

**City University of Hong Kong
Course Syllabus**

**offered by Department of Media and Communication
with effect from Semester A 2017/18**

Part I Course Overview

Course Title:	Professional Internship
Course Code:	COM5604
Course Duration:	Two Semesters
Credit Units:	3
Level:	P5
Medium of Instruction:	The on-campus medium of instruction is English, while the medium of instruction in the workplace will depend on the specific requirement by the host organizations.
Medium of Assessment:	English.
Prerequisites: (Course Code and Title)	Nil
Precursors: (Course Code and Title)	Nil
Equivalent Courses: (Course Code and Title)	Nil
Exclusive Courses: (Course Code and Title)	Nil

Part II Course Details

1. Abstract

This course aims to provide students with opportunities to put their knowledge and skills into practice and to discover innovative means in media communication and gain on-the-job experience in an internship. Students will have hands-on experiences in innovative productions of news, advertising, and/or public relations products, especially in documentary productions. They will develop knowledge and innovative abilities in the media and communication industry and gain practical understanding of the operations of the organization that they serve.

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.	Apply their knowledge and skills during the process of documentary production.		√	√	√
2.	Undertake tasks by own initiatives that contribute to the whole project.		√	√	√
3.	Communicate effectively in both oral and written forms. Demonstrate critical thinking skills in proposing and editing.		√	√	√
4.	Discover innovative communication means and present themselves effectively in applications for future employment by acquiring work experiences.		√	√	√
		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. 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	
Analysis report	Students will participate a documentary production project for one whole academic year. Requires students to choose their own topic and main character under a given theme, and turn it into an independent short film. An analysis report about the whole process of documentary production is required to submit at the end of the year	✓	✓	✓	✓	
Documentary production	The course is required every student to complete a 15 independent short film .The students would be asked to complete the shooting part during the winter break for around three weeks.	✓	✓	✓	✓	At least three week-shooting work
Lectures	Trainings on video shooting, editing, proposal choosing; screening class and lectures from professionals from the real industry. For semester A, the students will receive some trainings and practice on video shooting and editing, proposal designing and do research on different topics. For semester B, they will be asked to do the video editing and present their work in class several times. A final open screening will be held at the end of the academic year.	✓	✓	✓	✓	3 hour-class teaching every week; 2 hours homework after class practicing, including filming, editing exercise , weekly book/documentary review and post-production on video editing.

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		
Continuous Assessment: 100%						
Proposal	✓	✓	✓	✓	20%	
15 minute short film production (pre-production; filming and post production)		✓	✓		60%	
Analysis report Write-up					20%	
Examination: NA						
					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)
1. Proposals	Capacity for self-directed learning and critical thinking	High	Significant	Moderate	Basic	Not even reaching marginal levels
2. 15 minute short film production	2.1. Ability of doing research and choosing creative topic.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2.2. Skills on film shooting and how to address the issues of social significance.	High	Significant	Moderate	Basic	Not even reaching marginal levels
	2.3. Ability on how to identify a topic and present in a documentary through investigation and analysis	High	Significant	Moderate	Basic	Not even reaching marginal levels
3. Analysis report write-up	Ability to explain in details and with accuracy methods of inquiry useful in analysing the whole process of documentary production	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

(An indication of the key topics of the course.)

Internship, documentary production, advertising industry, public relations, media industry, employability

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles and documentaries. There are also collections of e-books, e-journals and documentary films available from the CityU Library.)

1. Bill Nichols, (2010). *Introduction to Documentary* (2nd ed.) Indiana University Press
2. Hewitt, John, and Vazquez, Gustavo, “*Documentary Filmmaking: A Contemporary Field Guide,*” New York: Oxford University Press, 2010
3. Sheila Curran Bernard, (2007). *Documentary storytelling: Making stronger and more dramatic nonfiction films* (2nd ed.). Focal Press.
4. Jolliffe, G., & Zinnes, A. (2006). *The documentary film makers handbook* (1st ed.). New York; London: Continuum.
5. Robert McKee, (1997). *Story: Style, Structure, Substance, and the Principles of Screenwriting*. ReganBooks

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

1. Anthony Q., (2007). *The shut up and shoot documentary guide: A down & dirty DV production*. Focal Press.
2. Beattie, K. (2004). *Documentary screens: non-fiction film and television*. New York: Palgrave Macmillan.
3. Bernard, S. C. (2004). *Documentary storytelling for film and videomakers*. Amsterdam; Boston; London: Elsevier/Focal Press.
4. Chapman, J. (2007). *Documentary in practice: filmmakers and production choices*. Cambridge: Polity.
5. Graber, Doris A., (2000). *Media power in politics* (4th ed.). Congressional Quarterly.
6. Maxine Baker, (2005). *Documentary in the digital age*. Focal Press.
7. Parenti, Michael (1993). *Inventing reality: The politics of the news media* (2nd ed.). Bedford/St. Martin's.

8. Thompson, R., & Malone, C. (2004). *The broadcast journalism handbook: a television news survival guide*. Lanham, Md.: Rowman & Littlefield.
9. Zalbertus, A., & Rosenblum, M. (2004). *Video journalism: the digital revolution*. Berlin: Uni-Edition.

Recommended documentaries:

1. Searching for Sugarman (Malik Bendjelloul, Sweden)
2. Senior Year (Zhou Hao, China)
3. Last Train Home (Fan Lixin, China)
4. Up the Yangtze (Yung Chang, China & Canada)
5. KJ: Music and life (King-wai Cheung, Hong Kong)
6. China Heavyweight (Yung Chang, China & Canada)
7. I Am What I Am (Fan Lixin, China)
8. Cotton (Zhou Hao, China)
9. The September Issue (R.J. Cutler, America)
10. The Cove (Luc Besson, America)
11. Planet Earth (BBC)
12. Meeting Wuddy Alan (Jean-luc Godard)
13. In Search of Beethoven (Phil Grabsky, UK)
14. Traveling with Yoshitomo Nara (Japan)
15. Beyond Beauty—Taiwan from Above
16. Herb & Dorothy (Megumi Sasaki, America)
17. Was ich bin, sind meine Filme (Werner Herzog)
18. Bill Cunningham New York (America)
19. 一路向南 (China)
20. 搭车去柏林 (China)
21. 亲爱的，不要跨过那条江 (North Korea)
22. Chinese Mayor (Zhou Hao, China)