

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.