

news ad-libbing. Special emphasis of the course is on acquiring hands-on experience of news anchoring. This is a required course for broadcast stream students only.

**JOUR 3016 Political Economy for Journalists (3,3,0) (C)**

This course provides a comprehensive study of the economics and politics from the prospective of greater China (including Taiwan and Hong Kong), hence the basics political and economic framework of the three areas and how they interact with one another and other global powers. As these areas are becoming the major challenging spots journalists needed to address nowadays. Some journalistic skills and insights will also be introduced/shared in the course.

**JOUR 3027/ Journalism Laboratory (Editing) (2,0,2)  
4207 I/II (English)**

Prerequisite: JOUR 2037/3227 Journalism Laboratory (Reporting) I/II (English); & JOUR 3225 Convergence Editing (English)

Students edit and produce *The Young Reporter*, an experimental newspaper in English, and manage its associated digital news platforms.

**JOUR 3046 Critical Comparative Studies of News (3,2,1)  
Media Systems**

This course aims to broaden students' knowledge of the outcomes of different kinds of politics, economics, history, culture, social organization and technology on the format of the news media in any one country at any given time. It introduces students to the development and current status of a variety of national (and territorial) news media systems and to the major concepts and theories that have been articulated to explain their individual natures and the differences between them. The course encourages students to critically analyze and compare different news media systems using the theories and concepts taught and to examine the key idea of freedom of the press in order to deepen their understanding of the news they are getting and compare it to news in other places round the world.

**JOUR 3066/ Journalism Laboratory (Editing) (2,0,2) (C)  
4006 I/II (Finance)**

Prerequisite: JOUR 2056/3026 Journalism Laboratory (Reporting) I/II (Finance); & JOUR 3235 Convergence Editing (Finance)

Students edit and produce the *The Young Financial Post*, an financial newspaper, and manage its associated digital financial news platforms.

**JOUR 3075 Economics for Financial Journalists (3,2,1)**

This course introduces students to the basic economic theories and issues to prepare them for working on *The Young Financial Post*, and the local and foreign media when they graduate. The course emphasizes practical knowledge that will equip students to work for print media and multimedia as financial journalists.

**JOUR 3077 Magazine Design and Editing (3,2,1)**

This course introduces students to the concepts, skills, practice, and art of designing and editing a magazine. The focus is on designing and editing techniques appropriate for various types of magazines, practical experience, and creativity. The course will also examine the social, economic and cultural role of magazines in the Hong Kong context. This is an elective course available to all Journalism Option students.

**JOUR 3085 Media Transformation and  
Institutional Change in Historical  
Perspective (3,2,1)**

This course provides a scrutiny of the interactions between the media and society in different stages of its development in Chinese history. It examines how the institutional settings shape and transform media's operations and its social objectives since the emergence of modern newspapers in mid-nineteenth century China. On the other hand, it assesses the values and functions

of the media in achieving institutional change in both mainland China and Hong Kong. By understanding history, it aims to enhance student awareness of the significance and the limitation of the press to societal progress.

**JOUR 3095 Business and Financial News (3,3,0)  
Reporting**

This course focuses on business news reporting through a comprehensive survey of the principles and techniques of newsgathering and writing. This course aims to support students' concurrent work on *The Young Financial Post*, taking them into a greater variety of styles and techniques. Special attention is paid to the local context to establish the knowledge required for business journalists in Hong Kong. Students will also be introduced to the basic elements of copy editing for print and multimedia and ethical issues are addressed.

**JOUR 3096 Current Affairs and News Analysis (3,2,1)**

This is a course to help students develop news literacy. News is essential to people's everyday life. It informs people about the world and help people make decisions and take actions. Reading news wisely and consuming news effectively is a life skill that requires proper training. For journalism students, understanding current affairs and developing good news sense is vital for their career development. The aim of this course is to cultivate students' news reading habit, enhance their knowledge about current affairs and build up their news analytical skills so that they can better understand, analyse, use and monitor news in their daily lives. The course is divided into six parts. The first and second parts address the importance of news literacy and the necessity of cultivating daily news reading habit. While the third part discusses current affairs, the fourth part introduces news analytical skills. The fifth part is about theories and key concepts of news. The sixth part is concerned with active news audience and their role in news criticism and news monitoring.

**JOUR 3097 Current Hong Kong Issues for (3,2,1)  
Communicators**

This course aims to equip students with a solid understanding of major social, cultural, economic and political developments of Hong Kong that are crucial to their work as communication professionals. Students will learn to critically appraise the forces that shaped these developments and the policy dilemmas that beset Hong Kong in the past, present and future.

**JOUR 3105 Current Issues in Journalism (3,2,1)**

The aim of this course is to involve top journalists and senior news executives to examine the challenges and problems Hong Kong news media are facing. The outstanding journalists are also expected to share their experiences and crafts of making good news stories. The course will cover current issues of the news industry and controversial cases in journalism. It provides a good opportunity for journalism students to get in touch with outstanding practitioners in the local news industry as the practitioners will discuss their mission and vision concerning the news profession.

**JOUR 3106 Images of Media in Popular Culture (3,2,1)**

This course will explore and analyse the varied and conflicting images of media in global popular culture, with an emphasis on film, and their impact on public perception of journalists, media and other media practitioners. Through applying historical context and critical analysis of the roles, topics and messages portrayed, students will gain a critical understanding of the popular representation of media and its complex relationship with the public.

**JOUR 3107 Media Development in Global (3,2,1)  
Perspective**

Each epoch has a dominant medium and develops a group of dominant media institutions. This course examines the development of media and communication technologies in contemporary society and explores their socio-cultural impacts.

It also introduces the major media institutions in various media ages. It has several tasks: (1) to provide a basic understanding about media and communication technologies in historical and global perspectives; (2) to guide the students to evaluate the socio-cultural impacts of these communication media, help them to understand the relationships between communication systems and social change; and (3) to familiarize students with representative media institutions and media organizations in contemporary society.

**JOUR 3115 Media Management (3,2,1)**

The 21st century is the age of knowledge society. This is an introductory course to study media management in the era of change. Management cases in news organizations will serve as examples for illustration. The main purpose is to examine and analyse the new challenges being posed by political, economic and technological changes in the new millennium to news media management in Hong Kong as well as in other countries. Through the course, it is hoped that students can have a better understanding of the basic principles of media management in a new media environmental context. The course is divided into four parts. The first lays out the theoretical foundations of media management. The second introduces the changing media environment. The third part is designed to provide students with theories and basic principles of media management. The fourth part is about the important areas of media management activities. The course covers both print and electronic news media.

**JOUR 3117 News Translation (3,2,1)**

This course aims at enhancing the student's ability in handling information for news purpose in the bilingual context of Hong Kong. Emphasis is put on developing the student's sensitivity to the difference between the Chinese and English language and awareness of the cultural role of the news translator. Against this background, principles and methods appropriate to a variety of contexts of news translation are introduced. This is an elective course for all Journalism Option students.

**JOUR 3125 Strategic Television Communication (3,2,1)**

As the television industry has undergone great changes in recent years, the course is designed to introduce students to what constitutes "television" as a strategic, economic, political, cultural set of practices and experiences and its profound effects on all walks of life. Students will be guided to study the history of television development in Hong Kong, contemporary television programming, as example in television news, infotainment programming and entertainment programming from a critical perspective. Students will gain an overview of the television industry in Hong Kong.

**JOUR 3126 Visual Literacy: Critical Appreciation of Photos (3,2,1)**

More and more photos are around us nowadays. They are in newspapers, magazines, posters, outdoor ads or on the Internet. It is important to learn how to analyse these visual images. The course has several aims: (1) understand the aesthetic study of photos/learn how to appreciate good photos; (2) understand the software in modifying photos and to acquire the skills in modifying photos; (3) learn how to distinguish real photos from fake/artificial constructs of photos and to criticize/critically analyse them; and (4) explore the social and cultural values of photos.

**JOUR 3135 Analytical and Opinion Writing (3,2,1)**

This course builds on the basic news writing courses and aims to enable students to distinguish the two genres of professional journalistic writing: analytical and opinion writing. The emphasis for analytical writing is on taking an objective view to provide as much information as possible to the public, including behind-the-scene stories and the interactions of relevant parties. The focus of opinion writing is on the reasoning process, which effectively helps convince the audience to accept, support and take action for certain ideas, proposals or arguments that the author advocate.

**JOUR 3136 International News in a Globalized World (3,2,1)**

The aim of this course is for students to understand how international news has developed into its current form, how it is practised today and its role and meaning in international society, politics and economy. Students will also critically analyse in-depth media coverage of current events of international interest and examine how they are reported by international media and consumed by a global audience. Students will research, background and examine selected current events with a view to appreciating the diversity of coverage and approaches.

**JOUR 3137 Communication Theory (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. It has 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.

**JOUR 3145 Investigative Reporting (Chinese) (3,2,1)**

This course aims at introducing the students to advanced level of news digging, investigative reporting and news writing. Students will learn to master and apply basic investigative tools and techniques to their own stories. The course stimulates thinking and cultivates a critical mind regarding the form as well as the content of news making. The course also guides the students to develop a systematic approach to reporting and producing investigative stories. Reference to the Hong Kong context is emphasized.

**JOUR 3146 Investigative Reporting (English) (3,2,1)**

This course aims to introduce students to advanced levels of newswriting and reporting as it applies to investigative and in-depth journalism. Students will apply investigative tools and techniques to their own reporting as they develop a systematic approach to uncovering a story. The course's objective is to stimulate critical and creative thinking and cultivate a critical mind regarding the form as well as the content of investigative reporting. This course will also look at how investigative and longform journalism work together. The class aims to prepare students for JOUR 4895 Journalism Honours Project. Reference to Hong Kong content is emphasised.

**JOUR 3147 Investigative Reporting (Finance) (3,2,1)**

This course first focuses on the analysis techniques required by financial journalists, particularly on the interpretation of corporate financial performance. Students are further taught investigative forms of financial news writing on specialized topics such as banking, retailing and property markets. Critical thinking is encouraged and ethical issues are discussed. Special attention is paid to the local context to establish the knowledge required for financial journalists in Hong Kong.

**JOUR 3205 Convergence Editing (Broadcast) (3,2,1)**

This course provides the skills necessary to see written copy from submission to publication, including the organization and improvement of written material as well as the technical processes through which writing is transferred to the printed page and online. Editing, packaging and integration of multimedia elements, including audio, video, photos and infographics, is introduced. Exercises in digital production and design are provided.

**JOUR 3206/ Journalism Laboratory (Editing) I/II (2,0,2)  
4205 (Broadcast)**

Prerequisite: JOUR 2205/3207 Journalism Laboratory (Reporting) I/II (Broadcast); & JOUR 3205 Convergence Editing (Broadcast)

Students edit and produce regular news casts for the *Broadcast News Network (BNN)* and manage its associated digital news platforms.