

others as approved by the Communication Studies Programme Option Subcommittee: Communication Policy in Asia, Communication Policy in China, Family Communication, Gender Communication, Marxist-Leninist-Maoist Criticism and Communication, Media Effects, Political Communication, Semiotic Analysis, Semantics, or Telecommunications Policy.

ORGC 3240 Argumentation (3,0,3)

This course stresses the abilities to analyse other people's arguments and to construct and improve one's own arguments. Basic principles of practical reasoning are introduced from both the Chinese rhetorical perspective and the Western new rhetorical (or informal logic) perspective. Students prepare argumentative speeches with emphasis on anticipating and addressing the alternative perspectives held by members of critical, well-informed audiences.

ORGC 3250 Qualitative Research in Communication (3,2,1)

Prerequisite: COMM 2320 Communication Research (Communication Studies)

This course introduces the most widely used qualitative methods employed in the communication arts and sciences, building upon the general introduction to the research process and qualitative methods provided in COMM 2320 Communication Research. Students will learn how to formulate qualitatively appropriate research questions, how to collect, interpret and report qualitatively generated data, and how to prepare a formal proposal.

ORGC 3440 Advanced Empirical Research (3,2,1)

Prerequisite: COMM 2320 Communication Research Method (Communication Studies)

This course provides in-depth coverage of some of the most frequently used research designs and statistical analyses in communication research. Students will examine the underlying assumptions and rationale for various designs such as survey, experiment, and content analysis. They will learn to use appropriate statistics to test hypotheses and answer research questions via hands-on practices in SPSS programming, reading the outputs, and reporting results in tables and figures. Topics for statistics include correlation, regression, ANOVA, repeated measures of ANOVA, factor analysis, path analysis, and structural equation models. Criteria for evaluating academic research studies using these designs will be discussed. This course is especially helpful to students who opt to conduct research honors projects.

ORGC 3460 Advanced Writing for Professional Communication (3,2,1)

This course develops students' abilities to effectively craft the major types of professional documents and manage writing situations in organizational settings.

ORGC 3480 Psychology of Communication (3,2,1)

This course investigates the psychological dimensions of intrapersonal and interpersonal communication processes and the social psychological dimensions of interpersonal and mass communication.

ORGC 3490 Rhetorical Approaches to Communication (3,2,1)

This course provides a historical overview of the development of rhetorical theory and practice in China, Europe and the United States and its social antecedents and consequences from the classical period to the present day, with particular focus on the evolution of rhetorical concepts as they reflected and affected the social developments and intellectual histories of human beings.

ORGC 3590 Organizational Communication Honours Project (3,*,*)

Prerequisite: COMM 2310 Communication Theory (COMS) and COMM 2320 Communication Research

Method (COMS), and students have successfully completed Year II

The student will engage in independent research for one semester. Under the guidance of an adviser, students generate a research idea, contextualize it within the literature of ongoing research, find and analyse research materials, and cogently present the work in a well-documented research report. The student selects a topic for the dissertation under the guidance of the adviser. During the final semester, the student meets periodically with the adviser.

ORGC 3620 Conflict and Negotiation (3,2,1)

Prerequisite: COMM 1160 Introduction to Communication

This course examines various theoretical approaches to negotiation and conflict management. The "Western" and "Eastern" negotiation styles will be compared and contrasted. Students will be involved in various simulated intercultural negotiation situations.

ORGC 3640 Organizational Communication Practicum II (0,*,*)

Prerequisite: Completion of ORGC Year II

Students operate as corporation Communication office, The Young Communicator. Under supervision, each student is assigned a specific position and is required to work and support various programmes. Students gain practical experience by participating in surveys, planning and execution in the activities and corporation programmes for social, industrial and media contexts.

ORGC 4005 Leadership Communication (3,2,1)

This course introduces students to leadership communication studies. Students will be exposed to many writings and ideas of leadership theorists and practitioners. Emphasis will be given to the role of communication in leadership processes typified in emergence, influence, and outcomes. Students will analyse the thoughts and practices of various leadership studies, theories, and styles and will discuss their potential applications in modern organizations. Students will gain a broad understanding of how leadership emerges and is enacted on a daily basis through communication.

ORGC 4007 Organizational Communication Internship (0,0,0)

Organizational Communication students are encouraged to undertake a non-graded and zero-credit professional internship during their study. 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 160 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 Communication Studies Department after the internship.

ORGC 4025 Communication Audits (3,2,1)

Prerequisite: Completion of Year III

The success of an organization hinges on effective communication programmes, which are established for various organizational goals and objectives. Communication audits provide systematic, scientific approaches to evaluating whether internal and/or external communication programmes are fulfilling what they are set out to do. Audits reveal how these programmes work and don't work. Audits benchmark best practices in organizational communication for various industry sectors. Audits build platform for improvement. This course serves as a capstone for those who are interested in specializing in organizational communication as a consultant, a PR professional, a corporate communicator or a business communication specialist.

ORGC 4026 Conflict and Negotiation (3,2,1)

Prerequisite: PRAD 2017 Introduction to Communication: A PRA & ORGC Perspective

This course examines various theoretical approaches to negotiation and conflict management. The "Western" and