

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 Communication (3,2,1) (E)

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 History and Literature) (3,*,*) (E)

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 Speaking for Musicians (3,*,*) (E)

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 Era (Music History and Literature) (3,*,*) (E)

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.