

PIA6805: HOUSING MANAGEMENT, LOCAL POLITICS AND PUBLIC RELATIONS

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Housing Management, Local Politics and Public Relations

Subject Code

PIA - Public and International Affairs

Course Number

6805

Academic Unit

Public and International Affairs (PIA)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

POL6805 Housing Management, Local Politics and Public Relations

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to equip students with a good understanding of the government and local politics of Hong Kong and to enhance their knowledge about the important roles played by public relations and the media in local politics within the context of housing management. The course also aims to focus on the study of real life cases in local politics and public relations that have had significant impacts on housing management in Hong Kong and to equip students with the basic public relation skills in effectively engaging with public figures in their local areas on public issues.

Course Intended Learning Outcomes (CILOs)

| CILOs | | Weighting (if DEC-A1 DEC-A2 DEC-A3 app.) | | | |
|-------|--|--|---|---|---|
| 1 | Summarise new and emerging principles/theories of public relations and political processes in connection with local politics | 30 | x | | |
| 2 | Critically evaluate the best political public relations practices in housing management | 30 | | x | |
| 3 | Devise new practices in housing management connecting to local politics and public relations | 40 | | | x |

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 real-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.

Learning and Teaching Activities (LTAs)

| LTAs | Brief Description | CILO No. | Hours/week (if applicable) |
|------|-------------------------|--|----------------------------|
| 1 | Lecture and seminar | Introduce the basics of politics and public relations as well as the political institutions of Hong Kong | 1, 2 |
| 2 | Case study presentation | Students will present their case study proposal and initial findings on their projects | 1, 2, 3 |
| 3 | Skill workshop | Students will polish their public relations skills | 2, 3 |
| 4 | Guest lectures | Senior practitioners of housing management and / or public relations will share their working experience on public relations in a housing management context | 2, 3 |

Additional Information for LTAs

Students are required to conduct in-depth real life case studies for project presentations on local politics and public relations that are relevant to the study of housing management as far as practicable. In order to conduct these case studies, apart from consulting the relevant reference materials related to the cases, students may be required to conduct first hand data collection which include but not limited to in-depth interviews with experts and / or other stakeholders, site visits, organisational visits. Guest lectures will be arranged by inviting public relations experts / housing management professionals / political leaders who have experience in dealing with controversial issues related to housing management to share their insights with students.

Assessment Tasks / Activities (ATs)

| ATs | CILO No. | Weighting (%) | Remarks ("-" for nil entry) | Allow Use of GenAI? | |
|-----|------------------------------------|---------------|-----------------------------|---|-----|
| 1 | Seminar discussion and workshop | 1, 2 | 20 | On public relations skills and techniques and their application in housing management | Yes |
| 2 | Group essay on a given topic | 2, 3 | 20 | On knowledge on public relations and their application on housing management | No |
| 3 | Case study presentation-cum-report | 1, 2, 3 | 60 | Presentation (10%) Report (50%) A team project on a real life case study on public relations and / or local politics relevant to housing management and involves both secondary and first hand information. Students have to do a presentation in class and complete a team report of 4500 words. | No |

Continuous Assessment (%)

100

Additional Information for ATs

Note: If a course has both coursework and examination components, students are required to pass BOTH the coursework assessment AND the examination before they can be awarded an overall passing grade of the course

Assessment Rubrics (AR)

Assessment Task

Seminar discussion and skill workshop (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability in applying skills of public relations in connection with housing management

Excellent

(A+, A, A-) Students demonstrate excellent ability in applying skills of public relations in connection with housing management

Good

(B+, B, B-) Students demonstrate good ability in applying skills of public relations in connection with housing management

Fair

(C+, C, C-) Students demonstrate average ability in applying skills of public relations in connection with housing management

Marginal

(D) Students demonstrate weak ability in applying skills of public relations in connection with housing management

Failure

(F) Students demonstrate nearly no ability in applying skills of public relations in connection with housing management

Assessment Task

Group essay on a given topic (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability in summarising and critically evaluating new and emerging principles/theories of public relations in connection with housing management

Excellent

(A+, A, A-) Students demonstrate excellent ability in summarising and critically evaluating new and emerging principles/theories of public relations in connection with housing management.

Good

(B+, B, B-) Students demonstrate good ability in summarising and critically evaluating new and emerging principles/theories of public relations in connection with housing management

Fair

(C+, C, C-) Students demonstrate average ability in summarising and critically evaluating new and emerging principles/theories of public relations in connection with housing management.

Marginal

(D) Students demonstrate weak ability in summarising and critically evaluating new and emerging principles/theories of public relations in connection with housing management.

Failure

(F) Students demonstrate nearly no ability in summarising and critically evaluating new and emerging principles/theories of public relations in connection with housing management.

Assessment Task

Case study presentation-cum-report (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to critically evaluate public relations practices in housing management and to devise new practices in housing management connecting to local politics and/or public relations

Excellent

(A+, A, A-) Ability to critically evaluate public relations practices in housing management and to devise new practices in housing management connecting to local politics and/or public relations

Good

(B+, B, B-) Students demonstrate good ability to critically evaluate public relations practices in housing management and to devise new practices in housing management connecting to local politics and/or public relations

Fair

(C+, C, C-) Students demonstrate average ability to critically evaluate public relations practices in housing management and to devise new practices in housing management connecting to local politics and/or public relations

Marginal

(D) Students demonstrate weak ability to critically evaluate public relations practices in housing management and to devise new practices in housing management connecting to local politics and/or public relations

Failure

(F) Students demonstrate nearly no ability to critically evaluate public relations practices in housing management and to devise new practices in housing management connecting to local politics and/or public relations

Assessment Task

Seminar discussion and skill workshop (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability in applying skills of public relations in connection with housing management

Excellent

(A+, A, A-) Students demonstrate excellent ability in applying skills of public relations in connection with housing management

Good

(B+, B) Students demonstrate good ability in applying skills of public relations in connection with housing management

Marginal

(B-, C+, C) Students demonstrate average ability in applying skills of public relations in connection with housing management

Failure

(F) Students demonstrate nearly no ability in applying skills of public relations in connection with housing management

Assessment Task

Group essay on a given topic (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability in summarising and critically evaluating new and emerging principles/theories of public relations in connection with housing management

Excellent

(A+, A, A-) Students demonstrate excellent ability in summarising and critically evaluating new and emerging principles/theories of public relations in connection with housing management.

Good

(B+, B) Students demonstrate good ability in summarising and critically evaluating new and emerging principles/theories of public relations in connection with housing management

Marginal

(B-, C+, C) Students demonstrate average ability in summarising and critically evaluating new and emerging principles/theories of public relations in connection with housing management.

Failure

(F) Students demonstrate nearly no ability in summarising and critically evaluating new and emerging principles/theories of public relations in connection with housing management.

Assessment Task

Case study presentation-cum-report (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to critically evaluate public relations practices in housing management and to devise new practices in housing management connecting to local politics and/or public relations

Excellent

(A+, A, A-) Ability to critically evaluate public relations practices in housing management and to devise new practices in housing management connecting to local politics and/or public relations

Good

(B+, B) Students demonstrate good ability to critically evaluate public relations practices in housing management and to devise new practices in housing management connecting to local politics and/or public relations

Marginal

(B-, C+, C) Students demonstrate average ability to critically evaluate public relations practices in housing management and to devise new practices in housing management connecting to local politics and/or public relations

Failure

(F) Students demonstrate nearly no ability to critically evaluate public relations practices in housing management and to devise new practices in housing management connecting to local politics and/or public relations

Part III Other Information

Keyword Syllabus

Hong Kong politics, Hong Kong political culture, Hong Kong-Beijing relations, One-Country-Two-Systems, Basic Law, executive-led government, accountability system, the legislature, the civil service, interest groups, political participation and protest, election and party politics, NGOs, district councils, mutual aid association, owners corporation, housing management, urban renewal, public relations, political PR, mass media, crisis management, public consultation, social and political campaigns

Reading List

Compulsory Readings

| Title | |
|-------|--|
| 1 | Burns, John P. and Li Wei, The Impact of External Change on Civil Service Values in Post-Colonial Hong Kong. <i>The China Quarterly</i> , 2015, 222, pp.522-546. |
| 2 | Cheng, Edmund W., Street Politics in a Hybrid Regime: The Diffusion of Political Activism in Post-colonial Hong Kong. <i>The China Quarterly</i> , 2016, 226, pp.383-406. |
| 3 | Hsiao, Hsin-Huang Michael and Po-San Wan, The student-led movements of 2014 and public opinion: A comparison of Taiwan and Hong Kong. <i>Asian Journal of Comparative Politics</i> , 2018, 3:1, pp.61-80. |
| 4 | Hsiao, Hsin-Huang Michael, Kevin Wong, Po-san Wan, and Victor Zheng, The impact of experience and perceptions of social mobility on the life satisfaction of young people in Taiwan and Hong Kong. <i>Asian Journal of Comparative Politics</i> , 2020, 5:4, pp.319-336. |
| 5 | Pang, Qin and Fan Jiang, Hong Kong's Growing Separatist Tendencies against China's Rise: Comparing Mainland and Hong Kong College Students' National Identities. <i>Journal of Current Chinese Affairs</i> , 2019, 48:1, pp.3-28. |
| 6 | Schenk, Catherine R., Negotiating Positive Non-interventionism: Regulating Hong Kong's Finance Companies, 1976-1986. <i>The China Quarterly</i> , 2017, 230, pp.348-370. |
| 7 | Veg, Sebastian, The Rise of "Localism" and Civic Identity in Post-handover Hong Kong: Questioning the Chinese Nation-state. <i>The China Quarterly</i> , 2017, 230, 323-347. |
| 8 | Wong, Kevin Tze-wai, Victor Zheng, and Po-san Wan, The Impact of Cross-border Integration with Mainland China on Hong Kong's Local Politics: The Individual Visit Scheme as a Double-edged Sword for Political Trust in Hong Kong. <i>The China Quarterly</i> , 2016, 228, pp.1081-1104. |
| 9 | Wong, Mathew YH, Democratization as institutional change: Hong Kong 1992-2015. <i>Asian Journal of Comparative Politics</i> , 2021, 6:1, pp.92-106. |
| 10 | Wong, Mathew YH, Discussing without deciding, deciding without acting: Veto players in Hong Kong, and Beijing's response. <i>Asian Journal of Comparative Politics</i> , 2017, 2:4, pp.347-361. |

Additional Readings

| Title | |
|-------|---|
| 1 | Cheng, Joseph Yu-shek (Eds.) (2020). <i>Political Development in Hong Kong</i> . Singapore: World Scientific. Cheung & Lee (Eds.) (2001). <i>Public Sector Reform in Hong Kong: Into the 21st Century</i> . Hong Kong: Chinese University of Hong Kong Press |
| 2 | Doorley John & Garcia Helio (2006). <i>Reputation Management : The Key to Successful Public Relations and Corporate Communication (e-Book)</i> , pp 1 - 26. Routledge. Cheng, Joseph (Ed.) (1999). <i>Political Participation in Hong Kong: Theoretical Issues and Historical Legacy</i> . Hong Kong: City University of Hong Kong Press. |
| 3 | Doug Newsom, Judy Turk & Dean Kruckeberg (2013). <i>This is PR: The Realities of Public Relations (International Edition, 11th Edition)</i> . Cengage Advantage Books. Burns John P. (2004). <i>Government Capacity and the Hong Kong Civil Service</i> . Hong Kong: Oxford University Press. |
| 4 | Gold, Thomas and Sebastian Veg (2020). <i>Sunflowers and Umbrellas: Social Movements, Expressive Practices, and Political Culture in Taiwan and Hong Kong</i> . Berkeley: University of California. Cutlip Center & Broom (2006). <i>Effective Public Relations</i> . 9th Edition. New Jersey: Prentice-Hall. |
| 5 | Lo, Sonny Shiu-Hing, Steven Chung-Fun Hung, & Jeff Hai-Chi Loo (2021). <i>The Dynamics of Peaceful and Violent Protests in Hong Kong: The Anti-Extradition Movement</i> . Singapore: Palgrave Macmillan. Garnett, James (1992). <i>Communicating for Results in Government</i> . San Francisco: Jossey-Bass Publishers. |
| 6 | Regeister Michael & Larkin Judy (2008). <i>Risk issues and crisis management in public relations; a casebook of best practice (e-Book)</i> , pp 7 - 72. Book News |
| 7 | VonCannon Bruce (2021). <i>Status Anxiety: Hong Kong's Crisis of Identity</i> . Singapore: Palgrave Macmillan. Grunig James E. & Hunt, Todd (1984). <i>Management Public Relations</i> . Holt, Rinehart & Winston Inc. |
| 8 | Yeung, Bernard (2020). <i>Hong Kong's 2019-2020 Social Unrest: The Trigger, History and Lessons</i> . Singapore: World Scientific. Kotler, P. & Roberto, E. L. (1989). <i>Social Marketing: Strategies for Changing Public Behavior</i> . New York, London: The Free Press |

| | |
|----|--|
| 9 | 陳家華、曾良倫 (2015) 。《公關與危機管理》。香港：香港城市大學出版社。Cheng, Joseph (Ed.). (2005) The July 1 Protest Rally: Interpreting a Historic Event. Hong Kong: City University of Hong Kong Press. |
| 10 | http://www.gov.hk/en/residents/ |
| 11 | http://www.districtcouncils.gov.hk/front_e.html |
| 12 | http://www.legco.gov.hk/english/index.htm |
| 13 | http://www.housingauthority.gov.hk/en |
| 14 | http://www.mingpaonews.com/ |
| 15 | http://www.scmp.com/portal/site/SCMP/ |
| 16 | http://www.rthk.org.hk/ |