

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Media and Communication  
with effect from Semester A 2024 / 25**

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**Part I Course Overview**

<b>Course Title:</b>	Selected Issues and Topics in Communication: Seminar on Risk, Crisis, Strategic Communication, and Societal Culture
<b>Course Code:</b>	COM8008
<b>Course Duration:</b>	One semester
<b>Credit Units:</b>	3
<b>Level:</b>	R8
<b>Medium of Instruction:</b>	English
<b>Medium of Assessment:</b>	English
<b>Prerequisites:</b> <i>(Course Code and Title)</i>	COM8005: Quantitative Research Methods in Media and Communication COM8007: Multivariate Analysis in Communication Research Or equivalent courses
<b>Precursors:</b> <i>(Course Code and Title)</i>	None
<b>Equivalent Courses:</b> <i>(Course Code and Title)</i>	None
<b>Exclusive Courses:</b> <i>(Course Code and Title)</i>	None

## Part II Course Details

### 1. Abstract

This course offers an in-depth exploration of risk/crisis communication and strategic communication, with a specific focus on the Chinese societal culture. Through the lens of communication, organization, management, and cross-cultural psychology theories, students will examine key concepts, theoretical frameworks, and methodological issues related to risk/crisis communication. The course covers various essential topics, including image restoration, reputation management, relationship management, and trust management. This course also explores topics across diverse cultural and media contexts, including technology-mediated communication and AI-mediated trust in communication.

The primary goal of this course is to equip students with the knowledge and skills necessary for developing a conference paper and a journal article centered around the creation of a Chinese (and/or cross-cultural) model/theory of strategic communication. To facilitate this, students will have access to instructor-provided datasets, as well as the option to utilize their own data or open access datasets.

### 2. Course Intended Learning Outcomes (CILOs)

No.	CILOs	Weighting	Discovery-enriched curriculum related learning outcomes		
			A1	A2	A3
1.	Explore and Identify important issues in the field of communication and issues for communication research		✓		
2.	Evaluate and analyze these issues and topics in light of theoretical perspectives		✓	✓	
3.	Conduct research on important issues using appropriate and innovative research methods, to discover new knowledge in the relevant domain			✓	✓
		100%			

A1: *Attitude*

*Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.*

A2: *Ability*

*Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.*

A3: *Accomplishments*

*Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.*

### 3. Learning and Teaching Activities (LTAs)

LTAs	Brief Description	CILO No.			Hours/week
		1	2	3	
Class discussion and participation	Class discussions on theory and research for active interaction with the course material and critical thinking development.			✓	Throughout the class
Analysis of selected topics and issues	Synthesis and analysis of a variety of relevant topics and issues for critical thinking and nuanced understanding of the subject matter.	✓			Throughout the class
Research Project: individual and group research project of selected topics and issues using appropriate methods	Individual and group research projects on selected topics for skill development in conceptualization, research method, and data analysis.		✓		One per semester

### 4. Assessment Tasks/Activities (ATs)

Assessment Tasks/Activities	CILO No.			Weighting	Remarks
	1	2	3		
Continuous Assessment: <u>100</u> %					
Reflection essay / question and Class participation	✓			35%	
Group Project: Collaborative research project conducted by a group, focusing on selected topics, issues, and theories. The project should employ suitable research methods to investigate and analyze the chosen topics.			✓	35%	
Research Project: Individual research project centered around selected topics, issues, and theories. The project should utilize appropriate research methods to investigate and analyze the chosen topics.		✓		30%	
Examination: <u>NA</u> % (duration:    hours , if applicable)					
				100%	

## 5. Assessment Rubrics

Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
Analysis of selected issues	Capacity of analysing the selected topic in media and communication.	High	Significant	Moderate	Basic	Not even reaching marginal levels
Class discussion and participation	Ability to present the analysis of the assigned readings and participate in the discussion. Take a leading role in literature critique and class discussion.	High	Significant	Moderate	Basic	Not even reaching marginal levels
Research Project	Ability to conduct a research project of adequate quality by satisfying the key requirements and present the project professionally.	High	Significant	Moderate	Basic	Not even reaching marginal levels
Exam	Ability to understand the principles and fundamentals of selected topic in media and communication.	High	Significant	Moderate	Basic	Not even reaching marginal levels

Applicable to students admitted from Semester A 2022/23 to Summer Term 2024

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B)	Marginal (B-, C+, C)	Failure (F)
Reflection essay / question and class participation	Capacity of analysing the selected topic in media and communication.	High	Significant	Moderate	Basic
Group project	Ability to collaborate effectively with team member(s) to conduct a research project of adequate quality by satisfying the key requirements and present the project professionally.	High	Significant	Moderate	Basic
Individual project	Ability to independently conduct a research project of adequate quality by satisfying the key requirements and present the project professionally.	High	Significant	Moderate	Basic

## **Part III Other Information**

### **1. Keyword Syllabus**

strategic communication, risk communication, crisis management, societal culture, Chinese societies, cross-culture communication

### **2. Reading List**

#### **2.1 Compulsory Readings**

To be published.

#### **2.2 Additional Readings**

To be published.