

COMM 7080 Special Topics in Communication (3,3,0)

This course caters to student interests and/or research needs as well as faculty specialization. Topics vary from year to year as different communication or media issues become pertinent and as the interests of faculty and students change. They will also be developed to take the advantage of the special expertise of visiting faculty members.

COMM 7120 Advanced Communication Design and Research (3,3,0)

Prerequisite: COMM 7740 Research Methods in Communication

This course is an advanced approach to the concepts, techniques, and use of, a range of quantitative research techniques focusing on the issues and processes involved in designing, conducting, and interpreting research. It provides an in-depth experience with statistical concepts, tests and interpretation designed to help students understand the benefits and limitations of research. The course can be repeated with different foci.

COMM 7130 Globalization of Media and Communication (3,3,0)

Globalization has become an increasingly important paradigm in social science fields. This resonates with the ongoing process of globalizing culture and communications. The course examines the issue systematically. It covers a wide range of topics in the framework of globalization, and provides students with a better understanding of the recurring themes and current trends in global communication.

COMM 7140 Classics and Milestones in Communication Research (3,0,3)

This course focuses on guided study of selected communication research classics or milestones. Students will gain in-depth knowledge of their chosen communication researchers or themes. Through reading and sharing, students are sharpened in both theoretical and methodological conceptualization.

COMM 7160 Organizational Communication (3,3,0)

The course will help students understand how communication functions within organizations and how communication behaviours can be managed to improve employer-employee relationships, employee-employee relationships, organizational efficiency, etc. Application of theories to analyse Hong Kong organizations will be emphasized.

COMM 7170 Communication Campaign Workshop (3,2,1)

This course examines public relations, advertising as well as integrated communication campaign strategies, and case histories. It reviews all that has to be accomplished to create a campaign for a client organization, including the knowledge and skills necessary to research, design, implement, evaluate and manage such campaign programmes.

COMM 7180 Media Law and Ethics (3,3,0)

This course explores and highlights major development and trends of Hong Kong media law. Specifically, it covers the broad issues concerning media freedom, media regulation, and various media laws as rights for both media practitioners and consumers. Throughout the course, the protection of fundamental rights and freedoms will be emphasized. The course also examines social origins and consequences of media laws in Hong Kong.

COMM 7190 Issues and Cases in Mass Communication (3,3,0)

This course closely examines eight key aspects of journalism practices and relevant theories. Existing theoretical propositions, evidence, and practices with regard to these aspects will be explored in depth. Special emphasis will be placed on the social impact of both traditional and new forms of journalism. The roles and functions of media routine practices and their antecedents are also subject to close scrutiny.

COMM 7200 New Media Workshop (3,3,0)

The course introduces students to new media, with particular focus on multimedia and the Internet. It emphasizes the theoretical influence of new media technology on communication and social change. Through lectures, discussions, presentations, and practical sessions, students learn how to make the best use of the latest communication tools to solve communication problems. Lab sessions are incorporated into the course to give students hands-on experience.

COMM 7210 Project (3,0,3)

Prerequisite: 24 units including Core and Module requirements
The project allows the student an opportunity to describe and analyse a contemporary media or communication issue with respect to the theories or concepts they have learned in the coursework. Preparing the project educates the student in systematic and critical thinking through the process of gathering, organizing and analysing data for presentation.

COMM 7220 Advertising Management (3,3,0)

The course will help students understand the managerial and decision-making processes of advertising and develop ability to analyse market and competitive environments, and develop and present advertising solutions. Application of theories to analyse China and Hong Kong market situations will be emphasized.

COMM 7230 Writing for Multimedia in Public Relations (3,3,0)

This course provides instruction and writing practice designed to develop the professional-level writing skills expected of public relations practitioners, emphasizing the multimedia approaches required for different audiences and media.

This course advances the level of writing competency by building on the knowledge and skills that students may already have. Supervised and individual experiences in communication techniques such as public speaking, liaison with the media and audio-visual/internet communications are assigned. This course also explores, especially, writing abilities necessary for handling different and more complex communication situations.

COMM 7240 Media Economics (3,3,0)

This course introduces basic concepts and theories of economics that inform and underpin the economic decisions and practice of media firms. It would also help understand the economic constraints under which media institutions, both private and public, operate. Accordingly, the course is aimed to achieve the following: (1) providing a basic understanding of media firms as business entities operating in the market where a number of forces are interacting; (2) equipping students with the analytical tools in interpreting economic phenomenon in media markets; and (3) enhancing students' knowledge of the media markets in both Hong Kong and mainland China.

COMM 7250 Strategic Public Relations and Crisis Management (3,2,1)

This course will not only concentrate on communication in crises but also highlights what we can do to prevent or minimize the impacts from crises. We will investigate important concepts of strategic management of public relations, issues management, risk communication, activism, principles of crisis communication, and crisis communication from publics' perspective. In addition, we will incorporate local and overseas cases for students to comprehend how to deal with crises in reality.

COMM 7260 Introduction to Media Management (3,3,0)

This is an introductory course to study media management in an era of change. The main purpose is to examine and analyse the new challenges being posed by political, economic and technological changes in the new millennium to media management in various Chinese societies. The course will begin with an overview of the media industries in Hong Kong, Taiwan and mainland China. It moves on to deal with media operational strategies, media content production and flow management,