

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