# Hong Kong Shue Yan University
## Minor Programme for the Academic Year 2016/17

**Department of Journalism and Communication**

**Minor Programme Offered: Minor in Journalism and Mass Communication**

1) Students are required to complete a minimum of 15 credits with 4 compulsory and 1 elective courses offered:

| Course List | | | |
|---|---|---|---|
| *Course Code* | *Course Title* | *Credits* | *Pre-requisite(s)* |
| *Compulsory* | | | |
| JOUR100 | Introduction to Journalism and Mass Communication [#] | 3 | NIL |
| JOUR220 | Mass Communication Theories | 3 | JOUR100 |
| JOUR221 or JOUR303 | News Reporting and Writing in Chinese I or English News Writing and Reporting | 3 | JOUR100 |
| JOUR410 | Media Ethics | 3 | JOUR100 |
| *Choose 1 out of 3* | | | |
| JOUR201 | Audio-Video Production | 3 | JOUR100 |
| JOUR260 | Computer Graphic Design and Publishing | 3 | JOUR100 |
| JOUR395 | Social Media and Networked Communication | 3 | JOUR100 |

\*   *The course list is subject to change without prior notice.*

# For second semester only

## DESCRIPTION OF COURSES (MINOR IN JOURNALISM AND MASS COMMUNICATION)

**Jour. 100 Introduction to Journalism and Mass Communication**

**1 Term; 3 Credits**

This course aims to develop an overview of journalism and mass communication. Upon completion of the course, students will be able to define the basic pool of vocabulary and fundamental concepts necessary for advanced classes as well as a basic idea of

conducting and writing a research paper; describe the roles and responsibilities of professionals in journalism, public relations and advertising, with a focus on ethics and the value of truth, accuracy and fairness; and demonstrate media literacy skills, the ability to use technology to access information and evaluate critically and creatively contemporary national and global media messages.

## Jour. 201 Audio-Visual Production

**1 Term; 3 Credits**

The goal of this course is to provide an introduction to audio-visual production. Upon completion of the course, students will be able to explain in film language the basic skills of operating cameras, lighting, switchers, audio equipment & non-linear editing machines, with respect to ethical issues in the production process; design a good story as fiction and non-fiction directors who make sensible choices on what to shoot, how to shoot it, what to use in the video and how most effectively to use it; and demonstrate more by planning than by reflex so as to direct professionally with schedules that the crew can follow; maintain good communication skills with crew, participants and audience.

## Jour. 220 Mass Communication Theories

**1 Term; 3 Credits**

This course aims to develop an overview of mass communication theory. Upon completion of the course, students will be able to describe the various concerns relating to the complex process of mass communication faced by mass communication professionals and how they could overcome such concerns; apply the theories to the context of mass communication in Hong Kong; analyse the structure and dynamics of contemporary mass media and its impact on society; and integrate theories, concepts and analytical framework by producing an individual research project at the end of the term.

## Jour. 221 News Reporting and Writing in Chinese I

**1 Term; 3 Credits**

This course emphasizes the principles and techniques of news gathering and writing in the Hong Kong environment. Through practical writing exercises, students will be able to master different aspects of news gathering, reporting and writing. Methods in covering crimes, courts, accidents, Legislative Council and District Board meetings, etc will be discussed through constant exercises. Students are trained to present stories and features in various forms and styles. In addition, styles and structure of news stories, research and interviewing techniques form part of the study. All practical writing exercises will be conducted under strict newsroom settings and conditions.

**Jour. 260 Computer Graphic Design and Publishing**

**1 Term; 3 Credits**

The aims of the course are to provide an introduction to the potential of computer applications to journalism students in producing professional publications, with respect to ethical issues in the production process; provide students with the basic knowledge to the issues that shape design, the design elements, and how these elements combine; enable students to participate in real-life production projects; and introduce technical skills in the application of computer graphic design, desktop publishing and online publishing softwares. Upon completion of the course, students will be able to describe the broad issues in graphic design, editing and web publishing; demonstrate basic production techniques to prepare computer design work in both offline and online publications; and analyse contemporary design work from different perspectives.

**Jour. 303 English News Writing and Reporting**

**1 Term; 3 Credits**

The goal of this course is to introduce English news writing and reporting. Upon completion of the course, students will be able to describe the steps involved in news writing and reporting; collect information through research (using print and online databases) and interviews; recognize the elements of and be able to write hard news as well as feature articles; demonstrate news writing techniques to construct a story with concise grammar and style; recognize legal and ethical issues in news-gathering techniques; and apply news writing and reporting techniques to various genres: current affairs (politics and public administration, accidents, disasters and court reporting), news features (profiles and investigative reporting), public relations writing (press releases), etc.

**Jour. 395 Social Media and Networked Communication**

**1 Term; 3 Credits**

The aims of this course are to offer an introduction to the potential of computer-mediated and online communication applications; provide students with the basic knowledge of the issues involved in communication; enable students to participate and develop an original, real-life news reporting project to demonstrate their understanding in the application of these communication tools; introduce students to the technical skills in the application of recent communication tools and social networking platforms, including Weblogs (e.g. Yahoo! Blog), Wiki (e.g. Wikipedia), Instant Messaging (e.g. MSN), Discussion Forums, RSS, Social Networking Platforms (e.g. Facebook, Twitter,

etc). Upon completion of the course, students will be able to define the broad issues in recent computer-mediated communications and online communications; demonstrate the basic production techniques to prepare content for online communication platforms; and analyse both the multimedia and interactive features and capabilities of real-life online communications from different perspectives.

**Jour. 410 Media Ethics**

**1 Term; 3 Credits**

In our democracy, media professionals have the freedom to write and report almost anything. However, with that freedom comes an enormous responsibility – not to mention an economic imperative – to act in a fair, responsible manner. And the idea of *media ethics* in the profession only has grown as the power and influence of both traditional and digital media has increased. This course does not attempt to provide definitive answers to each and every ethical quandary. In many cases, in fact, there may be many "right" answers, or perhaps none that seem satisfactory. Instead, what we will attempt is to provide a framework that will enable students as working media professionals to a.) identify an ethical dilemma, and b.) have a framework to analyse the situation, develop options and select a solution. Upon completion of the course, students will be able to demonstrate awareness of deeply held beliefs in the Codes of Media Ethics and how those beliefs may affect their decisions; critically analyse life experiences and media field cases in ethical dilemmas; and recognize, analyse and resolve real-world ethical cases using diverse decision-making approaches.