

Four-Year Study Plan of Media and Communication Studies Programme (2021 cohort)

Rev 20230324

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Course Code	Course Title	Year One				Year Two		Year Three		Year Four	
		Sem 1	Winter	Sem 2	Summer	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			
MCOM3133	Media Law and Ethics							3			
MCOM3093	Media Research Methods								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		
MCOM4023	Editing Laboratory									3	
MCOM4013	Convergent Journalism										3
MCOM4073	Final Year Project (MCOM)										6
II. Major Elective Courses (12 Units)											
ME01 ME02 ME03 ME04						3		3	3	3	
III. University Core Courses (36 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				
CHII103	Introduction to Modern Social Theories		3								
CHII203	Morality and Foundations of Law					3					
CHII063	Chinese Culture and Modern China						3				
CHII073	Contemporary Chinese Society and Thoughts (Theories)			3							
CHII183	Contemporary Chinese Society and Thoughts (Social Practice)				2						
CHII193	Contemporary World and China ^①						2				
MT1003	Military Training		2								
WPEX1013	Emotional Intelligence			1							
WPEX2013	Experiential Arts ^②						1				
WPEX2023/ WPEX2033	Voluntary Service ^③ , or Environmental Awareness ^④					1					
UCHL1XX3	Healthy Lifestyle ^⑤	1		1			1				
IV. General Education Courses (18 Units)											
Level 1	History and Civilization ^⑥					3					
Foundational Courses	Quantitative Reasoning ^⑥	3									
	Values and the Meaning of Life ^⑥			3							
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation ^⑥ , or Science, Technology and Society ^⑥ , or Sustainable Communities ^⑥						3 ^④	3			
Level 3 GE Capstone Courses	Service-Learning Course ^⑥ , or Service Leadership Education Course ^⑥ , or Experiential Learning Course ^⑥ , or Interdisciplinary Independent Study ^⑥									3	
V. Free Elective Courses (24 Units)											
FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08		3 ^③		3		3		3	6	3	3
Total Units: 147		16	5	20	2	19	19	18	18	15	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 course 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 (2021 cohort)

Rev 20260129

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
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
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
MCOM3163	Study on Intercultural Communication Issues	3
MCOM3173	Gender, Identity and the Media	3
MCOM3183	Persuasion in Media	3
MCOM3193	Journalism and Truth	3
MCOM3203	The Language of Journalism	3
MCOM3253	Theory and Practice of Online Video	3
MCOM4043	Media and Liberalism	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 Design Thinking and User Experience for Digital Innovation	3
ME Courses on Practical Skills		
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
MCOM3213	Copyediting	3
MCOM3223	International News	3
MCOM3233	Advanced Photojournalism	3
MCOM3243	News Translation	3
MCOM3263	Chinese News and Feature Writing	3
MCOM4063	Business and Financial Reporting	3

MCOM4083	Advanced Audio Production	3
PRA2043	Publication Design	3
PRA3073	Branding in Advertising	3