This course aims at giving students a broad overview of theoretical development encompassing different levels of communication including interpersonal, group, organization, mass and public communication. Students will also learn to apply and evaluate theories in various communication contexts. Students are encouraged to make ideas relevant to the context of Chinese society and Hong Kong experience in order to build a solid ground to meet changes arising from the increasing social complexity in the discipline of communication.

MSCN 4055 Media Law (3,2,1) (E)
The course is designed to acquaint students with the fundamental principles, theories and practices of media laws in Hong Kong, raising their awareness of current legal issues in journalism, broadcasting, advertising, public relations and new media. Students will also learn from this course the essentials to pursuing their professions within the boundary of communication laws of the region where they operate.

MSCN 4065 New Media Communication (3,2,1) (E)
Students will acquire a basic understanding of the process and characteristics of, and application in new media communication. They will be able to analyse the emergence of using new media