

**City University of Hong Kong
Course Syllabus**

**offered by Department of Media and Communication
with effect from Semester B 2019/20**

Part I Course Overview

Video News Reporting

Course Title:

COM4306

Course Code:

1 semester

Course Duration:

3

Credit Units:

B4

Level:

Arts and Humanities

Study of Societies, Social and Business Organisations

Science and Technology

Proposed Area:

(for GE courses only)

English

Medium of Instruction:

[For practicum component: English and Chinese]

English supplemented by Chinese

Medium of Assessment:

This course is designed to teach students communication skills in both English and Chinese to prepare them for a bilingual working environment.

COM2301 Video Production or

COM2302 Video Editing or

Prerequisites:

(Course Code and Title)

COM2303 Video Production and Editing

None

Precursors:

(Course Code and Title)

EN3523 Documentary Production II

Equivalent Courses:

(Course Code and Title)

None

Exclusive Courses:

(Course Code and Title)

Part II Course Details

1. Abstract

(A 150-word description about the course)

This course aims to teach students to the practice of video news reporting, and equip the students with the skills and a working knowledge of information gathering, video shooting and editing as well as story production. Special emphasis will be placed on video news writing and reporting, TV newsroom organization and operation, and the effective use of video production equipment. Students will work through different news-worthy topics, use the equipment to gather and process information, shoot and edit the video footages with digital video equipment, produce news stories in the Chinese and international contexts, and broadcast it through appropriate media outlets. Students will deal with real-life issues and challenges of video news reporting business. As any professional news organization would require, students are expected to produce timely and proficient news stories.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs [#]	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Demonstrate knowledge and skills of television news writing and reporting		✓	✓	✓
2.	Apply such knowledge and skills to gather accurate and newsworthy information through interviewing people and institutions		✓	✓	✓
3.	Operate a video camera to capture newsworthy footages		✓	✓	
4.	Use a computer and related software to process visual information		✓	✓	
5.	Write news stories in Chinese and English in line with the professional standard of media industry		✓	✓	
6.	Produce video news story of professional quality that are acceptable for broadcast through media outlets		✓	✓	✓
		100%			

* If weighting is assigned to CILOs, they should add up to 100%.

[#] Please specify the alignment of CILOs to the Gateway Education Programme Intended Learning outcomes (PILOs) in Section A of Annex.

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. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.						Hours/week (if applicable)
		1	2	3	4	5	6	
Lectures	Lectures on basic knowledge and skills of video news writing and reporting in Chinese and English	✓						2 weeks
Lectures/class discussions	Lectures on how to work as a journalist in the field		✓	✓				4 weeks
Demonstration	Topics on how to process information and edit a news story using a computer and related software				✓			4 weeks
Class exercises	Exercises on how to produce a video news story package for broadcast in English and Chinese				✓	✓	✓	Throughout the class

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.						Weighting*	Remarks
	1	2	3	4	5	6		
Continuous Assessment: 100%								
In class participation (such as newscast and news story critiques)	✓	✓					10%	
Two quizzes on knowledge regarding video news reporting and production	✓	✓	✓	✓	✓		20%	
Exercises and Assignments (such as video editing and script writing)			✓	✓	✓		30%	
Group project for Production of video news stories			✓	✓	✓	✓	40%	
Examination: _____% (duration: _____, if applicable)								
* The weightings should add up to 100%.							100%	

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Assessment Task	Criterion	Excellent (A+, A, A-)	Good (B+, B, B-)	Fair (C+, C, C-)	Marginal (D)	Failure (F)
In class participation	1) The extent to actively participate in and contribute to activities in class;	High	Significant	Moderate	Basic	Not even reaching marginal levels
Two in-class quizzes	1) Ability for self-directed learning to understand technical concepts and principles of media industry 2) Ability for critical thinking and quick response to real time news event	High	Significant	Moderate	Basic	Not even reaching marginal levels
Exercises and assignments on script writing and video editing	1) Ability to write and edit a video news story suitable for professional broadcast standards 2) Ability for plan and report the news story	High	Significant	Moderate	Basic	Not even reaching marginal levels

	in a way of storytelling and with insightful observation, critical thinking on news reporting					
Group project (Video news story) and presentation	<p>1) Ability to set up a team of news production crew with detailed division of labour among team members</p> <p>2) Ability to complete the pre-production of a video newscast, which includes the writing and editing of individual news stories as well as the necessary visual effects for some stories</p>	High	Significant	Moderate	Basic	Not even reaching marginal levels

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

Video news; Journalism; News writing; News reporting; News editing; Video production; Electronic news; Non-linear editing; Visual story telling; Broadcasting

2. Reading List

2.1 Compulsory Readings

1.	Fred Shook, John Larson, & John DeTarsio (2008). <i>Television Field Production and Reporting</i> (5 th ed.). Allyn & Bacon.
2.	Eric K. Gormly (2004). <i>Writing and Producing Television News</i> (2 nd ed.). Blackwell Publishers.
3.	Broadcast News Writing, reporting, and producing/Frank Barnas and Ted White. Burlington, MA: Focal Press, 2013 6TH Edition.
4.	Broadcast News and Writing Stylebook/Robert A. Papper. Hofstra University, Pearson, Fifth Edition

2.2 Additional Readings

1	Keirstead, P. O. (2005). <i>Computers in broadcast and cable newsrooms: using technology in television news production</i> . Mahwah, N.J.: Lawrence Erlbaum.
2.	Schroeder, A. (2009). <i>Writing and producing television news: from newsroom to air</i> . New York: Oxford University Press.
3.	Silcock, B. W., Heider, D., & Rogus, M. T. (2007). <i>Managing television news: a handbook for ethical and effective producing</i> . Mahwah, N.J.: Lawrence Erlbaum Associates.
4.	Thompson, R., & Malone, C. (2004). <i>The broadcast journalism handbook: a television news survival guide</i> . Lanham, Md.: Rowman & Littlefield.
5.	Zalbertus, A., & Rosenblum, M. (2004). <i>Video journalism: the digital revolution</i> . Berlin: Uni-Edition.
6.	吳信訓 (2006)。新編廣播電視新聞學。上海：復旦大學出版社。
7.	彭家發 (2008)。進階新聞寫作：理論、分析與範例。臺北：五南圖書出版公司。
8.	新聞採訪與寫作 牛隆光 學富文化事業有限公司