

MSCN 3125 Communication and Sustainable Development (3,2,1)

The purpose of this course is to examine one of the most prominent development paradigms in the last twenty years—sustainable development leveraging on the communication perspective. Sustainable development implies a participatory, multi-stakeholder approach to policy making and implementation, mobilizing public and private resources for development and making use of the knowledge, skills and energy of all social groups concerned with the future of the planet and its people. Within this framework, communication plays a strategic and fundamental role contributing to the interplay of the different development factors, improving the sharing of knowledge and information as well as the active participation of all concerned.

MSCN 3135 Computer Animation (3,2,1) (C)

The course aims at developing students' knowledge and skills of computer animation production. The process of animation production will be introduced from storyboarding, modeling, texturing, animation, lighting, rendering and compositing. Hands-on practices are emphasized for the production of animation sequences or short films.

MSCN 3145 Digital Journalism and Data Presentation (3,2,1) (C)

Students will acquire from this course essential skills of writing and delivering journalistic works on contemporary digital platforms such as the Internet and mobile communication devices. They will also learn how to make their works on traditional news media more impressive with the help of effective data presentation. The course focuses on hands-on skills of multimedia delivery as well as news gathering, writing and producing on digital channels.

MSCN 3155 Digital Photography (3,2,1) (C)

This course covers the principles and techniques of photography, focusing on digital photography as creative communication. Students will be introduced to the visual language of photography in application of digital camera equipment, formats and editing software. Course content includes both conceptual introduction to the nature and culture of photography and hands-on techniques of photo-taking. After taking this course, students should be able to have in-depth understanding to digital photography and know how to produce good photographs digitally.

MSCN 3165 Gender and Communication (3,2,1)

This course is designed to enhance students' understanding of gender issues in communication. It starts with an overview of various theoretical approaches to gender, and then investigate how gender concepts are created and contested through communication. With a heightened awareness to gender issues, students will increase their understanding of the self and others as well as their effectiveness as a communicator.

MSCN 3175 Negotiation and Lobbying (3,2,1) (C)

This course is designed to provide the theoretical and practical training to negotiation and conflict management. Emphasis is put on the negotiation workshop approach which will be adopted to provide various simulated exercises to help students apply concepts into practice. The subject will also cover aspects the background and current applications of lobbying as a global industry which thrives wherever democracy is established.

MSCN 3905 MSC Internship (0,0,0)

MSC students are encouraged to undertake a non-graded and zero-credit intership. The internship is normally of at least two months full-time employment or professional practice during the summer between the third and fourth years but it can be a minimum of 320 hours of work. Students are required to conform to all reasonable requirements of their internship employer. Both the employer and the student file reports with the Course Director after the internship.

MSCN 4005 Communication Campaign Planning and Practices (3,2,1) (C)

This purpose of this course is to examine in depth the steps in researching, planning, implementing, and evaluating communication campaigns and programmes, to analyse case histories, and to design appropriate social marketing, PR and advertising campaigns and programmes for selected client and sponsoring organizations. Emphasis is on practical application and integration of social marketing, public relations and advertising techniques in developing a strategic communication programme. Towards the end of the module, students are to show ability to customize information and communication, formulate a strategic communication plan for a NGO or a client organization, and produce communication material.

MSCN 4008-9 Media and Social Communication (6,*,*) Honours Project I & II

Prerequisite: Completion of MSC Year 3

The honours project is designed to offer a summation of students' ability to achieve the aims and objectives of the programme. It is the culmination of students' academic and practical training in media and social communication. Under the guidance of an adviser, students will develop their project independently or in a small group of no more than three members and they are allowed to choose one of following four tracks: (1) digital production (non-fictional video/film), (2) journalistic production (written documentary or data-driven journalistic project), (3) campaign proposal for an actual client and (4) a scholarly research. Project guidelines with clear specifications on project schedule, requirements and structure will be introduced to students at the beginning of the course.

MSCN 4015 Communication Research Methods (3,2,1)

The students will learn basic concepts of research and research methodologies as applied in communication. This course provides an overview of the concepts, methods, and tools by which communication research is designed, conducted, interpreted, and critically evaluated. The primary goals of this course are to help students become a knowledgeable consumer and a limited producer of communication research as they develop skills in gathering, organizing, interpreting and presenting research information using competent and ethically defensible methods.

MSCN 4025 Media Consumption (3,2,1)

This course explores theories and research on why and how audience consumes media. Students will adopt various approaches to examine media consumption activities in relation to audience needs, desire and identity. Issues and topics will span across traditional to new, local to global media. Key topics will include gender, brand and fashion, popular culture, fandom, political parody and sufferings. Students will reflect on their own media consumption practices and their relation to values, attitudes and identity, as well as engaging with case studies of media uses in Hong Kong/Asia. Upon the completion of the course, the students will be able to reflect on their own everyday media consumption activities and make informed consumption choices desirable to them.

MSCN 4035 Public Opinion and Social Communication (3,2,1)

This course explores the dynamics of public opinion and its forces that shape people's social attitudes. The course will give an overview about the definitions of public opinion and theories of opinion formation, how public opinion is influenced and how it in turn influences governmental policy, and public opinion in specific issue areas of the changing society. Emphasis will be particularly placed on examining the strategies used by social interest groups to shape audience belief through influencing media and public agenda.

MSCN 4045 Communication Theory (3,2,1)

This course aims at giving students a broad overview of theoretical development encompassing different levels of communication

including interpersonal, group, organization, mass and public communication. Students will also learn to apply and evaluate theories in various communication contexts. Students are encouraged to make ideas relevant to the context of Chinese society and Hong Kong experience in order to build a solid ground to meet changes arising from the increasing social complexity in the discipline of communication.

MCSN 4055 Media Law (3,2,1)

The course is designed to acquaint students with the fundamental principles, theories and practices of media laws in Hong Kong, raising their awareness of current legal issues in journalism, broadcasting, advertising, public relations and new media. Students will also learn from this course the essentials to pursuing their professions within the boundary of communication laws of the region where they operate.

MCSN 4065 New Media Communication (3,2,1)

Through this course, students will acquire a basic understanding of the process and characteristics of, and application in new media communication. The students will be able to analyse the emergence of using new media in response to the dynamic changes in audience activity and technology. The course will then also focus on how various media industry, including journalism, public relations and advertising, transform their media content and delivery on digital media platform. The course will end with providing hands-on experience to students to produce their own content in digital communication, and with discussing the social and cultural issues encompassing the rise of digital media.

MUCS 3005 Advanced Musicianship I (3,*,*)

As singing and aural skills are fundamental for all musicians, this course aims to reinforce the basic foundation in students' musicianship, including their ability to sight-sing, dictate melodic examples from tonal literature and perform two-part rhythmic exercises. Keyboard exercises will also be added to improve students' perception of functional harmonies. Learning activities will include weekly prepared-performance on short excerpts from textbooks or literature, dictation assignments, sight-singing and rhythm, improvisation on harmonic progressions and keyboard drills.

MUCS 3006 Advanced Musicianship II (3,*,*)

As singing and aural skills are fundamental for all musicians, this course aims to reinforce as well as extend on the basic foundation in students' musicianship, including their ability to sight-sing, dictate melodic examples from tonal and atonal literature, and perform three-part rhythmic exercises. Keyboard exercises will also be added to improve students' perception of chromatic harmonies. Learning activities will include weekly prepared-performance on short excerpts from textbooks or literature, dictation assignments, sight-singing and rhythm, improvisation on jazz harmonic progressions and keyboard drills.

MUCS 3015 Ensemble I (1,*,*)

MUCS 3016 Ensemble II (1,*,*)

MUCS 4015 Ensemble III (1,*,*)

MUCS 4016 Ensemble IV (1,*,*)

This course is to develop students' ability to work as member of a team through rehearsals, coaching sessions and performances. Students will gain practical experience in collaborative music making.

MUCS 3025 Music Practicum I (4,*,*)

MUCS 3026 Music Practicum II (4,*,*)

MUCS 4025 Music Practicum III (4,*,*)

MUCS 4026 Music Practicum IV (4,*,*)

The Music Practicum is the focal point of the students' music studies. In addition to enhancing students' skills and musicianship, broadening their repertoire knowledge, and honing their interpretational abilities, this course aims to cultivate within

each student the capacities for stylistic understanding, critical reflection and development of one's own distinct voice as a performing musician.

MUCS 3035 From Bach to Brahms (Music History and Literature) (3,*,*)

This course will focus on the understanding of the social background and music making in the Common-Practice Period (Baroque to late 19th century). A wide spectrum of representative repertoire selected from each stylistic period and in different scoring will be studied. Other relevant contemporary issues such as patronage, political tensions and cultural environment will also be discussed.

MUCS 3045 Practical Writing and Public Speaking for Musicians (3,*,*)

This class provides music students with skills to be proficient communicators. Focusing on both writing and speaking processes, students will be introduced to fundamental concepts and stages of organization for various types of academic and professional projects. They will also practise different modes of oral and written delivery for topics relating to performance, theory, history, and repertoire, thereby allowing them to gain conceptual clarity, experience, and greater confidence in communicating about music.

MUCS 3055 Mahler, Debussy and the Global Era (Music History and Literature) (3,*,*)

This course will focus on the understanding of the musical styles and innovations from the turn of 20th century to the present day. A wide spectrum of representative repertoire selected from various stylistic approaches, countries and in different scorings will be studied. Other relevant contemporary issues, such as education systems, political tensions, wars and developments in other art forms will also be discussed.

MUCS 3065 Research Methods for Performers (Sources, Genres & Performance) (3,*,*)

This class offers an introduction to research methods in music, with a focus on experimental, descriptive, historical, and ethnographic methods. It will be especially applicable to locating and interpreting sources of various genres for performance. Students will have the opportunity to develop competencies in locating, reading, understanding, and applying music research.

MUCS 3105 Internship I (3,*,*)

MUCS 3106 Internship II (3,*,*)

MUCS 4105 Internship III (3,*,*)

MUCS 4106 Internship IV (3,*,*)

This course intends to allow music students an opportunity to gain academic credit hours while working in a public or non-profit music organization, such as the Hong Kong Philharmonic Orchestra, the Hong Kong Sinfonietta Ltd, the Arts Festival, among others. As each internship requires experience in a specified area of administration or particular computer skills, this syllabus provides only general guidance and expectations from the Department rather than the specific requirements for each candidate taking an internship. Interviews at the music organizations might be held prior to selective internship programmes.

MUCS 3115 Collaborative Piano (3,*,*)

This course aims to provide pianists with collaborative skills and knowledge for working with instrumentalists and singers. Practical work for this course includes regular class performances with vocalists and instrumentals, as well as fundamental keyboard skills.

MUCS 3125 Fundamentals of Conducting (3,*,*)

This course aims to provide students with a solid foundation on the theories and applications of conducting. Students will be introduced to pertinent literature and practical skills of both choral and instrumental conducting. Students will also gain