# Four-Year Study Plan of Media and Communication Studies Programme (2020 cohort)

| Course Code | Course Title | Year One Sem 1 | Year One Sem 2 | Year One Summer/Winter | Year Two Sem 1 | Year Two Sem 2 | Year Three Sem 1 | Year Three Sem 2 | Year Four Sem 1 | Year Four Sem 2 |
|---|---|---|---|---|---|---|---|---|---|---|
| **I. Major Required Courses (48 Units)** | | | | | | | | | | |
| **(i) MR Courses on Media/Communication Theories** | | | | | | | | | | |
| MCOM2003 | Introduction to Media Studies | | 3 | | | | | | | |
| MCOM2013 | Communication Theories I | | | | 3 | | | | | |
| MCOM2023 | Communication Theories II | | | | | 3 | | | | |
| JOUR3023 | Media Law and Ethics | | | | | | 3 | | | |
| MCOM3003 | Media in China | | | | | | 3 | | | |
| JOUR3053 | Mass Media Research Methods | | | | | | | 3 | | |
| JOUR3233 | International Communication | | | | | | | | 3 | |
| MCOM4003 | Advanced Topics in Media Studies | | | | | | | | | 3 |
| **(ii) MR Courses on Practical Skills** | | | | | | | | | | |
| MCOM2033 | Foundations of News and Feature Reporting | | | | 3 | | | | | |
| JOUR2003 | Broadcast Journalism I | | | | | 3 | | | | |
| MCOM2053 | Reporting Laboratory (1) | | | | | | 3 | | | |
| MCOM3023 | Reporting Laboratory (2) | | | | | | | 3 | | |
| JOUR3043 | Advanced Reporting and Writing | | | | | | | 3 | | |
| MCOM4013 | Convergent Journalism | | | | | | | | 3 | |
| MCOM4023 | Editing Laboratory | | | | | | | | 3 | |
| MCOM4033 | Final Year Project (MCOM) | | | | | | | | | 3 |
| **II. Major Elective Courses (12 Units)** | | | | | | | | | | |
| ME01 ME02 ME03 ME04 | | | | | 3 | | 3 | 3 | 3 | |
| **III. General Education Core Courses (32 Units)** | | | | | | | | | | |
| CHI1053 | University Chinese (Morality and Foundations of Law) | 3 | | | | | | | | |
| CHI1063 | Chinese Culture and Modern China | | | | | 3 | | | | |
| CHI1073 | Contemporary Chinese Society and Thoughts (Theories) | | 3 | | | | | | | |
| CHI1083 | Contemporary Chinese Society and Thoughts (Social Practice) | | 0 | | | | | | | |
| CHI1093 | Contemporary World and China[2] | | | | | 0 | | | | |
| GCLA1903 | English I | 3 | | | | | | | | |
| GCLA1913 | English II | | 3 | | | | | | | |
| GCLA1923 | English III | | | | 3 | | | | | |
| GCLA1933 | English IV | | | | | 3 | | | | |
| GCIT1XX3 | Information Management Technology[1] | 3 | | | | | | | | |
| GCNU1XX3 | Numeracy[1] | | 3 | | | | | | | |
| GCPE1XX3 | Physical Education[1] | 1 | 1 | | | | | | | |
| GCVM1003 | Applied Ethics in Humanities and Social Sciences | | | | 3 | | | | | |
| **IV. General Education Distribution Courses (12 Units)** | | | | | | | | | | |
| GDBM1XX3 | Foundation Course in Business and Management[1] | | 3 | | | | | | | |
| GDST1XX3 | Foundation Course in Science and Technology[1] | 3 | | | | | | | | |
| GDFL1XX3 | Foundation Course in Foreign Language[1] | | | | 3 | | | | | |
| GDHC1XX3 | Foundation Course in World History and Civilisation[1] | | | | | 3 | | | | |
| **V. Whole Person Education Experiential Learning Modules (4 Units)** | | | | | | | | | | |
| WPEX Module I | WPEX1003 Experiential Development | 1 | | | | | | | | |
| WPEX Module II | WPEX1013 Emotional Intelligence | | 1 | | | | | | | |
| WPEX Module III | WPEX2003 Sports Culture[1], or WPEX2013 Experiential Arts[1] | | | | 1 | | | | | |
| WPEX Module IV | WPEX2023 Voluntary Service[1], or WPEX2033 Environmental Awareness[1] | | | | | 1 | | | | |
| **VI. Free Elective Courses (24 Units)** | | | | | | | | | | |
| FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08 | | 3[4] | | 3[5] | | 3 | 6 | 6[5] | 3 | |
| **Total Units: 132** | | **17** | **17** | **3** | **19** | **19** | **18** | **18** | **15** | **6** |

[1] This denotes a course category in which a list of courses may be developed for students' selection. Students are expected to refer to the Online Course Selection System for courses available under each category.

[2] This course will take the form of lecture series. Students are required to attend and submit notes for at least 10 lectures within their first two years of study.

[3] CHI1103 Introduction to Modern Social Theories will be offered under this category.

[4] Students are highly recommended to take COMM1023 Fundamentals of Communication.

[5] Students should take one FE(ENG) course under this category.

# ME Course List of MCOM (2020 cohort)

| Course Code | Course Title | Units |
|---|---|---|
| **ME Courses on Media/Communication Theories** | | |
| CCGC3093 | ~~The Art of Communication in Chinese Culture~~ Understanding Communication in Chinese Culture | 3 |
| CCGC4033 | Aesthetics of Chinese Cinema | 3 |
| CCGC4073 | Chinese Cultural Resources and Creative Industries | 3 |
| COMM2033 | Persuasion and Social Influence | 3 |
| COMM3013 | Introduction to Fashion Communication | 3 |
| COMM3023 | Organizational Communication | 3 |
| COMM3033 | Social Media Communication | 3 |
| COMM3043 | Public Affairs and Communication | 3 |
| COMM3053 | Health and Science Communication | 3 |
| JOUR2073 | Popular Culture and Journalism | 3 |
| JOUR3153 | Study on Intercultural Communication Issues | 3 |
| JOUR3173 | Gender, Identity and the Media | 3 |
| ~~JOUR3183~~ | ~~Persuasion in Media~~ | 3 |
| JOUR3203 | Journalism and Truth | 3 |
| JOUR3213 | New Media, Culture and Society | 3 |
| JOUR3223 | The Language of Journalism | 3 |
| ~~JOUR4033~~ | ~~Media and Liberalism~~ | 3 |
| JOUR4133 | Analysis of Media Content and Media Frames | 3 |
| MCOM2043 | Documentary Film Classics | 3 |
| MCOM2073 | History of East Asian Media and Culture | 3 |
| ~~MCOM3013~~ | ~~Rhetoric of Communication and Media~~ | ~~3~~ |
| MCOM3043 | Culture, Media and Tourism | 3 |
| MCOM3053 | Seminar in Cultural Theories and Globalisation | 3 |
| MCOM3063 | Social Media Analytics | 3 |
| MCOM3073 | Risk, Crisis, and Communication | 3 |
| MCOM3253 | Theory and Practice of Online Video | 3 |
| MCOM4093 | Technoculture | 3 |
| PRA2053 | Cases Studies in Public Relations and Advertising | 3 |
| PRA4003 | Advertising and Society | 3 |
| PRA4013 | Special Topics in Public Relations and Advertising | 3 |
| PRA4083 | Human Computer Interaction | 3 |
| **ME Courses on Practical Skills** | | |
| COMM3063 | Trans-editing for Journalism and Public Relations | 3 |
| JOUR2043 | Entertainment Journalism | 3 |
| JOUR2083 | International Organizations Reporting | 3 |
| ~~JOUR3013~~ | ~~Copyediting~~ | 3 |
| JOUR3033 | International News | 3 |
| ~~JOUR3063~~ | ~~Advanced Photojournalism~~ | 3 |
| ~~JOUR3083~~ | ~~News Translation~~ | 3 |
| JOUR3123 | Broadcast Journalism II | 3 |
| JOUR3133 | Broadcast Journalism III | 3 |
| JOUR4053 | Business and Financial Reporting | 3 |
| MCOM2063 | Foundation of Photojournalism | 3 |
| MCOM3033 | Internship (MCOM) | 3 |
| MCOM3263 | Chinese News and Feature Writing | 3 |
| MCOM4083 | Advanced Audio Production | 3 |
| ~~PRA2043~~ | ~~Publication Design~~ | ~~3~~ |
| PRA3073 | Branding in Advertising | 3 |