

City University of Hong Kong

Information on a Course offered by Department of Media and Communication with effect from Semester A in 2012/ 2013

Part I

Course Title: Selected Issues and Topics in Communication

Course Code: COM8008

Course Duration: 1 semester

No. of Credit Units: 3

Level: R8

Medium of Instruction: English

Prerequisites: *(Course Code and Title)* None

Precursors: *(Course Code and Title)* None

Equivalent Courses: *(Course Code and Title)* None

Exclusive Courses: *(Course Code and Title)* None

Part II

1. Course Aims:

The purpose of this course is to examine current issues and topics in the field of communication, the impact of the issues on different aspects of social life, and the approaches that scholars used to study these issues. The students will identify the issues and topics important for communication research, review related literature, discuss the approaches to analyze and understand them, select issues of their interest, and study them using appropriate approaches and methods. The students will develop capacity to identify and study important issues in communication using empirical and other appropriate methods.

The course could be taught in two ways depending on instructor's expertise and students' interests: a) study important current issues in the field of communication. The class could examine a variety of issues covering a broad range of communication areas; 2) study a specific topical area in communication studies, such as issues in communication research in the digital age, or issues in research of Chinese communication.

2. Course Intended Learning Outcomes (CILOs)

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

| No. | CILOs | Weighting (if applicable) |
|-----|--|---------------------------|
| 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 | |

3. Teaching and learning Activities (TLAs)

(designed to facilitate students' achievement of the CILOs)

| CILO No | TLAs | Hours/week (if applicable) |
|---------|---|----------------------------|
| CILO 1 | Group discussion | Throughout the class |
| CILO 2 | Conduct research on selected issues using appropriate methods | Throughout the class |
| CILO 3 | Presenting and discussing research projects | Throughout the class |

4. Assessment Tasks/Activities

(designed to assess how well the students achieve the CILOs)

| CILO No | Type of assessment tasks/activities | Weighting (if applicable) | Remarks |
|---------|--|---------------------------|---------|
| CILO 1 | Analysis of selected issues | 20% | |
| CILO 1 | Class discussion and participation | 10% | |
| CILO 2 | Research Project: individual or group research project of selected issues using appropriate methods | 35% | |
| CILO 3 | Exam Duration: 3 hours to assess students' understanding of the theories and concepts covered in the lectures and readings | 35% | |

5. Grading of Student Achievement:

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

Part III

Keyword Syllabus:

Communication research, communication study, issue studies, topical studies, communication issues, communication theory, empirical research, issue analysis

Recommended Reading:

To be determined.