cultural tastes. Second, the course investigates how this formation process of popular media facilitates or constrains the development of Hong Kong public culture and cultural diversity. Overall, this course helps students explore the complex relationships between Hong Kong cultural formation and the historical dynamics of various commercial and non-commercial forms of popular media. To these ends, a wide range of local popular media such as commercial television, popular music, cinema, lifestyle magazines, popular news media, and public television will be used for discussion. Different strategies for promoting public culture through reforming Hong Kong popular media will also be discussed.

HUMN 3056   Hong Kong Films and Society   (3,2,1) (C)
This course aims to enhance students' understanding of how Hong Kong films have been shaping and shaped by the local culture and society and the global context of film-making. To this end, this course will introduce a wide range of approaches to film studies and rethink how to apply these approaches to different periods of Hong Kong film development.

HUMN 3057   Politics of the Ordinary   (3,2,1)
This course introduces students to key concepts and ideas of ordinary everyday life as a critical area of studies. The course examines the ordinary practices of everyday living as sites where meaning and power, ideology and subjectivity, governance and resistance are played out and offers a critical reading through theories drawn from the Humanities and Cultural Studies.

HUMN 3065   Research Methods in the Humanities   (3,2,1)
This course introduces some of the key approaches and research methods distinctive of interdisciplinary Humanities study, and offers step-by-step guidance to students when they conduct their own interdisciplinary research project. Significant texts (in English and Chinese) concerning the approach, content areas and discussions in the Humanities will be studied. Students will also learn how to plan and conduct a research in the area of the Humanities, as well as the practicalities of writing up the research paper.

HUMN 3066   Critical Theories I: From Marx to   (3,2,1)
                Adorno
This course aims at introducing the theoretical framework of classical critical theories from Karl Marx to early Frankfurt school. It will provide a sound foundation for the students in understanding the basic concern and arguments of these theories and critically reflecting on their relevance and implications for the contemporary world.

HUMN 3075   East Asia Media Cultures in the   (3,2,1)
                Global Age
This course aims to introduce the complex issues and theories in understanding and explaining East Asia media cultures. It combines both historical and theoretical approach to illustrate the rise of East Asia media cultures. Specifically, it analyses the production of various key media genres in Japan, Hong Kong, Korea, China and other East Asia countries; examines the textual characteristics of these media genres; and interrogates the complicated flows, reception and influences of East Asia media cultures across the world. It explores various enduring issues such as soft power, colonial hybridity, power dynamics of regional flows, cross-cultural reception, co-production of Asianess and Chineseness, and "Asia as method". Through the above multi-dimensional and cross-cultural analysis, the course aims to address if and how power struggles within and among various East Asia countries have facilitated more symmetrical transnational cultural-flows and served public interests at local, domestic level.

HUMN 3076   Digital Humanities   (3,2,1)
This course introduces students to the key concepts, theories and developments in the field of Digital Humanities. It brings the tools and techniques of digital media, and the digitalization of culture, to bear on traditional questions studied in the Humanities

and vice versa. The course will be a combination of theoretical inquiry and research into current digital cultural practices.

HUMN 4005   Asia Discourses   (3,2,1)
This course aims to introduce students to the diverse ways of defining Asia from various perspectives and help them develop a critical awareness to think about "Asia" as a problematic under the global structure of the contemporary world. Though the traditional notion of Asia is a Eurocentric fabrication, Asia is not necessarily grasped as the other in opposition to the West. Emphasis will be placed on how historically Asia is a position without identity, a continent so much de-regionalized, and a place that keeps searching for its definition. Its developments have been intertwined with capitalist globalization, transforming the world as well as being transformed at the same time.

HUMN 4006   Humanism and the Individual   (3,2,1)
This course aims to (1) introduce the concept of Humanism, and how this concept can be seen as the basic shaping force of the modern individual course; (2) develop critical skills by assessing primary and secondary source readings in history, philosophy, art and literature; and (3) demonstrate to students the intellectual and cultural importance of interdisciplinary approaches to learning.

HUMN 4007   Body Cultures   (3,2,1)
This course aims to (1) introduce reflections on human bodies in their situated cultures as the existential base of Humanities; (2) introduce the Chinese and various traditional discourses of the body and ends in the examination of the development of these discourses related to contemporary cultural issues; (3) study important and representative body theories and review critically the application and the manifestation of these discourses in their everyday lives; (4) consider body in interdisciplinary and cross-cultural manners; and (5) enhance students' knowledge and understanding of human bodies in relation to their cultural contexts.

HUMN 4015   Histories and Narratives   (3,2,1)
This course aims to (1) introduces both traditional and contemporary notions of history and the diverse cultural functions history is called upon to perform; (2) consider historical, cross-cultural, religious, artistic, and ideological viewpoints concerning issues of vital importance in the development of Western civilization; and (3) complement earlier courses' discussion of the human condition, and will introduce the more specialized theoretical study undertaken in the final term of Humanities study.

HUMN 4016   Major Thinkers in Humanities   (3,2,1)
This course aims to introduce the major thinkers in the West who have significant influence in shaping the Western mind. These thinkers are selected according to their comprehensiveness of their thought about understanding of human nature, culture, art, history and the meaning of human existence and their significance in Western intellectual history. It will introduce to the students the contents of their thought by outlining their major ideas and by reading selected texts. It helps students to understand how these thinkers tackle the big issues concerning humanities, i.e. their views about man, human history, art, culture and the meaning of life, and their relation with the modern world. It aims at introducing the major figures of Western thought as factors which shape the Western intellectual universe, and thus provides a solid basis for humanities and cultural studies.

HUMN 4017   Media Representations of Ethnicity   (3,2,1)
This course aims to introduce students to the concepts of ethnic identity through different kinds of media representation. It explores the politics and dynamics of ethnic identity formation, drawing on the experiences of various ethnic groups from Hong Kong, China, and other places. We examine representations of ethnicity in the commercial and independent media, investigate what influences these representations, and consider their repercussions. We also analyse how the idea of ethnic hierarchy

informs our understanding of power and privilege related to media representation and stereotyping. Although the terms "race" and "ethnicity" are always used interchangeably and together, we will offer analytical distinction between the two terms by focusing on their ideological undertakings and social construction. Focusing more on the Chinese contexts of ethnic representations, we address if the needs and interests of minority communities are being met by the mainstream media, and whether the minority may reinforce the identification of the ethnic majority in the media depiction. In addition, we ask if change in the diversity of media images is possible and what can be done to promote change for ethnic representation.

HUMN 4025   Cultural Studies   (3,2,1)
This course provides an overview of the key concepts, theories and issues in Cultural Studies. It introduces students to the origins and foundational concerns of Cultural Studies as an academic discipline and an intellectual practice; examines selected critical engagements with reference to specific contexts; and considers the work of Cultural Studies in relation to social, historical, and institutional conditions. The course also addresses such issues as the role of theory and analysis, the relevance of Cultural Studies for public cultures, as well as the constraints and possibilities faced by Cultural Studies practitioners today in their divergent attempts to engage in critical projects of our time.

HUMN 4026   The Art of Creating Stories: Writing   (3,2,1)
and Appreciation
The course will explore the art of storytelling by discussing the history and role of storytelling in humanities. Followed by introduction to the fundamental elements, i.e. character, point of view, structure, plot, tension and dialogue with selected examples from different genres and forms, a wide variety of fictions, poems and movies will be introduced in this class. Students will learn to appreciate the art of storytelling, and create their own work. At the end of this course, students will develop a series of creative work that show their unique voice by making use of strategies acquired during the process of learning. (This course is cross-listed as WRIT 4007.)

HUMN 4027   The Double Face of Creativity: Fact   (3,2,1)
and Fiction
This course aims to demonstrate the interrelationship between fact and fiction in the writing of creative works through the examination and discussion of the historical fiction. While it is generally believed that fact and fiction are two different and sometimes even opposite writings which happen in different contexts, this course hopes to show that they are two sides of the same coin. Through a study of the historical fiction, students will see the creative aspects of a critical research, and how being critical is an important step towards creativity. (This course is cross-listed as WRIT 4015.)

HUMN 4035   Special Topics in Theory and   (3,2,1) (C)
Culture
This course aims to provide an opportunity for senior students to have an in-depth study of a selected topic related to theory and culture. Students will look at cultural issues from an interdisciplinary, cross-cultural and theoretical perspective. The course will guide students to integrate various points of view and develop their own critical judgment.

HUMN 4036   Special Topics in Media and   (3,2,1)
Cultural Studies
This course aims to provide an opportunity for senior students to have an in-depth study of a selected topic related to media and cultural studies. Students will examine the selected media and culture topic from an interdisciplinary, cross-cultural and theoretical perspective. The course will guide students to integrate various points of view and develop their own critical judgment.

HUMN 4037   Special Topics in Arts and Creativity   (3,2,1)
This course aims to provide an opportunity for senior students to have an in-depth study of a selected topic related to arts. Students will look at creative arts from an interdisciplinary, cross-cultural and theoretical perspective. The course will guide students to integrate various points of view and develop their own creative work and/or critical judgment.

HUMN 4047   Critical Theories II: From Marcuse   (3,2,1)
to Post-Marxism
This course aims at introducing the theoretical framework of the Critical Theories from Marcuse, Walter Benjamin to Habermas. It will provide a sound foundation for the students in understanding the basic concern and arguments of these theories and critically reflecting on their relevance and implications for the contemporary world.

HUMN 4898-9 Honours Project   (6,*,*)
Student will have to submit a Honours Project topic in Year II. The Project will run throughout the summer of Year II to Year III, earning 3 units each semester. The completed work will be of approximately 7,000 to 10,000 words in English or 10,000 to 15,000 characters in Chinese. Students will have a Programme's *Honours Project Handbook* listing all the rules, requirements and guidelines as well as detailed information on the Project including topic selection, form and style, assessment, and other data. The Project will take into account the process assessment.

ICMT   3005   Advertising Media Planning   (3,*,*)
This course introduces the principles and practices of advertising media planning and the process of evaluating and selecting advertising media to meet specific strategic marketing goals. The latest developments in the Hong Kong and the China industry such as media planning for international campaigns and the use of computers in media planning are examined.

ICMT   3007   Communication Theory   (3,*,*)
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.

ICMT   3015   Creative Advertising Copywriting   (3,*,*) (C)
This course deals with the concepts and techniques of advertising copywriting by intoducing the importance for advertising copy. By establishing a basic understanding of advertising approach, starting from a brief to an advertising campaign, conceptual thinking and practical works will be demonstrated simultaneously.

ICMT   3017   Introduction to Public Relations   (3,*,*)
and Advertising
The course intends to introduce some fundamental principles in public relations and advertising. The instructor will guide students to get familiar with the concepts of strategic management of public relations, ethics, brand promotion, intgrated marketing communication, global communication, etc. In addition, as agencies play a key role in many business operations in Hong Kong, students will be introduced the agency structure and operations.

ICMT   3025   Graphics and Print Production   (3,*,*)
Computers have revolutionized the process of developing content for output to screen and printed page. The technology has made it possible for any computer to become a print shop and any computer user to become a designer, printer and publisher. This course will enable students to engage in the process of computer-based publication design including the design, development and manipulation of graphics, typo-graphics, and photo-graphics in