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 (3,1,2) (C)
Resources
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 (3,2,1) (E)
Development
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 (3,2,1) (C)
Presentation
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 intership. The inernship 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 (3,2,1) (E)
Planning and Practices
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,

and critically evaluated. The primary goals of this course are to help students become a knowledgeable consumer and a limited producer of communication research as they develop skills in gathering, organizing, interpreting and presenting research information using competent and ethically defensible methods.

MSCN 4025   Media Consumption   (3,2,1) (E)
This course explores theories and research on why and how audience consumes media. Students will adopt various approaches to examine media consumption activities in relation to audience needs, desire and identity. Issues and topics will span across traditional to new, local to global media. Key topics will include gender, brand and fashion, popular culture, fandom, political parody and sufferings. Students will reflect on their own media consumption practices and their relation to values, attitudes and identity, as well as engaging with case studies of media uses in Hong Kong/Asia. Upon the completion of the course, the students will be able to reflect on their own everyday media consumption activities and make informed consumption choices desirable to them.

MSCN 4035   Public Opinion and Social   (3,2,1) (E)
**   Communication**
This course explores the dynamics of public opinion and its forces that shape people's social attitudes. The course will give an overview about the definitions of public opinion and theories of opinion formation, how public opinion is influenced and how it in turn influences governmental policy, and public opinion in specific issue areas of the changing society. Emphasis will be particularly placed on examining the strategies used by social interest groups to shape audience belief through influencing media and public agenda.

MSCN 4045   Communication Theory   (3,2,1) (E)
This course aims at giving students a broad overview of theoretical development encompassing different levels of communication including interpersonal, group, organization, mass and public communication. Students will also learn to apply and evaluate theories in various communication contexts. Students are encouraged to make ideas relevant to the context of Chinese society and Hong Kong experience in order to build a solid ground to meet changes arising from the increasing social complexity in the discipline of communication.

MSCN 4055   Media Law   (3,2,1) (E)
The course is designed to acquaint students with the fundamental principles, theories and practices of media laws in Hong Kong, raising their awareness of current legal issues in journalism, broadcasting, advertising, public relations and new media. Students will also learn from this course the essentials to pursuing their professions within the boundary of communication laws of the region where they operate.

MSCN 4065   New Media Communication   (3,2,1) (E)
Students will acquire a basic understanding of the process and characteristics of, and application in new media communication. They will be able to analyse the emergence of using new media in response to the dynamic changes in audience activity and technology. The course will also focus on how various media industry, including journalism, public relations and advertising, transform their media content and delivery on digital media platform. The course will end with providing hands-on experience to students to produce their own content in new media communication, with discussing the social and cultural issues encompassing the rise of digital media.

MUCS 3005   Advanced Musicianship I   (3,*,*) (E)
As singing and aural skills are fundamental for all musicians, this course aims to reinforce the basic foundation in students' musicianship, including their ability to sight-sing, dictate melodic examples from tonal literature and perform two-part rhythmic

exercises. Keyboard exercises will also be added to improve students' perception of functional harmonies. Learning activities will include weekly prepared-performance on short excerpts from textbooks or literature, dictation assignments, sight-singing and rhythm, improvisation on harmonic progressions and keyboard drills.

MUCS 3006   Advanced Musicianship II   (3,*,*) (E)
As singing and aural skills are fundamental for all musicians, this course aims to reinforce as well as extend on the basic foundation in students' musicianship, including their ability to sight-sing, dictate melodic examples from tonal and atonal literature, and perform three-part rhythmic exercises. Keyboard exercises will also be added to improve students' perception of chromatic harmonies. Learning activities will include weekly prepared-performance on short excerpts from textbooks or literature, dictation assignments, sight-singing and rhythm, improvisation on jazz harmonic progressions and keyboard drills.

MUCS 3015	**Ensemble I**	**(0.5,*,*)**
MUCS 3016	**Ensemble II**	**(0.5,*,*)**
MUCS 4015	**Ensemble III**	**(0.5,*,*)**
MUCS 4016	**Ensemble IV**	**(0.5,*,*)**

This course is to develop students' ability to work as member of a team through rehearsals, coaching sessions and performances. Students will gain practical experience in collaborative music making.

MUCS 3025	**Music Practicum I**	**(4,*,*)**
MUCS 3026	**Music Practicum II**	**(4,*,*)**
MUCS 4025	**Music Practicum III**	**(4,*,*)**
MUCS 4026	**Music Practicum IV**	**(4,*,*)**

The Music Practicum is the focal point of the students' music studies. In addition to enhancing students' skills and musicianship, broadening their repertoire knowledge, and honing their interpretational abilities, this course aims to cultivate within each student the capacities for stylistic understanding, critical reflection and development of one's own distinct voice as a performing musician.

MUCS 3035   From Bach to Brahms (Music   (3,*,*) (E)
**   History and Literature)**
This course will focus on the understanding of the social background and music making in the Common-Practice Period (Baroque to late 19th century). A wide spectrum of representative repertoire selected from each stylistic period and in different scoring will be studied. Other relevant contemporary issues such as patronage, political tensions and cultural environment will also be discussed.

MUCS 3045   Practical Writing and Public   (3,*,*) (E)
**   Speaking for Musicians**
This class provides music students with skills to be proficient communicators. Focusing on both writing and speaking processes, students will be introduced to fundamental concepts and stages of organization for various types of academic and professional projects. They will also practise different modes of oral and written delivery for topics relating to performance, theory, history, and repertoire, thereby allowing them to gain conceptual clarity, experience, and greater confidence in communicating about music.

MUCS 3055   Mahler, Debussy and the Global   (3,*,*) (E)
**   Era (Music History and Literature)**
This course will focus on the understanding of the musical styles and innovations from the turn of 20th century to the present day. A wide spectrum of representative repertoire selected from various stylistic approaches, countries and in different scorings will be studied. Other relevant contemporary issues, such as education systems, political tensions, wars and developments in other art forms will also be discussed.