

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) (tbc)

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) (tbc)

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) (tbc)

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) (tbc)

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) (tbc)

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) (tbc)

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) (tbc)

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) (C)

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) (tbc)

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) (tbc)

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) (tbc)

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