they will be able to develop greater career engagement.

HRMN 3015   Leadership   (3,3,0)
Prerequisite: BUSI 2005/BUSI 2025 Organizational Behaviour
                 or any Psychology course
This course aims to provide (1) an introduction to classic and contemporary leadership theory and to the principles of effective leadership; (2) experience in applying these in evaluating specific leadership behaviours; and (3) an opportunity to develop an action plan for self- and career-development.

The course will involve a combination of lectures, directed reading, analysis and discussion of case studies, and practical exercises and role plays. The approach will be student centred, and students will develop awareness of their preferred leadership styles and interpersonal skills through experiential exercises and self-assessment.

HRMN 3016   Negotiation   (3,3,0)
Prerequisite: BUSI 2005/BUSI 2025 Organizational Behaviour
                 or any Psychology course
The course helps students to capture theory and processes of negotiation and power of social capital in order to enable them to negotiate successfully in a variety of settings, such as trade agreements, labour settlements, and acquisitions to mergers, sales transactions and government procurement. This includes negotiating and building mutually beneficial long-term relationship between two parties of conflicting interests. Besides lectures, role play exercises, case studies, and simulation games will be employed to enable students to apply negotiation process in various settings effectively and successfully.

HRMN 4005   Performance Appraisal and Rewards   (3,3,0)
Prerequisite: HRMN 2005 Human Resources Management
This course examines the major principles, concepts, and techniques of performance appraisal. Especially, common pitfalls and effective interviewing skills in conducting performance appraisal exercises are stressed. This course also takes a pragmatic look at how to reward employees for services rendered. Designing and administrating an equitable and competitive compensation system that motivates employees for better performance is another major focus of the course.

HRMN 4006   Labour Relations and Law   (3,3,0)
Prerequisite: HRMN 2005 Human Resources Management
There are two objectives: (1) This course introduces various theories of industrial relations and the dynamic relationships among the different actors constituting the industrial relations scene; (2) this course covers employment legislation that is commonly used by HR professionals in an everyday situation. A practical and contemporary approach is taken, exposing the students to the full gambit of employee-management relations in the workplace.

**HRMN 4007   Human Resources Management   (3,3,0) (P)
                in China**
Prerequisite: HRMN 2005 Human Resources Management
This course offers an advanced study of human resources policies and problems in Mainland China. The aim of this course is to introduce to the students current and practical issues of doing HRM in Mainland China. This course prepares HRM students (1) to make decisions on various HR policies such as compensation and benefits of local employees, management of out-of-province workers, and training and development of unskilled and illiterate workers; and (2) to give attention to getting Chinese workers and staff to accept responsibility, to exercise initiative, to emphasize quality, and to communicate readily across functions.

**HRMN 4015   Human Resources Strategy and   (3,3,0)
                Planning**
Prerequisite: HRMN 2005 Human Resources Management
This course is designed to consider the theories and role of human resources planning and link it to the policies and practice required for effective human resources management. This course examines internal and external environmental factors and trends that have crucial impacts on HR objectives and strategies in organization. The role of human resources information system and the use of information technology in HRM and employee planning are also key issues to study in the course.

**HRMN 4016   Human Resources Research and   (3,3,0)
                Measurement**
This course is composed of two parts. The first part deals with Human Resources Research while the second one is on Human Resources Measurement. The first section examines problems and functions involved in designing, developing, and implementing or managing effective human resources programmes. It deals with topics as research questions, methods, designs, and analysis and interpretation of data. The second, smaller, section introduces to students the importance of measuring the economic value of employee performance and the techniques used in measuring the efficiency and productivity of a human resources department.

HUM 7010   Advanced Humanities Seminar   (3,3,0)
This course aims to enable postgraduate students (1) to understand and examine the major schools of thinking in the field of humanities through critical analysis of some representative and canonical texts; (2) to explore the content, origin, development and influence of the major works; (3) to deepen the knowledge of the prominent theories of the humanities; and (4) to apply the theoretical knowledge in understanding significant current issues of our world.

HUMN 1005   The Study of Culture   (3,2,1)
The study of culture will be conducted in a cross-cultural and interdisciplinary manner. Contemporary cultural issues, especially those in Hong Kong, will be discussed as they relate to the cultural translation between China and the world. To enhance the interdisciplinary approach to the study of culture, the instructor will address different disciplines and cultural theories including philosophy, anthropology, sociology, critical theories, literary theories, postmodern and postcolonial discourses.

HUMN 1006   Introduction to the Humanities   (3,2,1) (C)
This course is a general introduction to the Humanities by providing students with a basic understanding of the Humanities as an area of study. This course delivers an interdisciplinary and multi-perspective overview of cultural, political, philosophical and aesthetic factors critical to the formulation of human values and the historical development of the individual and of society. Providing discussion of different themes and disciplines in the Humanities such as literature, the arts, philosophy and cultural studies, this course also introduces the relationship between the Humanities and the university as an idea and an institution.

HUMN 2006   Human Self-Discovery   (3,2,1) (C)
To introduce various theories of human nature to students as an intellectual foundation for reflection on what it is to be human. To help students to learn how to analyse claims about humanness and to practice their arguments for or against these claims on the basis of comparisons with others' claims. To explore with students together on particular aspects and problems associated with classical, modern and contemporary theories about humans and human nature in the light of its developments in the history of thoughts gleaned from traditional Chinese and Western philosophies.

**HUMN 2007   Chinese and Western Modes of   (3,2,1) (C)
                Thought**
This course aims to provide students a clear understanding of the basic differences and similarities between traditional Chinese and Western cultures through comparative study of selected themes in philosophical, religious, moral, and scientific thinking.

This course will also analyse issues pertaining to cultural encounters, accommodations, and confrontations in modern and contemporary Chinese history with some emphasis on Hong Kong. This study of cultural interaction will help students acquire a vision of the changing world and develop their ability to adapt to those changes.

HUMN 2015   Writing Seminar: Workshop in   (3,2,1)
Creative Writing
This course aims to enable students to understand and examine the major creative writing genres through practices and critical analysis, explore the rich diversity of modern literary writings, and read representative works in English and Chinese that will parallel the writing exercises in both languages. (This course is cross-listed as WRIT 2015.)

HUMN 2016   Performing as Human Experience   (3,2,1)
This course aims to (1) boost students' power of reflection on their daily life experience and values through dramatic re-enactment of situations; (2) enhance students' multiple intelligences including spatial, intra-personal and inter-personal, etc.; and (3) improve students' expressive capacity through better use of their bodies and speech.

HUMN 2017   A Lifelong Romance with Films   (3,2,1)
This course aims to provide students a humanistic learning experience through examining selected films which discuss fundamental issues of life and living. Films chosen for the course will be narratives about different life stages—childhood, teenage years, adulthood, old age—and will present students opportunities for discussion of meanings and significance of experiences at these life stages. In the course of examining these films and discussing the various questions related to life and living, students will also be learning about the film medium, such as the different genres and their conventions, how stories are told, and different strategies of representation. Through interactive and experiential learning, the course aims to enhance students' skills of discussion, creative expression, critical thinking, and cultural literacy. It is also hoped that students will form the habit of active participation and become responsible learners.

HUMN 2025   Gender: Theory and Culture   (3,2,1)
This course will introduce students to trends of thought and the basic theories in gender studies. This interdisciplinary introduction will define and explore how gender is constructed socially, culturally, and historically, using examples from various cultures.

HUMN 2026   Globalization and Culture   (3,2,1)
This course is designed to equip students with the ability to understand culture in the age of globalization from an interdisciplinary perspective. It will study the changing conceptions of culture and the major trends of thought in the discourse of globalization, trying to unravel the complex relationship between globalization and culture.

HUMN 2027   Introduction to the Art of Theatre   (3,2,1) (C)
This course aims to introduce the histories and aesthetic principles of the major forms of theatre from the West to the East. It discusses the relation between different forms of theatre and their relations to reality, historical and social background. It helps students to analyse and appreciate different styles and genres of theatre, their aesthetic principle, and their relation with their time and culture. It will also show examples theatre forms with the help of original texts, videos or live performances.

HUMN 2035   Introduction to Western Classical   (3,2,1)
Culture
This course aims to introduce the foundations of Western culture, i.e. the ancient Greek and Roman culture through understanding and appreciation of selected literary texts. By reading of representative works in epic, drama, poetry, rhetoric, history and philosophy, it helps students comprehend and appreciate the

various aspects of classical culture and their significance for the modern Western world. It thus serves as an essential part of the western tradition of humanistic education. Relevant dramas and films about ancient Greece and Rome will also be shown in class to consolidate the understanding of these cultures.

HUMN 2036   Media and Communication: (3,2,1)
Issues, Concepts and Theories
This course aims to introduce the complex issues, theories, and methods involved in understanding contemporary mediascape. Through reading classic and contemporary texts on the media, students will learn various theories of the media, the issues raised by these theories, the strengths and weaknesses of these theories, and the diverse methods of studying the media.

HUMN 2045   The Art of Speech: Appreciation   (3,2,1)
and Practice
This course aims to (1) foster appreciation of the role of rhetoric in Western and Chinese culture, and critical awareness of the power and limitations of the spoken art of persuasion; (2) help students acquire knowledge and understanding of the history and theory of rhetoric the basic philosophical issues about rhetoric and the methods of speech analysis; and (3) provide students with practice and training in the skills of speech composition and delivery.

HUMN 2047   City, Space and Creativity   (3,2,1)
This course introduces reflections of how city, space and creativity are inter-related. Through the study of concrete examples drawn from the local, regional and global context, this course investigates the social and cultural construction of various creative spaces in cities such as museum, gallery, studio, community art space, street and other public sphere; examines how spaces and places are shaped and how they in turn influence human subjectivities, behaviours, imaginations and creativity; and provides discussion of the possibility of understanding and imagining space in cities creatively through different kinds of interpretation, intervention and invention.

HUMN 3005   Artistic Creativity and Aesthetics   (3,2,1) (C)
Awareness
This course aims to (1) introduce artistic creativity as one of the best inventions of the human mind and the sense of beauty as an important dimension of being humane; (2) introduce major principles and theories of art to help students understand various artistic creative processes and their products; (3) enhance students' critical thinking on artistic phenomena and their reflections on the artistic developments in different social and cultural contexts; (4) encourage students to develop their own artistic abilities, and prepares them to create, appreciate, understand and review works of art critically; and (5) enhance students' knowledge and understanding of Chinese and Western aesthetics, and the classical and modern masterpieces produced from these aesthetic theories.

HUMN 3006   Great Works in the Humanities   (3,2,1) (C)
This course presents an array of primary texts, in English and Chinese, which have shaped the study of the Humanities and have been acknowledged as formative masterpieces in the study of the Humanities. The course will demonstrate, through the particular address of primary texts, the humanistic tradition of intertextual study involving literary, philosophic, historical and other forms of writing. The course will encourage students to confront the contemporary controversy surrounding canonical literature, and it will encourage students to exercise independently their critical, analytical, and creative judgments in assessing the value of such canonical works in the modern world.

HUMN 3007   Language and the Humanities   (3,2,1)
The goal of this interdisciplinary course is to explore the role of language in defining our fundamental human nature as symbol-constructing, symbol-using beings. Furthermore, the course examines how fundamental issues within the Humanities intersect

with the nature of language as both a system and an activity to produce the complex human world we experience as simply "the way things are".

HUMN 3015   The Making of the Contemporary   (3,2,1)
                World
This course aims to introduce students to the diverse ways of defining modernity from a humanistic perspective and help them develop a critical awareness of our present human condition through a comprehensive view of the formation and the nature of the contemporary world. Emphasis will be placed on the various intellectual, social, philosophical, political, and cultural and technological developments that have transformed the modern world into the contemporary world. The course will integrate notions of modernity from science, politics, religion, philosophy and the arts.

HUMN 3016   Professional Writing Practicum: (3,2,1) (C)
                Essentials of the Craft of Writing
This course aims to (1) enable students to cope with the writing tasks in the commercial and public fields of employment in Hong Kong; (2) help student grasp and understand the functional forms of writing in both English and Chinese; and (3) teach students the intellectual and practical skills necessary for effective communication in the commercial field. (This course is cross-listed as WRIT 3006.)

HUMN 3025   Chinese Song Lyric Writing   (3,2,1) (C)
This course aims to enable students to understand and examine Chinese song lyrics by exploring the crafts and creativity, the practices and possibilities of this particular literary genre. Student's ability to write Chinese song lyrics will be enhanced through appreciation and practice. Students will also be familiarized with the functions of song lyrics in contemporary cultural contexts.

HUMN 3026   Creative Industries: Theories and   (3,2,1)
                Practices
This course is designed to enhance students' understanding of creative industries in general and its development in Hong Kong in particular. It explores popular cultures and its possible relationship with the development of creative industries in a cross-disciplinary approach.

HUMN 3027   Death and Culture   (3,2,1)
This course aims at introducing the examining the problem of death from different perspectives like religion, philosophy, art and literature. It examines the religious representation of life after death, philosophical reflections of death and its meanings, and the representations of death in different art forms like literature, drama, visual art and film. Examples from Western, Chinese and other cultures will be used whenever it is appropriate. It helps students to understand and engage in critical discussion about the meanings of death from the cultural, religious and philosophical perspectives.

HUMN 3035   Devil and Culture   (3,2,1)
The aim of this course is to introduce and examine cultural issues related to the idea of devil and its representations in the Western cultural tradition. It will discuss the idea of evil and the devil from the religious-historical and philosophical perspectives, and then look at examples of the representations of devil from literature, drama and film. Some examples of the Chinese ideas of evil and devil will also be used for comparison. It will help students to understand, interpret and make sense of the idea of the evil and the devil and its meaning in the modern world.

HUMN 3036   Human Beings and Their Imaginary   (3,2,1)
                Monsters
This course aims to study a selection of literary and cinema classics and popular texts which feature monsters created by human beings in modern times. The fascination with the monstrous, as indicated by the variety of monsters created as well as the sustained interest throughout modern times, can be seen as our continuous attempt to discover who we are and how we are related to the world. The studying of these monsters students have created reveals the fears, anxieties and uncertainties human experience in their struggle to self-understanding.

HUMN 3037   New Media Cultures   (3,2,1)
This course examines from a cultural studies approach how new media shape and change representation, ideology and power relations in contemporary culture. It is an investigation of the struggle over meaning, knowledge and power produced by newer forms of media (web sites, virtual worlds, multimedia, computer games, digital video, special effects in cinema and net films, interactive computer installations, etc.). Analysing whether the newness of new media is really new or just a reformation of what already exists, this course explores what kind of challenge new media have brought to our everyday life and studies if the new forms produce distinctively different contents and audiences. We also look at how new media accentuate the productive dimension of the consumption process and identify the moments of transformation in cultural consumption.

HUMN 3045   Popular Music Studies   (3,2,1)
This course aims to widen and deepen the students' basic knowledge of popular music as a pervasive cultural form in contemporary society. It will also enhance their critical understanding of popular music as an academic study through an inter-disciplinary approach.

HUMN 3046   Science Fiction, Film and Culture   (3,2,1)
This course aims to examine science fiction through some of its most influential works in the novel, short story, and film. Science fiction and film are the cultural forms that reflect how we understand our world. The possible worlds that science fiction writers and filmmakers predicted do not only offer to conceive some alternate systems but also represent contemplations on radical difference and otherness as well as the ideological nature of our social totality. This course examines how the imaginations of science fiction and film are connected to the historical and collective fantasy of our social world. The culture of science fiction and film, seemingly distanced from its social context, precisely serves as a critique of the latter, by ruminating on the ideological mechanism of virtual reality, human-machine, future institutions, alien races, and the nature of humanity. This course will not only assess the development of science fiction as a popular genre from the early decades of the twentieth century to the explosion of science fiction from the 1950s to the present, but it also traces back to the "proto-science fiction writers" of the renaissance and eighteenth century through the evolution of science fiction in the nineteenth century with Shelley, Poe, Verne, and others. In addition, the course will explore why the science fiction genre is missing in Chinese culture.

HUMN 3047   The Present State of the Arts   (3,2,1)
This course aims to (1) provide introductory study, appreciation and critical analyse on modern and contemporary art scenes, including the current development of Hong Kong art, the new Chinese art as well as contemporary Asian art; (2) give students key information for better apprehension of our current cultural phenomena; (3) appreciate art through gallery and exhibition visits, dialogues with artists alongside with lectures and tutorial studies; and (4) consolidate the studies and understanding of art through direct experience and exposure to art.

HUMN 3055   Popular Media and Public Culture   (3,2,1) (C)
                in Hong Kong
This course aims to develop a theoretical and contextual understanding of how Hong Kong popular media contribute to the formation of local public culture and cultural diversity. The course has two focuses. First, it examines how various forms of local popular media are historically shaped by a wide range of external socio-political factors, government policy, local politics, market dynamics, agencies of cultural workers, and changing

cultural tastes. Second, the course investigates how this formation process of popular media facilitates or constrains the development of Hong Kong public culture and cultural diversity. Overall, this course helps students explore the complex relationships between Hong Kong cultural formation and the historical dynamics of various commercial and non-commercial forms of popular media. To these ends, a wide range of local popular media such as commercial television, popular music, cinema, lifestyle magazines, popular news media, and public television will be used for discussion. Different strategies for promoting public culture through reforming Hong Kong popular media will also be discussed.

HUMN 3056   Hong Kong Films and Society   (3,2,1) (C)
This course aims to enhance students' understanding of how Hong Kong films have been shaping and shaped by the local culture and society and the global context of film-making. To this end, this course will introduce a wide range of approaches to film studies and rethink how to apply these approaches to different periods of Hong Kong film development.

HUMN 3057   Politics of the Ordinary   (3,2,1)
This course introduces students to key concepts and ideas of ordinary everyday life as a critical area of studies. The course examines the ordinary practices of everyday living as sites where meaning and power, ideology and subjectivity, governance and resistance are played out and offers a critical reading through theories drawn from the Humanities and Cultural Studies.

HUMN 3065   Research Methods in the Humanities   (3,2,1)
This course introduces some of the key approaches and research methods distinctive of interdisciplinary Humanities study, and offers step-by-step guidance to students when they conduct their own interdisciplinary research project. Significant texts (in English and Chinese) concerning the approach, content areas and discussions in the Humanities will be studied. Students will also learn how to plan and conduct a research in the area of the Humanities, as well as the practicalities of writing up the research paper.

HUMN 3066   Critical Theories I: From Marx to   (3,2,1)
                Adorno
This course aims at introducing the theoretical framework of classical critical theories from Karl Marx to early Frankfurt school. It will provide a sound foundation for the students in understanding the basic concern and arguments of these theories and critically reflecting on their relevance and implications for the contemporary world.

HUMN 3075   East Asia Media Cultures in the   (3,2,1)
                Global Age
This course aims to introduce the complex issues and theories in understanding and explaining East Asia media cultures. It combines both historical and theoretical approach to illustrate the rise of East Asia media cultures. Specifically, it analyses the production of various key media genres in Japan, Hong Kong, Korea, China and other East Asia countries; examines the textual characteristics of these media genres; and interrogates the complicated flows, reception and influences of East Asia media cultures across the world. It explores various enduring issues such as soft power, colonial hybridity, power dynamics of regional flows, cross-cultural reception, co-production of Asianess and Chineseness, and "Asia as method". Through the above multi-dimensional and cross-cultural analysis, the course aims to address if and how power struggles within and among various East Asia countries have facilitated more symmetrical transnational cultural-flows and served public interests at local, domestic level.

HUMN 3076   Digital Humanities   (3,2,1)
This course introduces students to the key concepts, theories and developments in the field of Digital Humanities. It brings the tools and techniques of digital media, and the digitalization of culture, to bear on traditional questions studied in the Humanities

and vice versa. The course will be a combination of theoretical inquiry and research into current digital cultural practices.

HUMN 4005   Asia Discourses   (3,2,1)
This course aims to introduce students to the diverse ways of defining Asia from various perspectives and help them develop a critical awareness to think about "Asia" as a problematic under the global structure of the contemporary world. Though the traditional notion of Asia is a Eurocentric fabrication, Asia is not necessarily grasped as the other in opposition to the West. Emphasis will be placed on how historically Asia is a position without identity, a continent so much de-regionalized, and a place that keeps searching for its definition. Its developments have been intertwined with capitalist globalization, transforming the world as well as being transformed at the same time.

HUMN 4006   Humanism and the Individual   (3,2,1)
This course aims to (1) introduce the concept of Humanism, and how this concept can be seen as the basic shaping force of the modern individual course; (2) develop critical skills by assessing primary and secondary source readings in history, philosophy, art and literature; and (3) demonstrate to students the intellectual and cultural importance of interdisciplinary approaches to learning.

HUMN 4007   Body Cultures   (3,2,1)
This course aims to (1) introduce reflections on human bodies in their situated cultures as the existential base of Humanities; (2) introduce the Chinese and various traditional discourses of the body and ends in the examination of the development of these discourses related to contemporary cultural issues; (3) study important and representative body theories and review critically the application and the manifestation of these discourses in their everyday lives; (4) consider body in interdisciplinary and cross-cultural manners; and (5) enhance students' knowledge and understanding of human bodies in relation to their cultural contexts.

HUMN 4015   Histories and Narratives   (3,2,1)
This course aims to (1) introduces both traditional and contemporary notions of history and the diverse cultural functions history is called upon to perform; (2) consider historical, cross-cultural, religious, artistic, and ideological viewpoints concerning issues of vital importance in the development of Western civilization; and (3) complement earlier courses' discussion of the human condition, and will introduce the more specialized theoretical study undertaken in the final term of Humanities study.

HUMN 4016   Major Thinkers in Humanities   (3,2,1)
This course aims to introduce the major thinkers in the West who have significant influence in shaping the Western mind. These thinkers are selected according to their comprehensiveness of their thought about understanding of human nature, culture, art, history and the meaning of human existence and their significance in Western intellectual history. It will introduce to the students the contents of their thought by outlining their major ideas and by reading selected texts. It helps students to understand how these thinkers tackle the big issues concerning humanities, i.e. their views about man, human history, art, culture and the meaning of life, and their relation with the modern world. It aims at introducing the major figures of Western thought as factors which shape the Western intellectual universe, and thus provides a solid basis for humanities and cultural studies.

HUMN 4017   Media Representations of Ethnicity   (3,2,1)
This course aims to introduce students to the concepts of ethnic identity through different kinds of media representation. It explores the politics and dynamics of ethnic identity formation, drawing on the experiences of various ethnic groups from Hong Kong, China, and other places. We examine representations of ethnicity in the commercial and independent media, investigate what influences these representations, and consider their repercussions. We also analyse how the idea of ethnic hierarchy

informs our understanding of power and privilege related to media representation and stereotyping. Although the terms "race" and "ethnicity" are always used interchangeably and together, we will offer analytical distinction between the two terms by focusing on their ideological undertakings and social construction. Focusing more on the Chinese contexts of ethnic representations, we address if the needs and interests of minority communities are being met by the mainstream media, and whether the minority may reinforce the identification of the ethnic majority in the media depiction. In addition, we ask if change in the diversity of media images is possible and what can be done to promote change for ethnic representation.

HUMN 4025   Cultural Studies   (3,2,1)
This course provides an overview of the key concepts, theories and issues in Cultural Studies. It introduces students to the origins and foundational concerns of Cultural Studies as an academic discipline and an intellectual practice; examines selected critical engagements with reference to specific contexts; and considers the work of Cultural Studies in relation to social, historical, and institutional conditions. The course also addresses such issues as the role of theory and analysis, the relevance of Cultural Studies for public cultures, as well as the constraints and possibilities faced by Cultural Studies practitioners today in their divergent attempts to engage in critical projects of our time.

HUMN 4026   The Art of Creating Stories: Writing   (3,2,1)
**   and Appreciation**
The course will explore the art of storytelling by discussing the history and role of storytelling in humanities. Followed by introduction to the fundamental elements, i.e. character, point of view, structure, plot, tension and dialogue with selected examples from different genres and forms, a wide variety of fictions, poems and movies will be introduced in this class. Students will learn to appreciate the art of storytelling, and create their own work. At the end of this course, students will develop a series of creative work that show their unique voice by making use of strategies acquired during the process of learning. (This course is cross-listed as WRIT 4007.)

HUMN 4027   The Double Face of Creativity: Fact   (3,2,1)
**   and Fiction**
This course aims to demonstrate the interrelationship between fact and fiction in the writing of creative works through the examination and discussion of the historical fiction. While it is generally believed that fact and fiction are two different and sometimes even opposite writings which happen in different contexts, this course hopes to show that they are two sides of the same coin. Through a study of the historical fiction, students will see the creative aspects of a critical research, and how being critical is an important step towards creativity. (This course is cross-listed as WRIT 4015.)

HUMN 4035   Special Topics in Theory and   (3,2,1) (C)
**   Culture**
This course aims to provide an opportunity for senior students to have an in-depth study of a selected topic related to theory and culture. Students will look at cultural issues from an interdisciplinary, cross-cultural and theoretical perspective. The course will guide students to integrate various points of view and develop their own critical judgment.

HUMN 4036   Special Topics in Media and   (3,2,1)
**   Cultural Studies**
This course aims to provide an opportunity for senior students to have an in-depth study of a selected topic related to media and cultural studies. Students will examine the selected media and culture topic from an interdisciplinary, cross-cultural and theoretical perspective. The course will guide students to integrate various points of view and develop their own critical judgment.

HUMN 4037   Special Topics in Arts and Creativity   (3,2,1)
This course aims to provide an opportunity for senior students to have an in-depth study of a selected topic related to arts. Students will look at creative arts from an interdisciplinary, cross-cultural and theoretical perspective. The course will guide students to integrate various points of view and develop their own creative work and/or critical judgment.

HUMN 4047   Critical Theories II: From Marcuse   (3,2,1)
**   to Post-Marxism**
This course aims at introducing the theoretical framework of the Critical Theories from Marcuse, Walter Benjamin to Habermas. It will provide a sound foundation for the students in understanding the basic concern and arguments of these theories and critically reflecting on their relevance and implications for the contemporary world.

HUMN 4898-9 Honours Project   (6,*,*)
Student will have to submit a Honours Project topic in Year II. The Project will run throughout the summer of Year II to Year III, earning 3 units each semester. The completed work will be of approximately 7,000 to 10,000 words in English or 10,000 to 15,000 characters in Chinese. Students will have a Programme's *Honours Project Handbook* listing all the rules, requirements and guidelines as well as detailed information on the Project including topic selection, form and style, assessment, and other data. The Project will take into account the process assessment.

ICMT   3005   Advertising Media Planning   (3,*,*)
This course introduces the principles and practices of advertising media planning and the process of evaluating and selecting advertising media to meet specific strategic marketing goals. The latest developments in the Hong Kong and the China industry such as media planning for international campaigns and the use of computers in media planning are examined.

ICMT   3007   Communication Theory   (3,*,*)
A broad spectrum of theoretical development is explored encompassing interpersonal, group, organizational, mass and public communication theories. Application of the theories is an important component of the class, especially in making the ideas relevant to the context of Chinese society and Hong Kong experience in order to provide a foundation to meet the dynamic changes in the discipline of communication.

ICMT   3015   Creative Advertising Copywriting (3,*,*) (C)
This course deals with the concepts and techniques of advertising copywriting by intoducing the importance for advertising copy. By establishing a basic understanding of advertising approach, starting from a brief to an advertising campaign, conceptual thinking and practical works will be demonstrated simultaneously.

ICMT   3017   Introduction to Public Relations   (3,*,*)
**   and Advertising**
The course intends to introduce some fundamental principles in public relations and advertising. The instructor will guide students to get familiar with the concepts of strategic management of public relations, ethics, brand promotion, intgrated marketing communication, global communication, etc. In addition, as agencies play a key role in many business operations in Hong Kong, students will be introduced the agency structure and operations.

ICMT   3025   Graphics and Print Production   (3,*,*)
Computers have revolutionized the process of developing content for output to screen and printed page. The technology has made it possible for any computer to become a print shop and any computer user to become a designer, printer and publisher. This course will enable students to engage in the process of computer-based publication design including the design, development and manipulation of graphics, typo-graphics, and photo-graphics in