

It combines a comprehensive introduction to the theoretical principles and the philosophies of media ethics, with studies of the current ethical issues in journalism, broadcasting, advertising, public relations and new media.

MSCN 3075 Media Professional Practices (3,2,1) (E)

Many media and communication students start their career as journalists. Therefore knowledge of journalistic basics is necessary for the graduates of this school. This course is intended to provide students with systematic understanding and a critical awareness of the current trends and practices of journalism, laying a foundation for their professional working practices in media after graduation.

MSCN 3085 Writing for Media and Community Resources (3,1,2) (C)

The students will be equipped with writing abilities needed in non-governmental, commercial/business, Public Relations and media organizations. Students will learn various types of writings in handling different media situations, acquiring funding and publicizing their missions.

MSCN 3105 Children, Adolescents and Media (3,2,1) (E)

This course aims at discussing issues with students regarding media consumption among children and adolescents in relation to their biological, psychological and social development. Approaches that position children and adolescents with various roles in media will be adopted. The issues discussed will include the use of media, media influence, and the role of media in the daily lives of children and adolescents.

MSCN 3115 Communication and Active Ageing (3,2,1) (E)

This course aims at giving an overview about communication activities of older adults in the global trend of changing population structure, starting with the discussion of the changing physical, mental and social conditions among older adults, and the relations of these changes with their communication acts. Students will learn to develop communication programmes suitable to these individuals to enhance their quality of life and acquire a more macro vision through discussing the policies regarding communication and active ageing.

MSCN 3125 Communication and Sustainable Development (3,2,1) (E)

This course aims to examine one of the most prominent development paradigms in the last twenty years—sustainable development leveraging on the communication perspective. Sustainable development implies a participatory, multi-stakeholder approach to policy making and implementation, mobilizing public and private resources for development and making use of the knowledge, skills and energy of all social groups concerned with the future of the planet and its people. Within this framework, communication plays a strategic and fundamental role contributing to the interplay of the different development factors, improving the sharing of knowledge and information as well as the active participation of all concerned.

MSCN 3135 Computer Animation (3,2,1) (E)

The course aims at developing students' knowledge and skills of computer animation production. The process of animation production will be introduced from storyboarding, modeling, texturing, animation, lighting, rendering and compositing. Hands-on practices are emphasized for the production of animation sequences or short films.

MSCN 3145 Digital Journalism and Data Presentation (3,2,1) (C)

Students will acquire from this course essential skills of writing and delivering journalistic works on contemporary digital platforms such as the Internet and mobile communication devices. They will also learn how to make their works on traditional news media more impressive with the help of effective data presentation. The course focuses on hands-on skills of multimedia

delivery as well as news gathering, writing and producing on digital channels.

MSCN 3155 Digital Photography (3,2,1) (C)

This course covers the principles and techniques of photography, focusing on digital photography as creative communication. Students will be introduced to the visual language of photography in application of digital camera equipment, formats and editing software. Course content includes both conceptual introduction to the nature and culture of photography and hands-on techniques of photo-taking. After taking this course, students should be able to have in-depth understanding to digital photography and know how to produce good photographs digitally.

MSCN 3165 Gender and Communication (3,2,1) (E)

This course is designed to enhance students' understanding of gender issues in communication. It starts with an overview of various theoretical approaches to gender, and then investigate how gender concepts are created and contested through communication. With a heightened awareness to gender issues, students will increase their understanding of the self and others as well as their effectiveness as a communicator.

MSCN 3175 Negotiation and Lobbying (3,2,1) (E)

This course is designed to provide the theoretical and practical training to negotiation and conflict management. Emphasis is put on the negotiation workshop approach which will be adopted to provide various simulated exercises to help students apply concepts into practice. The subject will also cover aspects the background and current applications of lobbying as a global industry which thrives wherever democracy is established.

MSCN 3905 Internship (0,0,0)

MSC students are encouraged to undertake a non-graded and zero-credit internship. The internship is normally of at least two months full-time employment or professional practice during the summer between the third and fourth years but it can be a minimum of 320 hours of work. Students are required to conform to all reasonable requirements of their internship employer. Both the employer and the student file reports with the Course Director after the internship.

MSCN 4005 Communication Campaign Planning and Practices (3,2,1) (E)

This purpose of this course is to examine in depth the steps in researching, planning, implementing, and evaluating communication campaigns and programmes, to analyse case histories, and to design appropriate social marketing, PR and advertising campaigns and programmes for selected client and sponsoring organizations. Emphasis is on practical application and integration of social marketing, public relations and advertising techniques in developing a strategic communication programme. Towards the end of the module, students are to show ability to customize information and communication, formulate a strategic communication plan for a NGO or a client organization, and produce communication material.

MSCN 4008-9 Honours Project I & II (3,*,*) (E)

Prerequisite: Completion of MSC Year 3

The project allows students to develop an independent, integrated social marketing communication campaign proposal for an actual client. Under the guidance of an adviser, students are assigned to work on an account (the client), research the competitive situation, identify the target market, and construct a specific part of an integrated social marketing communication campaign such as creative media, public relations, internet marketing, multi-media presentation or other promotional activities.

MSCN 4015 Communication Research Methods (3,2,1) (E)

The students will learn basic concepts of research and research methodologies as applied in communication. This course provides an overview of the concepts, methods, and tools by which communication research is designed, conducted, interpreted,