

# City University of Hong Kong

## Course Syllabus

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

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### Part I Course Overview

**Course Title:** Selected Issues and Topics in Communication

**Course Code:** COM8008

**Course Duration:** One semester

**Credit Units:** 3

**Level:** R8

Arts and Humanities

**Proposed Area:**  Study of Societies, Social and Business Organisations

*(for GE courses only)*

Science and Technology

**Medium of Instruction:** English

**Medium of Assessment:** English

**Prerequisites:** None

*(Course Code and Title)*

**Precursors:** None

*(Course Code and Title)*

**Equivalent Courses:** None

*(Course Code and Title)*

**Exclusive Courses:** None

*(Course Code and Title)*

## Part II Course Details

### 1. Abstract

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)

No.	CILOs <sup>#</sup>	Weighting* (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			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			✓	✓

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

100%

<sup>#</sup> 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)

TLA	Brief Description	CILO No.			Hours/week(if applicable)
		1	2	3	
Discussion	Group discussion	✓			Throughout the class
Research	Conduct research on selected issues using appropriate methods		✓		Throughout the class
Presentation and discussion	Presenting and discussing research projects			✓	Throughout the class

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

Assessment Tasks/Activities	CILO No.			Weighting*	Remarks
	1	2	3		
Continuous Assessment: <u>65</u> %					
Analysis of selected issues	✓			20%	
Class discussion and participation	✓			10%	
Research Project: individual or group research project of selected issues using appropriate methods		✓		35%	
Examination: <u>35</u> % (duration: 3 hours , if applicable)					
Exam Duration: 3 hours to assess students' understanding of the theories and concepts covered in the lectures and readings			✓	35%	
				100%	

\* The weightings should add up to 100%.

## 5. Assessment Rubrics

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

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

**1. Keyword Syllabus**

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

**2. Reading List**

**2.1 Compulsory Readings**

To be determined.

**2.2 Additional Readings**