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

the digital space and the output of images and integrated designs to the printed page. This course will empower students to become effective communicators using an array of graphics and print technologies.

ICMT 3027 Marketing Principles (3,*,*)
This course introduces students to the principles of marketing in the global economy. There is a strong emphasis on how organizations create customer value through marketing strategy planning. Students will be able to learn buyer behaviour, market segmentation, product planning, service quality, promotion, pricing, and managing channel relationships.

ICMT 3035 Organizational Communication (3,*,*)
This course examines various theoretical approaches to communication phenomena in organizations. Analyses of organizational communication problems in the local setting will be conducted. Emphasis will be given in evaluating the applicability of existing communication theories to the local organizational practices.

ICMT 3045 Research Methods (3,*,*)
The students will learn basic concepts of research and research methodologies as applied in communication.

ICMT 3105 Business Communication (3,3,0)
This course offers language improvement and writing practice designed to develop the professional-level writing skills needed in a professional business environment. This course is designed to give students a comprehensive view of communication, its scope and importance in business settings. The various types of business communication media are covered. This course also develops an awareness of the importance of succinct writing style to modern business communication.

ICMT 3115 Interactive Advertising (3,2,1)
Management
This course will present fundamental concepts and principles of Interactive Advertising Management. Beginning with an introduction to existing interactive advertising tools the course will then focus on practical application to specified communication problems. Students will acquire useful techniques in managing and selecting media and non media based interactive advertising tools over the course of the marketing communication planning process.

ICMT 3125 Media Business Environment (3,2,1)
This course intends to address basic issues of the contemporary media business environment from the economic, political, and organizational perspectives. Cases and strategies related to the performance of the media industry in global and local environments will be discussed.

ICMT 3135 Consumer Behaviour (3,*,*)
This course studies the role consumer behaviour plays in the development and implementation of integrated marketing communication programmes in Hong Kong and Asia. It examines the consumer decision-making process and how it varies for different types of purchases, the various psychological processes including consumer learning process, and external factors such as culture, social class, group influences, and situational determinants. The effect of consumer activism on company's communication strategies will also be examined.

ICMT 3145 Digital Communication (3,*,*)
This course aims at giving students an overview of the process of digital communication, and how digital media are used in various media industries. It will first introduce the nature and characteristics of digital media, and their relations to the changing nature and media activity of audience. The course will then focus on how digital media are used in various media industries including journalism, public relations and advertising. At the end, students will gain hands-on skills in producing works in digital communication.

ICMT 3155 Fashion Communication (3,*,*)
This course adopts an interdisciplinary approach to investigate fashion communication as a specialized topic of communication studies. The notion of fashion will be assessed from different dimensions—textual, visual, physical, psychological and spatial; its intricate relations to art, culture, history, philosophy, media, marketing, democracy, discrimination and exploitation will be addressed. Meanwhile, the means of communication adopted by the international fashion conglomerates to market fashion, inclusive of fashion shows, journalism and advertising in the Asian context, will also be examined.

ICMT 3165 Journalism and Society in a PR (3,*,*) (C)
Perspective
This course explores both the practical and theoretical dimensions of journalism in order to provide a perspective for public relations practice. It will start with a discussion of news patterns and major problems in local journalism. The course will then introduce various perspectives in understanding the journalistic practice in Hong Kong and elsewhere. Journalism will be presented as both a social process and a profession. Students may expect to learn the intellectual foundations of both the professional study of a journalist and the role of journalism in society and in turn understand how public relations should practise in accordance to the role of a journalist so as to gain publicity through journalistic coverage.

ICMT 3175 Journalism Theory (3,*,*)
This course walks students through a number of most influential theories of journalism regarding the performance, role, function and effects of journalism and media in modern society, with a specific emphasis on issues in the greater China region. We have three primary tasks: (1) to provide a basic understanding of journalism and mass media as social institutions; (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.

ICMT 3185 Television and Hong Kong Society (3,*,*) (C)
This course focuses on the study of Hong Kong television and social change, the role of TV in the formation and maintenance of Hong Kong cultural identities, and its impact on other media and on the Asian Community. The course explores the Hong Kong TV industry in its socio-historical context, televisual discourses and audience reception, as well as in relation with society from late 50s to the present.

ICMT 3195 Understanding Theatre Arts (3,*,*)
In this course, students will learn to understand and appreciate different performing arts genres including dance, drama, stand-up comedy, music and musical. Emphasis will be placed on the aesthetic principles of the modern society. Students will learn how to appreciate a performance and will have to attend live shows/concerts for cultural experience and journal-keeping.

ICMT 3205 Visual Communication in (3,*,*)
Multimedia
The course aims at developing students' aesthetic sense and creativity on visual communication. It begins with an introduction on concepts of multimedia design and then focuses on applying them to visual analysis and appreciation, also providing creative solutions for specified communication problems. Students will possess useful techniques to design visual communication tasks with a range of multi-media applications (e.g. desktop publishing, video production and editing, and multimedia design). Through hands-on practices, students will be capable to visualize their ideas effectively in the media world.

ICMT 3215 Special Topics in Communication (3,*,*)
This course provides detailed and intensive study of special topics of importance in communication. Depending on the expertise of the teaching faculty, one or more special topics in the section of Course Content will be covered. New special topics can be added.