

ORGC 1240 Public Speaking (3,1,2)

This course presents the principles and techniques of public speaking and introduces the students to effective uses of presentational software. Students practise analysis, formulation, organization, development and delivery of ideas and are provided with the instruction and practice in the utilization of common presentational software to support the effective communication of their ideas to the audience.

ORGC 1310 Interpersonal Communication (3,2,1)

This course introduces the theories and principles of effective communication as they apply to interpersonal interactions, to increase understanding of the transactional nature of human communication and to enhance communication competence. The course examines psychological and sociological factors as related to perception, judgment and behaviour in one-on-one communication in a variety of situations. Topics include verbal and nonverbal messages, listening, emotions, power/control, communication climate, and conflict.

ORGC 2110 Culture, Society and the Media (3,2,1)

Prerequisite: COMM 1160 Introduction to Communication
Social and cultural perspectives on communication are examined including theoretical foundations and approaches to the study of the mass media, the dominant types of discourses in the media, and the positioning of media and their audiences in social and cultural contexts.

ORGC 2120 Computer Mediated Communication (3,2,1)

This course explores the influences of computer technology on communication studies and the inter-relations among computer network, culture and communication, and reviews some major concepts of computer mediated communication (CMC) as presented in academic publications. Students are encouraged to both utilize computer technology to demonstrate an alternative form of presentation and reflect critically to such communication phenomenon.

ORGC 2140 Persuasion and Social Influence (3,2,1)

Prerequisite: COMM 1160 Introduction to Communication
Taking a social scientific approach, this course is designed to provide students with foundational theories of persuasion and their applications to everyday situations. Specifically, this course focuses on audience analysis, attitude formation, the attitude-behaviour relationship, and changing attitudes and/or behaviour. Persuasion practices in the Chinese culture will be compared with those in Western world.

ORGC 2160 Group Communication (3,2,1)

Theories and processes of leadership and small groups are reviewed as relevant to enhance communication skills necessary for productive group interaction. Emphasis is placed on the types of small group discussions oriented toward effective problem solving, decision making and conflict management, as well as the role of leadership in the process, focusing on the behaviour of groups and leaders as inherently communicative. Students will study small group and leadership communication theory, research and practice from several different perspectives, focusing on how leadership emerges from the communication.

ORGC 2210 Interviewing (3,2,1)

Interpersonal communication in interviewing situations is examined including dyadic communication principles and specific applications in selection, appraisal, counselling, exit, journalistic, and survey interview situations.

ORGC 2220 Nonverbal Communication (3,2,1)

Prerequisite: COMM 1160 Introduction to Communication
Nonverbal behaviour is examined as part of the package of interacting signals which are fundamental to interpersonal, group and all forms of mass mediated communication. Surveys of the major divisions of kinesics, proxemics, artifactual, chronemics and paralinguistics are supplemented with published scholarship in the

comparatively minor areas of tactile, environmental and olfactory research. Cross-cultural implications are explored. Primary emphasis is placed on the practicalities for the communication professional who designs as well as interprets signs. A small research project gives practical experience for methodically recording naturalistic observation.

ORGC 2230 Organizational Communication (3,2,1)

Prerequisite: COMM 1160 Introduction to Communication
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.

ORGC 2320 Communication Project Management (3,2,1)

The success of an organization lies in the effective, successful implementation of its strategic decisions that usually takes the form of a project in the organization. Project management is the discipline of organizing and managing resources (e.g. money, people, materials, energy, space, provisions, and communication) in such a way that the project will be completed within defined scope, quality, time and cost constraints and met the pre-set objectives. Since a project is a temporary and one-time activity undertaking in an organization's permanent system, the management of these two systems is often very different and requires varying technical skills and philosophy. This course will provide students with a solid introduction of practice and theory of project management. Throughout the course, students will be given the opportunity to apply their project management knowledge to practical cases that are communication-related. This course serves as a capstone for those who are interested in specializing in organizational communication as a project manager, a consultant, a PR professional, or a corporate communicator. Along with other advanced courses in the ORGC curriculum, this course trains students to be future managers with a strategic thinking and the ability to manage organizational operations that meet the pre-set objectives.

ORGC 2410 Intercultural Communication (3,2,1)

The most important theories and practices which underlie the study of intercultural communication are explored. Structures and barriers developed within and between cultures as they affect the process of interpersonal communication are examined from a cross-cultural perspective.

**ORGC 2630 Organizational Communication (0,*,*)
Practicum I**

Prerequisites: Year II standing and COMM 2310 Communication Theory (Communication Studies)

Students operate as corporation Communication office, Young Communication Professionals. 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 3000 Organizational Communication (0,0,0)
Internship**

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 second and third 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 Department of Communication Studies after the internship.