

COMM 2370 Media Law and Ethics (3,2,1)

The course introduces students to the media law in Hong Kong. It will also cover major ethical issues facing the Hong Kong media industry professionals. Current developments and trends will be highlighted. The protection of fundamental rights and freedoms will be emphasized throughout the course. Practical day-to-day examples and important court cases will be used as illustrations. It is hoped that this approach will facilitate the training of media industry professionals who would not only protect and promote media freedom but also respect dignity and rights of others.

COMM 2380 Communication Theory (Journalism) (3,2,1)

This course examines various theoretical perspectives and practices regarding the performance, role, functions, and effects of journalism and media in modern society, with a specific emphasis on issues in the greater China context. We have three primary tasks: (1) to provide a basic understanding of journalism and mass media as social institution; (2) to give students an ability to critically evaluate the interplay between journalism and the larger socio-political environment; and (3) to enhance students' knowledge about the production, content, meaning and impact of news.

COMM 2390 Communication Research Method (Journalism) (3,2,1)

Prerequisite: Year II standing and JOUR 1120 Introduction to Journalism

This is a basic research methods course for those with little or no previous experience or course work in research methodology. The goal of the course is to (1) familiarize students with main types of measurement and collection of evidence in the field of mass communication, particularly journalism; (2) provide students with a critical framework for evaluating communication and communication research conducted by others; (3) give students some first-hand experience in the research process; and (4) sensitize students to the need of answering communication and related questions in a scientific manner.

COMM 3110 Information Design (3,2,1)

Prerequisite: COMM 1140 Multimedia Communication

The course is aimed to provide students with a reflective understanding of the rapidly developing information industry. It will introduce theoretical principles, basic design strategies and techniques required for the selection, organization and presentation of information resources. The focus will be the process of clarifying communication goals and arranging content into a design that should be considered in planning and designing effective and accessible products for a variety of audiences and media—from print to digital. The course covers wide range topics with hands-on opportunities for students to implement the learned knowledge and skills into real-world practice. It is a unique interdisciplinary course that emphasizes on the creative and managerial aspects of new media technology to produce, deliver and present meaningful information content in a variety of innovative interactive forms.

COMM 3120 Cross-Cultural Documentary Workshop (3,*,*)

This course will enable students with 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; learn how to develop a documentary film idea from various sources based on different cultural environment. Students from different cultural background will work together in research, production, critique and discussion of their own and documentary production of all kinds. Through group project, 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 7010 Foundations of Communication (3,3,0) (E)/(P) Study

This course offers a survey of the variety of theories and issues in communication in a systematic fashion and from a historical perspective, with a focus on those theories and issues that bear strong implications for the present situations of Hong Kong, Taiwan, and Mainland China. This course seeks to establish a coherent understanding of the progressive development of the discipline of communication; provide a context for critical appreciation of current scholarship and research in communication; and offer a reasonable account of future conditions for human communication.

COMM 7020 Approaches and Methods in Communication Research (3,3,0) (E)/(P)

This course is intended to be a lab where students can execute their critical thinking and creative abilities in exploring the fascinating world of mass communication research. While the main purpose is to expose students to the fundamentals of social scientific research methods and to familiarize them with a variety of research techniques in mass communication research that are useful to media professionals (e.g. surveys, experiments, content analyses), students will also be encouraged or required to critically evaluate published research articles and creatively design their own research project.

COMM 7030 Perspectives on Media and Society (3,3,0) (E)/(P)

The purpose of this course is to explore and discuss the relationship between the media and society. The course is organized by an analytical framework which examines the media from textual, institutional, medium and audience approaches. Various theoretical perspectives such as critical studies, social constructionism, medium theory and cultural studies will be introduced to examine the interaction between the media and society. The course aims at not only enhancing students' theoretical understanding about the subject matter but also cultivating their skills of analyzing media influence in social life.

COMM 7040 Issues in Intercultural Communication (3,3,0)

This course is an introduction to and survey of the broad area of international and intercultural communication. Students will learn to develop their critical thinking skills through class discussion and the reading/writing assignments. The first half of the course focuses on international communication issues, including the Western media system, press freedom, the influence of new media in the globalization of communication, and transnational advertising and public relations. The second half of the course is devoted to intercultural communication topics. With an increase in awareness and understanding of the similarities and differences among different cultural values, students will broaden their worldview and be a better intercultural communicator. Students will be expected to interact with a person from a different culture throughout the semester.

COMM 7050 Media and Communication in Chinese Societies (3,3,0) (E)/(P)

This course aims at expanding students' knowledge on the evolution of media and communication in contemporary Chinese societies. Close examination of some important events and major characteristics of the news media will enable students to understand the impact of these events that changed people's perspectives about their societies and about themselves. Analysis on the role of the news media in specific events and the interplay between "the information provider" and "the information 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)

This course introduces graduate-level critical thinking about the integrated nature of internal and external communications in the