

# Four-Year Study Plan of Media and Communication Studies Programme (2024 cohort)

Rev 20250114

Rev 20230114

| Course Code                                      | Course Title                                                                                                                                                                                    | Year One       |       | Year Two |                | Year Three |       | Year Four |       |
|--------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|-------|----------|----------------|------------|-------|-----------|-------|
|                                                  |                                                                                                                                                                                                 | Sem 1          | Sem 2 | Sem 1    | Sem 2          | Sem 1      | Sem 2 | Sem 1     | Sem 2 |
| I. Major Required Courses (57 Units)             |                                                                                                                                                                                                 |                |       |          |                |            |       |           |       |
| (i) MR Courses on Media/Communication Theories   |                                                                                                                                                                                                 |                |       |          |                |            |       |           |       |
| COMM1023                                         | Fundamentals of Communication                                                                                                                                                                   | 3              |       |          |                |            |       |           |       |
| MCOM1003                                         | Introduction to Media Studies                                                                                                                                                                   |                | 3     |          |                |            |       |           |       |
| MCOM1013                                         | New Media, Culture and Society                                                                                                                                                                  |                | 3     |          |                |            |       |           |       |
| MCOM2013                                         | Communication Theories I                                                                                                                                                                        |                |       | 3        |                |            |       |           |       |
| MCOM2023                                         | Communication Theories II                                                                                                                                                                       |                |       |          | 3              |            |       |           |       |
| MCOM3003                                         | Media in China                                                                                                                                                                                  |                |       |          |                | 3          |       |           |       |
| MCOM3093                                         | Media Research Methods                                                                                                                                                                          |                |       |          |                | 3          | 3     |           |       |
| MCOM3133                                         | Media Law and Ethics                                                                                                                                                                            |                |       |          |                | 3          | 3     |           |       |
| MCOM3123                                         | International Communication                                                                                                                                                                     |                |       |          |                |            |       | 3         |       |
| MCOM4003                                         | Advanced Topics in Media Studies                                                                                                                                                                |                |       |          |                |            |       |           | 3     |
| (ii) MR Courses on Practical Skills              |                                                                                                                                                                                                 |                |       |          |                |            |       |           |       |
| MCOM2033                                         | Foundations of News and Feature Reporting                                                                                                                                                       |                |       | 3        |                |            |       |           |       |
| MCOM2083                                         | Multimedia Production I                                                                                                                                                                         |                |       |          | 3              |            |       |           |       |
| MCOM2053                                         | Reporting Laboratory (1)                                                                                                                                                                        |                |       |          |                | 3          |       |           |       |
| MCOM3023                                         | Reporting Laboratory (2)                                                                                                                                                                        |                |       |          |                |            | 3     |           |       |
| MCOM3143                                         | Advanced Reporting and Writing                                                                                                                                                                  |                |       |          |                |            | 3     |           |       |
| MCOM3173                                         | Gender, Identity and the Media                                                                                                                                                                  |                |       |          |                |            | 3     |           |       |
| MCOM4023                                         | Editing Laboratory                                                                                                                                                                              |                |       |          |                |            |       | 3         |       |
| MCOM4103                                         | AI and Journalism                                                                                                                                                                               |                |       |          |                |            |       | 3         |       |
| MCOM4013                                         | Convergent Journalism                                                                                                                                                                           |                |       |          |                |            |       |           | 3     |
| MCOM4073                                         | Final Year Project (MCOM)                                                                                                                                                                       |                |       |          |                |            |       |           | 6     |
| II. Major Elective Courses (12 Units)            |                                                                                                                                                                                                 |                |       |          |                |            |       |           |       |
| ME01 ME02 ME03 ME04                              |                                                                                                                                                                                                 |                |       |          |                | 3          | 3     | 6         |       |
| III. University Core Courses (37 Units)          |                                                                                                                                                                                                 |                |       |          |                |            |       |           |       |
| UCLC1003                                         | University Chinese                                                                                                                                                                              | 3              |       |          |                |            |       |           |       |
| UCLC1013                                         | English for Academic Purposes I                                                                                                                                                                 | 3              |       |          |                |            |       |           |       |
| UCLC1023                                         | English for Academic Purposes II                                                                                                                                                                |                | 3     |          |                |            |       |           |       |
| UCLC1033                                         | English for Academic Purposes III                                                                                                                                                               |                |       |          | 3              |            |       |           |       |
| CHI1103                                          | Introduction to Modern Social Theories                                                                                                                                                          | 3              |       |          |                |            |       |           |       |
| CHI1203                                          | Morality and Foundations of Law                                                                                                                                                                 |                |       | 3        |                |            |       |           |       |
| CHI1063                                          | Chinese Culture and Modern China                                                                                                                                                                |                |       |          | 3              |            |       |           |       |
| CHI1073                                          | Contemporary Chinese Society and Thought I                                                                                                                                                      |                | 3     |          |                |            |       |           |       |
| CHI1253                                          | Contemporary Chinese Society and Thought II                                                                                                                                                     |                | 3     |          |                |            |       |           |       |
| CHI1193                                          | Contemporary World and China <sup>①</sup>                                                                                                                                                       |                |       |          | 2              |            |       |           |       |
| MT1003                                           | Military Training                                                                                                                                                                               | 2              |       |          |                |            |       |           |       |
| WPEX1013                                         | Emotional Intelligence                                                                                                                                                                          |                | 1     |          |                |            |       |           |       |
| WPEX2013                                         | Experiential Arts <sup>②</sup>                                                                                                                                                                  |                |       |          | 1              |            |       |           |       |
| WPEX2023/<br>WPEX2033                            | Voluntary Service <sup>③</sup> , or Environmental Awareness <sup>④</sup>                                                                                                                        |                |       | 1        |                |            |       |           |       |
| UCLH1XX3                                         | Healthy Lifestyle <sup>②</sup>                                                                                                                                                                  | 1              | 1     |          | 1              |            |       |           |       |
| IV. General Education Courses (18 Units)         |                                                                                                                                                                                                 |                |       |          |                |            |       |           |       |
| Level 1                                          | History and Civilization <sup>②</sup>                                                                                                                                                           |                |       | 3        |                |            |       |           |       |
| Foundational Courses                             | Quantitative Reasoning <sup>②</sup>                                                                                                                                                             | 3              |       |          |                |            |       |           |       |
|                                                  | Values and the Meaning of Life <sup>②</sup>                                                                                                                                                     |                | 3     |          |                |            |       |           |       |
| Level 2<br>Interdisciplinary<br>Thematic Courses | Culture, Creativity and Innovation <sup>②</sup> , or Science, Technology and Society <sup>②</sup> , or Sustainable Communities <sup>②</sup>                                                     |                |       |          | 3 <sup>④</sup> | 3          |       |           |       |
| Level 3<br>GE Capstone<br>Courses                | Service-Learning Course <sup>②</sup> , or Service Leadership Education Course <sup>②</sup> , or Experiential Learning Course <sup>②</sup> , or Interdisciplinary Independent Study <sup>②</sup> |                |       |          |                |            |       | 3         |       |
| V. Free Elective Courses (24 Units)              |                                                                                                                                                                                                 |                |       |          |                |            |       |           |       |
| FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08          |                                                                                                                                                                                                 | 3 <sup>③</sup> | 3     | 3        |                | 3          | 6     | 3         | 3     |
| Total Units: 148                                 |                                                                                                                                                                                                 | 21             | 23    | 16       | 19             | 18         | 18    | 18        | 15    |

① This 2-unit course requires student to attend at least 10 lectures within his/her first two years of study.

② 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.

③ Students are recommended to take FE courses offered by the MCOM Programme.

④ Students are required to take GTSC2093 IT for Success in Everyday Life and Work under this category.

**ME Course List of MCOM (2024 cohort)**

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| Course Code                                       | Course Title                                                        | Units |
|---------------------------------------------------|---------------------------------------------------------------------|-------|
| <b>ME Courses on Media/Communication Theories</b> |                                                                     |       |
| CCGC3093                                          | 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     |
| COMM3073                                          | Advanced Qualitative Research in Communication                      | 3     |
| COMM3083                                          | Advanced Quantitative Research in Communication                     | 3     |
| COMM3093                                          | Media and Mental Health                                             | 3     |
| COMM3103                                          | Music as Communication                                              | 3     |
| COMM3113                                          | Sustainability and Communication                                    | 3     |
| COMM4003                                          | Unveiling Tomorrow ' s Media: Challenges and Tools in Communication | 3     |
| MCOM2043                                          | Documentary Film Classics                                           | 3     |
| MCOM2073                                          | History of East Asian Media and Culture                             | 3     |
| MCOM2093                                          | Popular Culture and Journalism                                      | 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     |
| MCOM3163                                          | Study on Intercultural Communication Issues                         | 3     |
| MCOM3173                                          | Gender, Identity and the Media                                      | 3     |
| MCOM3193                                          | Journalism and Truth                                                | 3     |
| MCOM3203                                          | The Language of Journalism                                          | 3     |
| MCOM3253                                          | Theory and Practice of Online Video                                 | 3     |
| MCOM4053                                          | Analysis of Media Content and Media Frames                          | 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     |
| <b>ME Courses on Practical Skills</b>             |                                                                     |       |
| COMM3063                                          | Trans-editing for Journalism and Public Relations                   | 3     |
| MCOM2063                                          | Foundation of Photojournalism                                       | 3     |
| MCOM2103                                          | Entertainment Journalism                                            | 3     |
| MCOM2113                                          | International Organizations Reporting                               | 3     |
| MCOM3033                                          | Internship (MCOM)                                                   | 3     |
| MCOM3103                                          | Multimedia Production II                                            | 3     |
| MCOM3113                                          | Multimedia Production III                                           | 3     |
| MCOM3223                                          | International News                                                  | 3     |
| MCOM3263                                          | Chinese News and Feature Writing                                    | 3     |
| MCOM4063                                          | Business and Financial Reporting                                    | 3     |
| MCOM4083                                          | Advanced Audio Production                                           | 3     |
| PRA3073                                           | Branding in Advertising                                             | 3     |