

# Four-Year Study Plan of Media and Communication Studies Programme (2023 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              |            |       |           |       |
| 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 Thought I                                                                                                                                                      |                | 3     |          |                |            |       |           |       |
| CHII253                                        | Contemporary Chinese Society and Thought II                                                                                                                                                     |                | 3     |          |                |            |       |           |       |
| CHII193                                        | 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        |                |            |       |           |       |
| UCHL1XX3                                       | 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 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 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 (2023 cohort)**

Rev 20260129

| 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     |
| 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<br>Design Thinking and User Experience for Digital Innovation | 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 Documentary Storytelling                                        | 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 |