

**City University of Hong Kong**

**Information on a Course**  
offered by Department of Media and Communication  
with effect from Semester A in 2014 / 2015

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**Part I**

<b>Course Title:</b>	Directed Studies
<b>Course Code:</b>	COM5602
<b>Course Duration:</b>	One semester
<b>Credit Units:</b>	3
<b>Level:</b>	P5
<b>Medium of Instruction:</b>	English
<b>Prerequisites:</b>	Nil
<b>Precursors:</b>	Nil
<b>Equivalent Courses:</b>	Nil
<b>Exclusive Courses:</b>	Nil

**Part II**

**Course Aims**

This course is an independent study organized in a variety of ways including individually-based professional or research project, group project, study tour, etc. It provides students with an opportunity to develop interest and expertise with new ideas and perspectives, under the supervision of the faculty, in a specific area in new media communication. It also enables students to acquire knowledge and skills in the design and implementation strategies needed for completing a professional portfolio through the production of new media product(s) or for creating a research profile with primary data-based research paper(s)..

### Course Intended Learning Outcomes (CILOs)

*Upon successful completion of this course, students should be able to:*

No.	CILOs	Weighting (if applicable)
1.	Detect the current status and future direction of the selected area of new media communication in which the student wishes to develop expertise.	30%
2.	Analyze the key problems in the selected area, with a focus on the relevant causes and possible consequences of the problems.	30%
3.	Discover effective and feasible solutions to the identified problems, informed by relevant theory, technological and/or institutional innovation.	40%

### Teaching and Learning Activities (TLAs)

*(Indicative of likely activities and tasks designed to facilitate students' achievement of the CILOs. Final details will be provided to students in their first week of attendance in this course)*

CILO No.	TLAs	Hours/week (if applicable)
1, 2, 3	Consultation with supervisor to generate new ideas on selected topics of their research interests	1 (for 6 weeks)
1, 2, 3	Individual research, group discussions, study tour, or other necessary and appropriate activities	2 (for 13 weeks)
1, 2, 3	Group discussions and presentations	1 (for 7 weeks)
1, 2, 3	The class may also include a study tour component	NA

### Assessment Tasks/Activities

*(Indicative of likely activities and tasks designed to assess how well the students achieve the CILOs. Final details will be provided to students in their first week of attendance in this course)*

CILO No.	Type of Assessment Tasks/Activities	Weighting (if applicable)	Remarks
1, 2, 3	Research Paper (in 15-20 pages long, exclusive of references and other supporting materials in the appendices)	100%	

## Grading of Student Achievement:

Refer to Grading of Courses in the Academic Regulations for Taught Postgraduate Degrees.

Standard (A+, A, A-, ... F) are to be used.

Grading is assigned based students performance in assessment tasks/activities.

More specifically, the grading criteria for the research paper will include:

- Clear identification of the key problem under study
- Through review of relevant previous work on the problem
- Insightful analysis of the causes and consequences of the problem
- Practical solutions suggested to the problem

Weighting of the different criteria and other details will be given to the students during class.

Courses are graded according to the following schedule:

Letter Grade	Grade Point	Grade Definitions	
A+ A A-	4.3 4.0 3.7	Excellent:	Strong evidence of original thinking; highly innovative ideas; good organization, capacity to analyse and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.
B+ B B-	3.3 3.0 2.7	Good:	Evidence of grasp of subject, some evidence of creativity, critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.
C+ C C-	2.3 2.0 1.7	Adequate:	Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.
D	1.0	Marginal:	Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.
F	0.0	Failure:	Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited or irrelevant use of literature.
P		Pass:	"Pass" in a pass-fail course. Courses to be graded on a pass-fail basis for a programme are specifically identified under the programme in the course catalogue.

## **Part III**

### **Keyword Syllabus**

Independent study, professional project, empirical research, direct observations, study tour, causes and consequences of problems in new media communication, effective and feasible solutions

### **Recommended Reading**

#### Text(s)

Not applicable.

#### Other reference / Online Resources

<http://newmedia.cityu.edu.hk/com5602> (a specifically designed and constantly updated gateway for all relevant online resources)