

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

Rev 20260129

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	
<b>I. Major Required Courses (57 Units)</b>										
<b>(i) MR Courses on Media/Communication Theories</b>										
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	
<b>(ii) MR Courses on Practical Skills</b>										
MCOM2033	Foundations of News and Feature Reporting			3						
MCOM2083	Multimedia Production I Video Production for Journalism				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	
<b>II. Major Elective Courses (12 Units)</b>										
ME01	ME02	ME03	ME04					3	3	
<b>III. University Core Courses (37 Units)</b>										
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/ WPEX2033	Voluntary Service <sup>③</sup> , or Environmental Awareness <sup>②</sup>			1						
UCHL1XX3	Healthy Lifestyle <sup>②</sup>	1	1		1					
<b>IV. General Education Courses (18 Units)</b>										
Level 1 Foundational Courses	History and Civilization <sup>②</sup>			3						
	Quantitative Reasoning <sup>②</sup>	3								
	Values and the Meaning of Life <sup>②</sup>		3							
Level 2 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 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		
<b>V. Free Elective Courses (24 Units)</b>										
FE01	FE02	FE03	FE04	FE05	FE06	FE07	FE08	3 <sup>③</sup>	3	
<b>Total Units: 148</b>		<b>21</b>	<b>23</b>	<b>16</b>	<b>19</b>	<b>18</b>	<b>18</b>	<b>18</b>	<b>15</b>	

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)

Rev 20260120

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 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
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