

COMD 7120 Critical Approaches to Film and Digital Media (3,3,0)

This is a section of the course on ideological and critical approaches to film as a contemporary form of social and political expressions. We examine various forms of moving images and their ideological and social implications. We focus on how narratives may carry specific meanings, and might be used as vehicles of power and persuasion. Through studies of film and video we trace the development of modern visual cultures and examine how they frame contemporary social and political experience. At the end of the course, students should be able to explain and apply a number of theoretical frameworks in analyzing and critiquing selected film and video works.

COMD 7130 Network Society in Theory and Practice (3,3,0)

This course will critically examine the major theories concerning the impact of new information and communication technologies on contemporary society, and in particular upon their effects on media and communication. Among the issues discussed will be issues of differential access; the role of technologies in constituting new identities and the relationship between real and virtual personae; political organisation and political activism in and through information technologies; the economics of new media, their impact upon legacy media, and the role of unpaid labour in the production of user-generated content; big data, surveillance and the digital panopticon. In all cases the course will attempt to bring theoretical reflection and empirical reality together in order to judge the utility of the former.

COMD 7140 Gender and Sexuality in the Media (3,3,0)

This course offers an in-depth analysis and deconstruction of the messages carried in the media regarding gender, and sexuality. It provides an overview of feminist and social psychological perspectives on presentations of gender and sexuality in contemporary culture with a focus on the media. Students will examine how gender and sexuality are portrayed in advertising, print, television and film. The social and economic environment affecting the production of media messages will be discussed. The course explores the role of popular media in the construction of gender and sexual stereotypes in our society. Audience interpretation of female media images will be examined. Students are expected to contribute to class discussion by bringing in images and essays of their own work or the work of others.

COMM 1130 Current Affairs and News Analysis (3,3,1)

This is a course to help students develop news literacy. The aim of this course is to cultivate students' news reading habit, enhance their knowledge about current affairs and build up their news analytical skills so that they can better understand, analyse, use and monitor news in their daily lives.

COMM 1140 Multimedia Communication (3,3,1)

This course examines the impact of convergent media and networked communication technologies such as the Internet and mobile devices on the ways people access information, engage in social activities and professionally create content that can inform, persuade and entertain. It takes an interdisciplinary approach to the topic, critically evaluating emergent forms of communication and introducing the students to multimedia techniques for producing works of mass and personal communication. The course is aimed to combine theoretical frameworks and practical skills.

COMM 1160 Introduction to Communication (3,3,0)

The purpose of this course is to introduce students who have had no prior experience with the field of communication to its diverse areas of study and its fundamental concepts. It will provide a common foundation for students in the School of Communication by presenting a coherent vocabulary for talking

about communication and a comprehensive perspective for approaching subsequent courses within the School's various majors and options. The course also aims to demonstrate the interrelationships between options and departments and to stimulate interest in and commitment to the study of communication.

COMM 1270 Media Literacy in a Changing Society (3,2,1)

In the Web 2.0 age, young people are living in a media saturated world. Their values and social actions are significantly influenced by the media. With the rise of the Internet, media content is not only produced by media professionals, but also by ordinary people. From YouTube to blogs, information is being circulated without filtering and verification. Media literacy is defined as a life skill which enables young people to critically understand, analyse, use and monitor the media. A social participative approach is adopted in this course. Students are cultivated not only as active and critical media consumers but also as informed and responsible citizens. Positive psychology will also be integrated into the course so that students will be guided how to interpret media messages in a positive way.

COMM 2006 Communication Theory (Communication Studies) (3,2,1)

Prerequisite: PRAD 2017 Introduction to Communication: A PRA & ORGC Perspective

A broad spectrum of theoretical development is explored encompassing interpersonal, group, organizational, mass, and public communication theories. Application of the theories is an important component of the class, especially in making the ideas relevant to the context of Chinese society and Hong Kong experience in order to provide a foundation to meet the dynamic changes in the discipline of communication.

COMM 2007 Communication Research Method (Communication Studies) (3,2,1)

Prerequisite: PRAD 2017 Introduction to Communication: A PRA & ORGC Perspective

This course introduces students to the methods and ethics of scholarly research in human communication. A background on basic concepts of research is provided. Both quantitative and qualitative research methods are explored in ways to answer questions about communication. The entire research process is examined from introduction of the concept and review of the literature to the reporting of the findings, the analysis of the data and the writing of the final report.

COMM 2310 Communication Theory (Communication Studies) (3,2,1)

Prerequisite: COMM 1160 Introduction to Communication

This course is structured to organize the different theories of human communication and examine interconnections between them. A broad spectrum of theoretical development is explored encompassing intrapersonal, interpersonal, group, organizational, mass, social, and cultural communication theories. Application of the theories is an important component of the class, especially in making the ideas relevant to the context of Chinese society and Hong Kong experience in order to provide a foundation to meet the dynamic changes in the discipline of communication.

COMM 2320 Communication Research Method (Communication Studies) (3,2,1)

Prerequisite: COMM 1160 Introduction to Communication

This course introduces students to the methods and ethics of scholarly research in human communication. A background on basic concepts of research is provided. Both quantitative and qualitative research methods are explored in ways to answer questions about communication. The entire research process is examined from introduction of the concept and review of the literature to the reporting of the findings, the analysis of the data and the writing of the final report.