

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)

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)

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)

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)

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 public opinion and community development. Approximately the first six weeks of the course will be devoted to analytical writing and the remainder of the class will focus on opinion writing. The main objective of this course is to equip students with analytical skills to interpret events based on full knowledge and depth comprehension.

JOUR 3160 English for Journalists (3,2,1) (E)

This course seeks to equip students of the Chinese and Broadcast Journalism concentrations with English skills appropriate to their future roles in the industry.

JOUR 3170 Magazine Editing (3,2,1)

This course introduces students to the concepts, skills, practice, and art of editing a magazine. The focus is on editing techniques appropriate for various types of magazines, hands-on 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 3180 Online Journalism (3,2,1) (E)

Prerequisite: JOUR 1120 Introduction to Journalism

This course examines the impact of the Internet and other new communication technologies on journalism while introducing the students to the new media techniques for producing works of journalism. The first part of the course introduces the concepts, theories and knowledge about online journalism, touching on the social, economic and technological aspects of online news. The second part teaches the skills of doing journalism online.

JOUR 3190 Use of English as a Communication Culture (3,2,1)

Prerequisite: Grade C in Use of English or evidence of equivalent ability

The object of this course is to provide exposure to and practice in a wide variety of styles and genres of English, both spoken and written. It is intended for students who already have a good basic knowledge of English grammar and usage, but would benefit from an extended exploration of the subtleties of the language. The course is intended to increase fluency, versatility and awareness of appropriate language use for different situations. It will use a wide variety of material, from the historical to the contemporary, from the literary to the functional.

JOUR 3220 International News (3,2,1) (E)

Students will be acquainted with international news in its various forms and locations in terms of both its content and the processes by which it is produced in order to engender an appreciation of the special problems and situations of this type of news as compared with domestic news. They will be encouraged to critically appraise the international news they receive on a daily basis and suggest ways to appreciate it better and to improve it. This is a required course for International Journalism students and an elective course open to Year III Broadcast and Chinese Journalism students. Those with no journalism background are encouraged to take JOUR 2190 World News Media Systems before taking this course.

JOUR 3230 News Media Management (3,1,2) (E)

Prerequisite: Year III standing

This is an introductory course to study the news 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 news media management in Hong Kong. Through the course, it is hoped that students can have a better understanding of the basic principles of news media management in a new media environmental context. On the one hand, the course lays out the theoretical foundations of media management and introduces the changing media environment. On the other hand, it is designed to provide students with theories and basic principles of media management and discuss the important areas of media management activities. The course covers both print and electronic news media. This is an elective course available to all School of Communication students.

JOUR 3240 Comparative News Media Systems (3,2,1) (E)

This course introduces students to the development and current status of a variety of national and territorial news media systems in the context of their political, economic, social and technological environments, and to the major concepts and theories that have been articulated to explain their individual natures and the differences between them. News media policies, news organisation structures and newsgathering principles and techniques in different nations and territories will be compared. In covering these areas students will learn about national and global issues related to them. This is a Complementary Course for students throughout the university.

JOUR 3250 In-depth Reporting (3,1,2) (C)

Prerequisite: JOUR 2260 Advanced Broadcast Reporting and Production and JOUR 2270 Advanced Reporting and Feature Writing