

City University of Hong Kong

Information on a Course
offered by Department of Chinese and History
with effect from Semester A in 2014-2015

Part I

Course Title: Special Topics in Chinese for the Media

Course Code: CAH5720

Course Duration: 1 semester

Credit Units: 3

Level: P5

Medium of Instruction: Cantonese

Medium of Assessment: Chinese

Prerequisites: Nil

Precursors: CTL5719 Chinese for the Media, CAH5719 Chinese for the Media

Equivalent Courses: CTL5720 Special Topics in Chinese for the Media

Exclusive Courses: Nil

Part II

Course Aims

This course aims to consolidate and deepen students' knowledge of mass media communication by providing them with an in-depth understanding conducive to scholarship, originality and development of their analytical and critical skills. The course will bring together theory and practice to broaden students' knowledge and experience in selected areas or topics related to mass media.

Course Intended Learning Outcomes (CILOs)

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

No.	CILOs	Weighting (if applicable)
1.	Analyze the principles, forms, skills, and theories related to the selected areas or topics on Chinese for the mass media	
2.	Make critical analysis on issues and phenomenon pertaining to the selected areas or topics related to Chinese for the mass media	
3.	Manipulate the linguistic and rhetoric devices to writing for the selected areas or topics	
4.	Employing creative solutions and sophisticated techniques to tackle issues and tasks related to the selected areas or topics on Chinese for the mass media	

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)
1-4	Lectures – Lecturing on selected topics, issues and case studies	2 hrs
1-4	Tutorial – Group discussion, analysis of selected readings, writings and case studies	1 hr
1-4	Researching on topics and issues related to Chinese for the mass media	
1-4	Presentation on findings, insights, and observations of the researched topics and issues	
1-4	Creative writing tasks and activities related to Chinese for the mass media	

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
1-4	Research on topics and issues related to Chinese for the mass – <ul style="list-style-type: none">▪ Written research report▪ Oral presentation	40%	

1-4	Creative writing tasks and activities – <ul style="list-style-type: none"> ▪ At least 2 pieces of work ▪ In-class or outside class tasks 	30%	
1-4	Test (1 to 2 hours) – To assess students’ overall grasping of the content	20%	
1-4	Class discussion and participation – Level of participation in class activities and discussions	10%	

Grading of Student Achievement:

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

Grading pattern: Standard (A+, A, A- ...F). Grading is based on student performance in assessment tasks/activities.

Grade A+, A, A-	Superior grasp of course contents. Excellent consolidation of theory and practice in the selected areas or topics related to mass media. Strong analytical ability on issues and phenomena pertaining to the selected areas or topics related to mass media.
Grade B+, B, B-	Good grasp of course contents. Good consolidation of theory and practice in the selected areas or topics related to mass media. Good analytical ability on issues and phenomena pertaining to the selected areas or topics related to mass media.
Grade C+, C, C-	Fair grasp of course contents. Fair ability in consolidation of theory and practice in the selected areas or topics related to mass media. Average analytical ability on issues and phenomena pertaining to the selected areas or topics related to mass media.
Grade D	Sufficiently acquiring the course contents. Marginal ability in consolidation of theory and practice in the selected areas or topics related to mass media. Weak analytical ability on issues and phenomena pertaining to the selected areas or topics related to mass media.
Grade F	Insufficient grasp of course contents. Inadequate ability in the consolidation of theory and practice in the selected areas or topics related to mass media. Inadequate analytical ability on issues and phenomena pertaining to the selected areas or topics related to mass media.

Part III

Keyword Syllabus

In-depth study and analysis on one or more specific areas or topics related to mass media communication (such as journalistic writing, news reporting, advertising, contrastive study of Chinese and English journalistic writing etc). Issues and phenomena pertaining to the selected areas or topics (such as cultural issues, ethical

standard, yellow journalism, news objectivity etc). Professional writing skills and theories for the selected areas or topics (such as interpretative and investigative writing, precision journalism, opinion writing, media discourse analysis, in-depth reporting etc).

Recommended Reading

- 黃天賜，《新聞評論寫作》。香港：中華書局(香港)有限公司, 2011。
- 張圭陽，《傳媒風－傳媒的價值與運作》，香港：香港教育圖書公司，2006。
- [美] 凱利·萊特爾、朱利安·哈里斯、斯坦利·約翰遜著，宋鐵軍譯，《全能記者必備：新聞採集、寫作和編輯的基本技能》(第7版)。北京：中國人民大學出版社，2005。
- [英] 格拉斯哥大學媒介研究小組、約翰·埃爾德里奇著，張威、鄧天穎譯，《獲取信息：新聞、真相和權力》。北京：新華出版社，2004。
- 程道才，《西方新聞寫作概論》。北京：新華出版社，2004。
- 鄭寶璇，《傳媒翻譯》。香港：香港城市大學出版社，2004。
- 錢震著，鄭貞銘、張市民、呂傑華增修，《新聞新論》，台北：五南圖書出版股份有限公司，2003。
- [美] 梅爾文·門徹 (Melvin Mencher) 著，展江譯，《新聞報道與寫作》，北京：華夏出版社，2003。
- 周海燕，《調查性報導採訪與寫作》，北京新華出版社，2003。
- 鍾大年，《香港內地傳媒比較》，北京：北京廣播學院 2002。
- 姚里軍，《中西新聞寫作比較》。北京：中國廣播電視出版社，2002。
- 程道才，《專業新聞寫作概論》。北京：中國廣播電視出版社，2002。
- 賴蘭香，《傳媒中文寫作》(第2版)。香港：中華書局，2000。
- 俞旭，郭中實，黃煜，《新聞傳播與社會變遷》。香港：中華書局，1999。
- 黃煜等，《並非吹毛求疵－香港中文報章的語言與報道問題評析》。香港：三聯書店，1998。