

HUM 3150 The Making of the Contemporary World (3,2,1)

This course will introduce students to the diverse ways of defining modernity from a humanistic perspective. Students will develop a critical awareness of our present human condition through a comprehensive view of the formation and the nature of the contemporary world. Emphasis will be placed on the various intellectual, social, political and cultural developments that have transformed the modern world into the contemporary world.

HUM 3160 Artistic Creativity and Aesthetics Awareness (3,2,1)

This course introduces artistic creativity as one of the best inventions of the human mind and the sense of beauty as an important dimension of being humane. Major principles and theories of arts and aesthetics are introduced to help students to understand artistic creative processes, the nature of different art media and the discussions of aesthetic experience. Art creation and appreciation will be practised and students will also reflect on the meaning of the work of art and its related issues in different social and cultural contexts.

HUM 3180 Humanism and the Individual (3,2,1)

This course aims to (1) introduce the concept of Humanism, and how this concept can be seen as the basic shaping force of the modern individual course; (2) develop critical skills by assessing primary and secondary source readings in history, philosophy, art and literature, with the hope that students will develop critical aesthetic skills by studying Renaissance painting, sculpture and architecture; (3) demonstrate to students the intellectual and cultural importance of interdisciplinary approaches to learning.

HUM 3210 Body Cultures (3,2,1)

This course introduces reflections of human bodies and their situated cultures as the base of Humanities. It starts from the Chinese and the Western traditional discourses of the body and ends in the examination of the development of these discourses related to contemporary body issues. Important and representative body theories will be studied and analysed and students will be directed to review critically the application and the manifestation of these discourses in their everyday lives. This course will also consider body in interdisciplinary and cross-cultural manners, so as to enhance students' knowledge and understanding of human bodies in relation to their cultural contexts.

HUM 3220 Asia Discourses (3,2,1)

This course aims to introduce students to the diverse ways of defining Asia from various perspectives and help them develop a critical awareness to think about "Asia" as a problematic under the global structure of the contemporary world. Though the traditional notion of Asia is a Eurocentric fabrication, Asia is not necessarily grasped as the other in opposition to the West. Emphasis will be placed on how historically Asia is a position without identity, a continent so much de-regionalized, and a place that keeps searching for its definition. Its developments have been intertwined with capitalist globalization, transforming the world as well as being transformed at the same time.

HUM 3230 Media Representations of Ethnicity (3,2,1)

This subject aims to introduce students to the concepts of ethnic identity through different kinds of media representation. It explores the politics and dynamics of ethnic identity formation, drawing on the experiences of various ethnic groups from Hong Kong, China and other places. We examine representations of ethnicity in the commercial and independent media, investigate what influences these representations, and consider their repercussions. We also analyse how the idea of ethnic hierarchy informs our understanding of power and privilege related to media representation and stereotyping. Although the terms "race" and "ethnicity" are always used interchangeably and together, we will offer analytical distinction between the two terms by focusing on their ideological undertakings and social construction. Focusing more on the Chinese contexts of ethnic representations,

we address if the needs and interests of minority communities are being met by the mainstream media, and whether the minority may reinforce the identification of the ethnic majority in the media depiction. In addition, we ask if change in the diversity of media images is possible and what can be done to promote change for ethnic representation.

HUM 3240 Creative Industries: Theories and Practices (3,2,1)

This course is designed to enhance students' understanding of creative industries in general and its development in Hong Kong in particular. It explores popular cultures and its possible relationship with the development of creative industries in a cross-disciplinary approach.

HUM 3250 The Art of Creating Stories: Writing and Appreciation (3,2,1)

The course will explore the art of storytelling by discussing the history and role of storytelling in humanities. Followed by introduction to the fundamental elements, i.e. character, point of view, structure, plot, tension and dialogue with selected examples from different genres and forms, a wide variety of fictions, poems and movies will be introduced in this class. Students will learn to appreciate the art of storytelling, and create their own work. At the end of this course, students will develop a series of creative work that show their unique voice by making use of strategies acquired during the process of learning.

HUM 3260 The Double Face of Creativity: Fact and Fiction (3,2,1)

This course aims to demonstrate the interrelationship between fact and fiction in the writing of creative works through the examination and discussion of the historical fiction. While it is generally believed that fact and fiction are two different and sometimes even opposite writings which happen in different contexts, this course hopes to show that they are two sides of the same coin. Through a study of the historical fiction, students will see the creative aspects of a critical research, and how being critical is an important step towards creativity.

HUM 3270 Major Thinkers in Humanities (3,2,1)

This course aims to introduce the major thinkers in the West who have significant influence in shaping the Western mind. These thinkers are selected according to their comprehensiveness of their thought about understanding of human nature, culture, art, history and the meaning of human existence and their significance in Western intellectual history. It will introduce to the students the contents of their thought by outlining their major ideas and by reading selected texts. It helps students to understand how these thinkers tackle the big issues concerning humanities, i.e. their views about man, human history, art, culture and the meaning of life, and their relation with the modern world. It aims at introducing the major figures of Western thought as factors which shape the Western intellectual universe, and thus provides a solid basis for humanities and cultural studies.

HUM 3280 Devil and Culture (3,2,1)

The aim of this course is to introduce and examine cultural issues related to the idea of devil and its representations in the Western cultural tradition. It will discuss the idea of evil and the devil from the religious-historical and philosophical perspectives, and then look at examples of the representations of devil from literature, drama and film. Some examples of the Chinese ideas of evil and devil will also be used for comparison. It will help students to understand, interpret and make sense of the idea of the evil and the devil and its meaning in the modern world.

HUM 3591-2 Honours Project (3,*,*)

The Honours Project plays an important part in the Humanities Programme. It affords the opportunity to exercise individual initiative and to develop the ability to pull together into an integrated whole what has been learnt in separate courses, including those outside the particular option. It should provide an

outlet for demonstrating the knowledge and insight gained during the Programme. This course is open to Humanities majors only.

HUM 7010 Advanced Humanities Seminar (3,3,0)

It is an in-depth study of selected seminal works in the humanities (e.g. phenomenology, structuralism, post-structuralism, Marxism, gender theory). Enhancing students' understanding of the work through close reading, this course also guides students to investigate the historical origin, theoretical framework and ideological underpinning of the work, as well as relevant current issues, through which a solid foundation of researches in humanities can be established.

ICM 2110 Introduction to Public Relations and Advertising (3,*,*)

This course intends to introduce some fundamental principles in public relations and advertising. The instructor will guide students to get familiar with the concepts of strategic management of public relations, ethics, brand promotion, integrated marketing communication, global communication, etc. In addition, as agencies play a key role in many business operations in Hong Kong, students will be introduced the agency structure and operations.

ICM 2120 Communication Theory (3,*,*)

A broad spectrum of theoretical development is explored encompassing interpersonal, group, organizational, mass and public communication theories. Application of the theories is an important component of the class, especially in making the ideas relevant to the context of Chinese society and Hong Kong experience in order to provide a foundation to meet the dynamic changes in the discipline of communication.

ICM 2130 Organizational Communication (3,*,*)

This course examines various theoretical approaches to communication phenomena in organizations. Analyses of organizational communication problems in the local setting will be conducted. Emphasis will be given in evaluating the applicability of existing communication theories to the local organizational practices.

ICM 2140 Graphics and Print Production (3,*,*)

Computers have revolutionized the process of developing content for output to screen and printed page. The technology has made it possible for any computer to become a print shop and any computer user to become a designer, printer and publisher. This course will enable students to engage in the process of computer-based publication design including the design, development and manipulation of graphics, typo-graphics, and photo-graphics in the digital space and the output of images and integrated designs to the printed page. This course will empower students to become effective communicators using an array of graphics and print technologies.

ICM 2150 Business Communication (3,3,0)

This course is designed to provide insight into current professional practice in the field of integrated communication management. Students will learn how to develop generic skills and competencies required by the industry, and how to manage projects, time and client requirements.

ICM 2210 Creative Advertising Copywriting (3,*,*)

This course deals with the concepts and techniques of advertising copywriting by studying the importance of copywriting in the advertising process, setting standards for good advertising copy, outlining the creative process involved, and analysing the dynamic but delicate relationship between the copywriter and colleagues in other departments of an advertising agency. Practical exercises and case studies use Chinese and English languages.

ICM 2220 Public Relations and Media Writing (3,*,*)

This course provides instruction and writing practice designed to develop the professional-level writing skills expected of beginning public relations practitioners, emphasizing the different approaches required for particular audiences and media.

ICM 2230 Advertising Media Planning (3,*,*)

This course introduces the principles and practices of advertising media planning and the process of evaluating and selecting advertising media to meet specific strategic marketing goals. The latest developments in the Hong Kong and the China industry such as media planning for international campaigns and the use of computers in media planning are examined.

ICM 2240 Research Methods (3,*,*)

The students will learn basic concepts of research and research methodologies as applied in communication.

ICM 2250 Communication in Professional Practice (3,3,0)

This course offers language improvement and writing practice designed to develop the professional-level writing skills needed in a professional business environment. This course is designed to give students a comprehensive view of communication, its scope and importance in business settings. The various types of business communication media are covered. This course also develops an awareness of the importance of succinct writing style to modern business communication.

ICM 3110 Integrated Marketing Communication Campaign (3,*,*)

The purpose of this course is to examine in depth the steps in researching, planning, implementing and evaluating public relations and advertising campaigns and programmes; to analyse case histories; and to design appropriate PR and advertising campaigns and programmes for selected client and sponsoring organizations. Emphasis is on practical application and integration of public relations and advertising techniques in developing a strategic communication programme.

ICM 3120 Event Management (3,*,*)

This course introduces students to the principles and practice of event management. Students will explore the management and planning of a variety of special events, festivals, celebrations and fund-raising programmes and analyse the key processes involved in staging a successful event.

ICM 3130 Social Services Marketing (3,*,*)

This course investigates the practices and challenges of government and government related organizations as well as non profit organizations in the marketing of social services. The course discusses the characteristics of social services marketing, the design and implementation of social services campaigns, the different marketing communication tools for social services marketing, and the evaluation of social services marketing efforts.

ICM 3140 Crisis Communication (3,*,*)

This course investigates the concepts of crisis management, the relationship between public relations and the handling of crises, and the theories and techniques of planning for crisis communications for an organization. The course will concentrate not only what an organization should do during a crisis, but also on what strategic public relations can do to prevent a crisis from happening. Relevant concepts in strategic public relations management and crisis communication will be investigated to reach that end.

ICM 3210 Recreation, Sports and Entertainment Promotion (3,*,*)

This course aims to equip students with strategic communication and management techniques to cope with the rapidly expanding recreation, sports and entertainment industries. These professionals are not only required by recreation, sport and