

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.