

**JOUR 3035 Editing Laboratory I (Chinese) (2,0,2)**

**Prerequisite:** JOUR 2017 News Gathering and Writing for Print  
In this course, students continue their work on the experimental newspaper *San Po Yan* and take a supportive role in producing newscasts for BNN. The course provides continuing opportunities for students to develop their professional skills and knowledge of newspaper production. Each student is required to work throughout the second semester of Year III and the first of Year IV as an editor of the newspaper. This course is for Chinese Journalism Concentration students only.

**JOUR 3036 Editing Laboratory II (International Journalism) (2,0,2)**

**Prerequisites:** JOUR 2026 Print Editing and Production (English)  
JOUR 2055 News and Feature Reporting and Writing

In this course students edit and produce the experimental newspaper, *The Young Reporter*, and its associated news website. Under supervision, each student is required to work as an editor or in some other senior role during the second semester of Year 3 and the first semester of Year 4.

**JOUR 3037 Advanced Business and Financial News Writing (3,3,0)**

This course teaches advanced forms of business-news writing such as in-depth features, investigative writing, computer-assisted reporting and narrative reporting as well as the skills of opinion writing. Students will produce their own stories, from idea to production, in print and other media platforms. Critical thinking will be encouraged and ethical issues discussed. This is the final writing course that covers the professional aspects of the Financial Journalism major.

**JOUR 3045 Advanced Journalism: News, Feature and Opinion Writing (International Journalism) (3,2,1)**

**Prerequisites:** JOUR 2055 News and Feature Reporting and Writing or JOUR 3005 Beat Reporting (International Journalism)

The course presents advanced levels of writing and reporting for journalism. On the basis of the skills, knowledge and tools learned in earlier classes, students progress to more complex forms of journalism as well as opinion writing. The course's objective is to stimulate thinking and cultivate a critical mind regarding the form as well as the content of news and feature writing by providing a review of, and exercises in, the practices of important areas of the journalism profession. The class also aims to prepare students for JOUR 4895 Journalism Honours Project. The course is taught in English and is for International Journalism Concentration students only.

**JOUR 3046 Critical Comparative Studies of News Media Systems (3,2,1)**

This course aims to broaden students' knowledge of the outcomes of different kinds of politics, economics, history, culture, social organization and technology on the format of the news media in any one country at any given time. It introduces students to the development and current status of a variety of national (and territorial) news media systems and to the major concepts and theories that have been articulated to explain their individual natures and the differences between them. The course encourages students to critically analyze and compare different news media systems using the theories and concepts taught and to examine the key idea of freedom of the press in order to deepen their understanding of the news they are getting and compare it to news in other places round the world. This is a General Education Course for students throughout the university.

**JOUR 3056 In-depth Reporting (Chinese) (3,1,2)**

This course aims at introducing the students to advanced levels of interviewing, news writing and investigative reporting. The course stimulates thinking and cultivates a critical mind regarding the form as well as the content of news making. The course also

guides the students to develop a systematic approach to reporting and producing in-depth stories. Reference to the Hong Kong context is emphasized.

**JOUR 3057 Editing Laboratory I (International Journalism) (2,0,2)**

**Prerequisite:** JOUR 2026 Print Editing and Production (English)  
JOUR 2055 News and Feature Reporting and Writing

In this course students edit and produce the experimental newspaper, *The Young Reporter*, and its associated news website. Under supervision, each student is required to work as an editor or in some other senior role during the second semester of Year III and the first semester of Year IV.

**JOUR 3065 Editing Laboratory II (Chinese) (2,0,2)**

**Prerequisite:** JOUR 2017 News Gathering and Writing for Print  
In this course, students continue their work on the experimental newspaper *San Po Yan* and take a supportive role in producing newscasts for BNN. The course provides continuing opportunities for students to develop their professional skills and knowledge of newspaper production. Each student is required to work throughout the second semester of Year III and the first of Year IV as an editor of the newspaper. This course is for Chinese Journalism Concentration students only.

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

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/ Advanced Broadcast Reporting (2,2,0)  
4007 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 (3,3,0) (E)  
Reporting**

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 (3,2,1)  
Analysis**

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 (3,2,1)  
Communicators**

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 (3,2,1)  
Culture**

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 (3,2,1)  
Perspective**

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)**

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)**

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.