

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

contemporary organization. Asian and Western organizational theories and the role communication plays within them are offered at the outset. Students then explore a variety of organizational structures and the kinds and volumes of information that flow in all directions bringing life to the organization. A major focus of the subject is on managerial communication in the Asian organization. Students investigate the importance of communication in carrying out motivation, leadership, team-building and the notions of quality and organizational change. The fundamental relationships of the organization to its external and internal environments and audiences are carefully observed with emphases on understanding, developing and applying communication strategies that attend to competitive advantages, organizational image and "handling issues", crises and opportunities. The increasing impact of information technology on organizational communication is also assessed with regard to re-engineering, quality management and integrated marketing communication. The notion followed is that tomorrow's business paradigm is not today's business as usual.

COMM 7080 Special Topics in Communication (3,3,0)

This course caters to student interests and/or research needs as well as faculty specialization. Topics vary from year to year as different communication or media issues become pertinent and as the interests of faculty and students change. They will also be developed to take the advantage of the special expertise of visiting faculty members.

COMM 7120 Advanced Communication Design and Research (3,3,0)

Prerequisite: COMM 7740 Research Methods in Communication
This advanced methodology course covers the concepts, techniques and use of a wide range of research techniques focusing on the issues of designing and conducting research and interpreting the results. The course may be offered with a specialization either in quantitative or qualitative methods, depending upon student needs. Both version offer an in-depth encounter with a range of methods, allowing students to understand the strengths and limits of each approach. Stress is laid upon the relationship between the design of research and the choice methodology with detailed discussions of case studies providing examples of both appropriate and inappropriate choices.

COMM 7130 Globalization of Media and Communication (3,3,0)

Since the beginning of the 1990s "globalization" has become an increasingly important paradigm in social science fields. This resonates with the on-going process of globalizing culture and communications. The subject examines the issue systematically, covering a wide range of topics in the framework of globalization, and provides students with a better understanding of the recurring themes and current trends in global communication.

COMM 7140 Classics and Milestones in Communication Research (3,0,3)

This course focuses on guided study of selected communication research classics or milestones. Students will gain in-depth knowledge of their chosen communication researchers or themes. Through reading and sharing, students are sharpened in both theoretical and methodological conceptualization.

COMM 7160 Organizational Communication (3,3,0)

The course will examine how communication functions within organizations and how communication behaviors can be managed to improve employer-employee relationships, employee-employee relationships, organizational efficiency, etc. Different theories, concepts, approaches, issues and processes of organization will be discussed and evaluated. The application of current theories and research findings in organizational analysis, diagnosis, and training will be emphasized.

COMM 7170 Communication Campaign Workshop (3,2,1)

This course aims to provide a framework for students to understand the skills and knowledge needed for the strategic

planning of communication campaigns by integrating various elements in public relations, advertising and social media. The objective is to develop students' capability to execute communication campaigns by working with professionals of different roles and functions in the industry.

COMM 7180 Media Law and Ethics (3,3,0)

Through the examination and analysis of legislation, case law and media practices, this subject lets journalists and would-be journalists know of the rights they are entitled to and the restrictions and pitfalls they face in their daily newsgathering and reporting activities. It also trains students to understand the importance of protecting and promoting media freedom while respecting the dignity and rights of others.

COMM 7190 Issues and Cases in Mass Communication (3,3,0)

This course aims to help students acquire up-to-date knowledge on eleven key aspects of journalistic practice and relevant theories. Existing theoretical propositions, evidence and practices with regard to these aspects will be explored in depth. Comparisons of the roles and functions of routine media practices in different social, political and economic environments are also subject to close scrutiny. The objective of the course is to familiarize students with current issues and cases in the field of mass communication.

COMM 7200 New Media Workshop (3,3,0)

The course introduces students to new media, with particular focus on multimedia, social media and the internet. The first part of the subject examines the influence of new media technology on communication and social change. Through lectures, discussions, presentations and practical sessions, students learn how to make the best use of the latest communication tools to solve communication problems. Lab sessions are incorporated into the subject to give students hands-on experience.

COMM 7210 Project (3,0,3)

The Project allows students the opportunity to describe and analyze communication issues by applying various perspectives and skills they have learned in their coursework. Preparing the Project enables them to integrate diverse sources of information and develop critical thinking through the process of constructing ideas and gathering, organizing and analyzing massive data. Completion of the Project serves a central role in showcasing the students' ability to organize knowledge, structure argument, provide evidence and present results within a single piece of research work.

COMM 7220 Advertising Management (3,3,0)

The course aims to help students understand the managerial and decision-making processes of advertising. Its objective is to develop students' ability to analyze market and competitive environments, and to develop and present advertising solutions. The application of theories to analyze China and Hong Kong market situations will be emphasized.

COMM 7230 Writing for Multimedia in Public Relations (3,3,0)

This course provides instruction and writing practice designed to develop the professional-level writing skills expected of public relations practitioners, emphasizing the multimedia approaches required for different audiences and media. This class will be consist of an introductory section where we will "talk about writing", followed by a practical section where we will simply write.

COMM 7240 Media Markets (3,3,0)

This course introduces basic concepts, theories and practices that operate in media markets, and the firms that operate within these markets. The course examines market structures, technologies, regulations, firm interactions (competition and cooperation, especially as codified in contracts), and sociocultural forces at work in media industries. By examining this range of factors and their interactions, students will become better informed and