

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 and Appreciation (3,2,1)

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 and Fiction (3,2,1)

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 Culture (3,2,1) (C)

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 Cultural Studies (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 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 to Post-Marxism (3,2,1)

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 introducing 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 and Advertising (3,*,*)

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, integrated 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