

**COMM 2320 Communication Research Method (3,2,1)
(Communication Studies)**

Prerequisite: COMM 1160 Introduction to Communication
This course introduces students to the methods and ethics of scholarly research in human communication. A background on basic concepts of research is provided. Both quantitative and qualitative research methods are explored in ways to answer questions about communication. The entire research process is examined from introduction of the concept and review of the literature to the reporting of the findings, the analysis of the data and the writing of the final report.

**COMM 2350 Communication Research Method (3,2,1)
(Cinema and Television)**

Upon completion of this course, students should (1) understand the concept and value of research; (2) be able to design and create a research plan either for scholarly or creative projects; (3) be able to distinguish text and image-based research procedures; (4) know how to use the Library; (5) know how to access information in various formats; (6) demonstrate basic understanding of film as a visual, creative, and dramatic medium; and (7) critically evaluate the significance, competence and integrity of other research.

**COMM 2360 Communication Theory (3,2,1)
(Cinema and Television)**

Prerequisite: COMM 2350 Communication Research Method (Cinema and Television)

This course introduces students to basic components of screen (film and television) theory. From early impressionistic but astute observations on the cinema and television to full-fledged, systematic screen studies as a critical and sociological investigation, the course is structured by sets of problems intersecting with art history, literary criticism, social and critical theory and philosophy. It also aims to explore contemporary screen theory as an interdisciplinary investigation of formal, aesthetic, ideological, institutional and technological analysis. Upon completion of this course, students are expected to understand screen studies as a theoretically rich discipline that provides ample opportunities for cultivating critical thinking and aesthetic sensibility.

COMM 2370 Media Law and Ethics (3,2,1)

The course introduces students to the media law in Hong Kong. It will also cover major ethical issues facing the Hong Kong media industry professionals. Current developments and trends will be highlighted. The protection of fundamental rights and freedoms will be emphasized throughout the course. Practical day-to-day examples and important court cases will be used as illustrations. It is hoped that this approach will facilitate the training of media industry professionals who would not only protect and promote media freedom but also respect dignity and rights of others.

COMM 2380 Communication Theory (Journalism) (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, with a specific emphasis on issues in the greater China context. We have three primary tasks: (1) to provide a basic understanding of journalism and mass media as social institution; (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.

**COMM 2390 Communication Research Method (3,2,1)
(Journalism)**

Prerequisite: Year II standing and JOUR 1120 Introduction to Journalism

This is a basic research methods course for those with little or no previous experience or course work in research methodology. The goal of the course is to (1) familiarize students with main types of measurement and collection of evidence in the field of mass communication, particularly journalism; (2) provide students

with a critical framework for evaluating communication and communication research conducted by others; (3) give students some first-hand experience in the research process; and (4) sensitize students to the need of answering communication and related questions in a scientific manner.

COMM 3110 Information Design (3,2,1)

Prerequisite: COMM 1140 Multimedia Communication

The course is aimed to provide students with a reflective understanding of the rapidly developing information industry. It will introduce theoretical principles, basic design strategies and techniques required for the selection, organization and presentation of information resources. The focus will be the process of clarifying communication goals and arranging content into a design that should be considered in planning and designing effective and accessible products for a variety of audiences and media—from print to digital. The course covers wide range topics with hands-on opportunities for students to implement the learned knowledge and skills into real-world practice. It is a unique interdisciplinary course that emphasizes on the creative and managerial aspects of new media technology to produce, deliver and present meaningful information content in a variety of innovative interactive forms.

**COMM 3120 Cross-Cultural Documentary (3,*,*)
Workshop**

This course will enable students with better understanding and sensitivity on cross-culture, ethnic and socioeconomic environment as well as the trend of globalization through international collaboration. By using film/video medium, students will acquire the basic elements of communication with images and sounds in documentary production; learn how to develop a documentary film idea from various sources based on different cultural environment. Students from different cultural background will work together in research, production, critique and discussion of their own and documentary production of all kinds. Through group project, students will explore production strategic and creative methods in order to develop visual communication with an audience and develop a personal approach to documentary filmmaking.

COMM 7010 Foundations of Communication Study (3,3,0)

Survey of the theories and issues in communication in a systematic fashion and from a historical perspective, with a focus on those theories and issues that bear strong implications for the present situations of Hong Kong, Taiwan, and mainland China. This course seeks to (1) establish a coherent understanding of the progressive development of the discipline of communication; (2) provide a context for critical appreciation of current scholarship and research in communication; and (3) offer a reasonable account of future conditions for human communication.

**COMM 7020 Approaches and Methods in (3,3,0)
Communication Research**

The purpose of this course is to introduce graduate students to research methods that are useful to communication professionals. Beginning with an overview of the philosophical underpinnings of research, the course then proceeds to present the fundamentals of research design, measurement, and data analysis. While a wide variety of research methods will be discussed, the focus is primarily on survey, focus group, experimental design, and content analysis. Finally, ethical considerations of communication research will be explored.

COMM 7030 Perspectives on Media and Society (3,2,1)

We will examine the theory and evidence regarding the role of mass media and other forms of communication in various types and contexts of social systems. We begin with basic ways of recognizing, evaluating, and constructing theories of communication. This serves as a framework for the rest of the course. We will then analyse existing types of macro-social theories, mainly those that deal with societies, communities, organizations, and groups.