

receiver” will help students to gain a profound understanding of the unique political, economic, and social dynamics in the Greater China Region.

**COMM 7060 Issues in Corporate Communication(3,3,0) (E)**

This course introduces graduate-level critical thinking about the integrated nature of internal and external communications in the contemporary organization. Asian and western organizational theories and the role communication plays within them are offered at the outset. Students then explore a variety of organizational structures and the kinds and volumes of information that flow in all directions bringing life to the organization. A major focus of the subject is on managerial communication in the Asian organization. Students investigate the importance of communication in carrying out motivation, leadership, team-building and the notions of quality and organizational change. The fundamental relationships of the organization to its external and internal environments and audiences are carefully observed with emphases on understanding, developing and applying communication strategies that attend to competitive advantages, organizational image and “handling issues”, crises and opportunities. The increasing impact of information technology on organizational communication is also assessed with regard to re-engineering, quality management and integrated marketing communication. The notion followed is that tomorrow’s business paradigm is not today’s business as usual.

**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 advanced methodology course covers the concepts, techniques and use of a wide range of research techniques focusing on the issues of designing and conducting research and interpreting the results. The course may be offered with a specialization either in quantitative or qualitative methods, depending upon student needs. Both version offer an in-depth encounter with a range of methods, allowing students to understand the strengths and limits of each approach. Stress is laid upon the relationship between the design of research and the choice methodology with detailed discussions of case studies providing examples of both appropriate and inappropriate choices.

**COMM 7130 Globalization of Media and Communications (3,3,0)**

Since the beginning of the 1990s “globalization” has become an increasingly important paradigm in social science fields. This resonates with the on-going process of globalizing culture and communications. The subject examines the issue systematically, covering 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) (E)**

The course will examine how communication functions within organizations and how communication behaviors can be managed to improve employer-employee relationships, employee-employee relationships, organizational efficiency, etc. Different theories,

concepts, approaches, issues and processes of organization will be discussed and evaluated. The application of current theories and research findings in organizational analysis, diagnosis, and training will be emphasized.

**COMM 7170 Communication Campaign Workshop (3,2,1) (E)/(P)**

This course aims to provide a framework for students to understand the skills and knowledge needed for the strategic planning of communication campaigns by integrating various elements in public relations, advertising and social media. The objective is to develop students’ capability to execute communication campaigns by working with professionals of different roles and functions in the industry.

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

Through the examination and analysis of legislation, case law and media practices, this subject lets journalists and would-be journalists know of the rights they are entitled to and the restrictions and pitfalls they face in their daily newsgathering and reporting activities. It also trains students to understand the importance of protecting and promoting media freedom while respecting the dignity and rights of others.

**COMM 7190 Issues and Cases in Mass Communication (3,3,0) (E)/(P)**

This course aims to help students acquire up-to-date knowledge about eight key aspects of media practice and relevant theories. Existing theoretical propositions, evidence and practices with regard to these aspects will be explored in depth. Comparisons of the roles and functions of routine media practices in different social, political and economic environments are also subject to close scrutiny. The objective of the course is to familiarize students with current issues and cases in the field of mass communication.

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

The course introduces students to new media, with particular focus on multimedia, social media and the internet. The first part of the subject examines the 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 subject to give students hands-on experience.

**COMM 7210 Project (3,0,3)**

The Project allows students the opportunity to describe and analyze communication issues by applying various perspectives and skills they have learned in their coursework. Preparing the Project enables them to integrate diverse sources of information and develop critical thinking through the process of constructing ideas and gathering, organising and analysing massive data. Completion of the Project serves a central role in showcasing the students’ ability to organize knowledge, structure argument, provide evidence and present results within a single piece of research work.

**COMM 7220 Advertising Management (3,3,0) (E)**

The course aims to help students understand the managerial and decision-making processes of advertising. Its objective is to develop students’ ability to analyze market and competitive environments, and to develop and present advertising solutions. The 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) (E)**

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 outlets. This course advances the level of writing competency by building on the knowledge and skills that students already have accumulated. Supervised and

individual experiences in communication techniques including public speaking, liaison with the media and audio-visual/internet communications are assigned. This course focuses on in particular the writing abilities needed for handling diverse and complex communication situations.

**COMM 7240 Media Economics (3,3,0) (E)**

This course aims to introduce basic concepts and theories of economics that inform and underpin the economic decisions and practices of media firms. Its objective is to help students understand the economic constraints under which media institutions, both private and public, operate. Accordingly, the course is aimed to provide a basic understanding of media firms as business entities operating in a market where multiple forces are interacting; equip students with the analytical tools to interpret economic phenomena in media markets; and enhance students' knowledge of the media markets in both Hong Kong and Mainland China.

**COMM 7250 Strategic Public Relations and Crisis Management (3,2,1) (E)/(P)**

This course will not only examine communication in crises but show what we can do to prevent or minimize the impacts of such crises. Important concepts of strategic management of public relations, issues management, risk communication, activism, crisis communication principles and crisis communication in both traditional and new media will be covered. Local and overseas cases will be incorporated to teach students how to deal with crises in real situations. Different methods and approaches for resolving different types of crisis will be discussed, showing how for example prevention and resolution of a natural crisis and a confrontational crisis should be different, with the former emphasizing in the region's infrastructure and the latter highlighting the human context of a conflict. As a result, students will not only study and analyze the communication tools for a crisis but discuss an organization's management. This subject is a multiple-disciplinary course that helps students integrate the knowledge from communication, sociology, psychology and management in dealing crises with complicated contexts.

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

This is an introductory course to the study of media management in our era of change. The main purpose is to examine and analyze 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 management flow, media marketing management, information management for media organizations and resources management.

**COMM 7270 Media Policies and Regulations (3,3,0)**

This course discusses the structural constraints as well as the legal and ethical regulations of media operation. The politics of media policy formation, such as political systems, geographical location and socio-economic factors, will be analyzed. The focus is on the current situation in pan-Chinese society within a globalized world context.

**COMM 7280 Communication Technologies and Media Organizations (3,3,0)**

The course introduces students to application and impacts of communication technologies with a focus on new media, particularly multimedia and the Internet. It discusses the theoretical aspects of impacts of media technologies on human communication and communication organization, and on social change. Students will learn to evaluate and apply the latest communication technologies to the development and management of media organizations.

**COMM 7290 Professional Seminar and Application Project (4,0,0)**

The course has two main objectives: 1) to discuss cases, issues and problems in media management in sessions participated in by faculty members and industry executives; and 2) the production of an Application Project that describes and analyses a media management case. Students are required to apply what they have learned in the coursework in preparing the Application Project. Preparing the Project enables students to integrate diverse sources of information and develop critical thinking through the process of constructing ideas and through gathering, analyzing and processing massive data. Completion of the Project serves a central role in showcasing students' ability to organize knowledge, structure argument, provide evidence, solve real work problems, and present results within one research project.

**COMM 7300 Consumer Insights (3,3,0) (E)**

This course studies how an understanding of consumer behavior informs the development and implementation of communication campaigns in Hong Kong and Asia. It examines the consumer decision-making process and how it varies for different types of purchases; the psychological processes involved, including the consumer learning process; and external factors such as culture, social class, group influences and situational determinants. Global consumer issues including the effects of social networks and consumer activism on companies' communication strategies will be examined. Application of current theories and research findings in cross-cultural consumer studies will be emphasized.

**COMM 7310 International Advertising (3,3,0) (E)**

The course will help students understand the challenges and difficulties in designing and implementing advertising across different countries and societies. Students will learn about the issues of centralization versus decentralization and standardization versus localization. They will also learn practical issues such as regulation considerations and social responsibility of international advertising agencies. As an institution, business and industry, advertising has been a major force shaping the worldwide drive toward globalization. This subject is designed to enhance students' understanding of advertising in the fast-changing global environment and assist them in developing skills necessary to plan and implement international advertising programmes.

**COMM 7510 Public Administration and the Media (3,3,0) (E)**

The course examines the different perspectives on the relationship between public administration and mass media in a modern society. Media factors affecting or facilitating public administration will be discussed. Cases concerning media-administration relationships and crisis management will be analyzed in the light of local (Hong Kong) and Mainland China settings.

**COMM 7520 Cross-cultural Documentary Workshop (0,3,0)**

This course enables students to have better understanding and sensitivity on cross-culture, ethnic and socioeconomic environment as well as the trend of globalization through international collaboration. By using film/video medium, students will acquire the basic elements of communication with images and sounds in documentary production, and learn how to develop a documentary film idea from various sources based on different cultural environments. Students from different cultural backgrounds will work together in research, production, critique and discussion of their own and documentary production of all kinds. Through group projects, students will explore production strategic and creative methods in order to develop visual communication with an audience and develop a personal approach to documentary filmmaking.

**COMM 7530 Information Design (0,3,0)**

Prerequisite: COMM 7540 Multimedia Production or by consent of instructor

The course aims to provide students with a reflective understanding of the rapidly developing information industry.