

Hong Kong Shue Yan University
Minor Programme

Department of Journalism and Communication

Minor Programme Offered: Minor in Journalism and Mass Communication

(Available for Year 1 Entry: 2021 cohort onwards; Year 2 Entry: 2022 cohort onwards; Year 3 Entry: 2023 cohort onwards)

Students are required to complete a minimum of 15 credits with 2 compulsory courses and 3 elective courses offered:

Course List			
<i>Course Code</i>	<i>Course Title</i>	<i>Credits</i>	<i>Pre-requisite(s)</i>
<i>Compulsory</i>			
JOUR100	Introduction to Journalism and Mass Communication	3	NIL
JOUR221 ⁽¹⁾ Or JOUR303	News Reporting and Writing in Chinese I Or English News Writing and Reporting	3	JOUR100
<i>Electives - Choose 3 out of 10 courses</i>			
JOUR130	Digital Photojournalism	3	NIL
JOUR201	Audio-Video Production	3	NIL
JOUR260	Computer Graphic Design and Publishing	3	NIL
JOUR341	Digital News and Information Production	3	JOUR221 ⁽¹⁾ or JOUR303
JOUR350 ⁽²⁾	Feature Writing	3	JOUR221 ⁽¹⁾ or JOUR303
JOUR395	Social Media and Networked Communication	3	NIL
JOUR460	Digitization and Interactive Multimedia	3	NIL
PRA330	Advertising Strategies and Design	3	NIL
PRA450 ⁽³⁾	Risk and Crisis Communication	3	NIL
MDIT220	Understanding VR/AR	3	NIL

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

Important Notes:

(1) JOUR221 “News Reporting and Writing in Chinese I” will be recoded to JOUR206 “News Reporting and Writing in Chinese” in AY2023/24.

(2) JOUR350 “Feature Writing” will be recoded to JOUR304 in AY2023/24.

(3) PRA450 “Crisis Communication” is renamed to “Risk and Crisis Communication” in AY2022/23

DESCRIPTION OF COURSES (MINOR IN JOURNALISM AND MASSCOMMUNICATION)

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 contemporary national and global media messages.

JOUR 130 Digital Photojournalism

1 Term; 3 Credits

This course aims to give students the opportunity to develop photography techniques specific for newspaper, print media production and web publication in the digital age. Students will study and practice techniques of using a digital camera, basic lighting, composition, flashlight, color control, and Adobe Photoshop to edit images. The course will also emphasize on how to shoot documentary and news events and learn about photo editing, the student will develop an understanding of the ethical issues that photojournalist may face.

JOUR 201 Audio-Video 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 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 on 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 341 Digital News and Information Production

1 Term; 3 Credits

This course is designed to enable students to develop competencies in editing, producing, and presenting information and news in electronic-based media using appropriate technologies, tools, and techniques. Upon completion of the course, students are able to: produce digital news report stories on the basis of participation in the compulsory workshops organized for this course; define the general principles of research, interview and filming of public affairs features; evaluate and execute news scripts and digital news reports and features, and critically evaluate news production experience and explain potential impact on future digital news career.

JOUR 350 Feature Writing

1 Term; 3 Credits

This course is designed to further enhance students' interviewing and writing skills, to serve in general news writing, and also to offer an alternative but deeper form of news writing. Upon completion of the course, students will be able to describe feature writing in various styles, structure and categories; define a wider sense and perspective in in- depth news writing; critically develop one's own excavations of news stories, through clear intelligible and engaging text, attractive, touching and sentimental paragraphs; and suggest professional analysis and evaluation of contemporary feature articles in local newspapers and magazines.

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 analyze both the multimedia and interactive features and capabilities of real-life online communications from different perspectives.

JOUR 460 Digitization and Interactive Multimedia

1 Term; 3 Credits

The aims of this course are to offer an introductory course on the understanding of the applications of computer to the structure and organization of multimedia and interactive website development projects, with consideration of ethical issues in the production process; provide students with the basic knowledge on design issues that explain the components and processes; explore ways to produce and to complete the design of multimedia and interactive websites; enable students to participate in original and real-life production projects; and introduce students to the technical skills in the application of Javascript, HTML5, CSS, Adobe Web Premium Suite, including Dreamweaver, Flash, Fireworks, etc. Upon completion of the course, students will be able to define the broad issues in multimedia and

interactive website design; demonstrate basic production techniques to prepare original real-life multimedia and interactive website projects; and analyze contemporary design work from different perspectives.

PRA 330 Advertising Strategies and Design

1 Term; 3 Credits

The goal of this course is to introduce students to the theories of media audiences and media consumption/interaction which will improve students' ability to critically engage and communicate theoretical ideas, both in writing and in speech. Upon completion of the course, students will be able to define the modern advertising industry including the dynamics of consumer behavior; distinguish the usage of different media in achieving different effects in advertising; apply advanced concepts on usage of 'sign' and demonstrate production techniques particularly for print and electronic media; work productively as part of a team, and in particular, communicate and present information effectively in written and electronic formats in a global collaborative and virtual environment; critically analyze contemporary advertisements; demonstrate logical presentation of material and confidence in responding to questions arising therefrom a project presentation; and organize and construct an advertisement in print and electronic media format with clear objectives and target audience analysis.

PRA 450 Risk and Crisis Communication

1 Term; 3 Credits

The aim of the course is to offer students a strategic orientation to the public relations discipline and provide the basic understanding of the importance of risk and crisis communication. Risk and crisis communication has become one of the most important specialisms in public relations as communicators are playing an increasingly important role in safeguarding the reputation and image of businesses in this disruptive age. Upon completion of the course, students will be able to explain key principles and strategies related to communicating risk, issue management, IT crisis management and crisis communication; equip the qualities required to work constructively as a member of a crisis management team; and compile a crisis case report by applying all theories learned as a crisis management team member.

MDIT 220 Understanding VR/AR

1 Term; 3 Credits

The aim of the course is to introduce the concept of Virtual/Augmented Reality technologies and equip students with the hands-on skills to become a better storyteller using virtual environment. This course is divided into three parts. The first part introduces the characteristics of different Virtual/Augmented Reality techniques and applications. The second part equips students with skill to develop Virtual/Augmented Reality applications through Unity. The third part teaches students elementary skill to develop big Virtual Reality environments through Unreal Engine. Through the practical exercises, students may apply Virtual/Augmented Reality techniques to address real-world problems.