

# CAH5720: SPECIAL TOPICS IN CHINESE FOR THE MEDIA

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## Effective Term

Semester A 2025/26

## Part I Course Overview

### Course Title

Special Topics in Chinese for the Media

### Subject Code

CAH - Chinese and History

### Course Number

5720

### Academic Unit

Chinese and History (CAH)

### 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

Chinese

### Medium of Assessment

Chinese

### Prerequisites

Nil

### Precursors

CTL5719 Chinese for the Media, CAH5719 Chinese for the Media

### Equivalent Courses

CTL5720 Special Topics in Chinese for the Media

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

This course aims to consolidate and deepen students' knowledge of mass media communication by providing them with an in-depth understanding conducive to scholarship, originality and development of their analytical and critical skills. The course will bring together theory and practice to broaden students' knowledge and experience in selected areas or topics related to mass media.

### Course Intended Learning Outcomes (CILOs)

| CILOs |                                                                                                                                                         | Weighting (if app.) | DEC-A1 | DEC-A2 | DEC-A3 |
|-------|---------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|--------|--------|--------|
| 1     | Analyze the principles, forms, skills and theories related to the selected areas or topics on Chinese for the mass media.                               | 15                  | x      | x      |        |
| 2     | Apply critical analysis on issues and phenomenon pertaining to the selected areas or topics related to Chinese for the mass media.                      | 30                  | x      |        | x      |
| 3     | Apply the linguistic and rhetoric devices to writing for the selected areas or topics.                                                                  | 20                  |        | x      | x      |
| 4     | Apply creative solutions and sophisticated techniques to tackle issues and tasks related to the selected areas or topics on Chinese for the mass media. | 35                  | x      |        | 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    | Lectures  | Students will engage with lectures on selected topics, issues and case studies.                       | 1, 2, 3, 4 | 2 hours                    |
| 2    | Tutorials | Students will engage with group discussion, analysis of selected readings, writings and case studies. | 1, 2, 3, 4 | 1 hour                     |
| 3    | Research  | Students will engage with research on topics and issues related to Chinese for the mass media.        | 1, 2, 3, 4 |                            |

|   |                                       |                                                                                                                              |            |  |
|---|---------------------------------------|------------------------------------------------------------------------------------------------------------------------------|------------|--|
| 4 | Presentation                          | Students will engage with presentation in class on findings, insights, and observations of the researched topics and issues. | 1, 2, 3, 4 |  |
| 5 | Creative writing tasks and activities | Students will engage with creative writing tasks and activities related to Chinese for the mass media.                       | 1, 2, 3, 4 |  |

**Assessment Tasks / Activities (ATs)**

| ATs |                                                                                                                   | CILO No.   | Weighting (%) | Remarks ("- for nil entry) | Allow Use of GenAI? |
|-----|-------------------------------------------------------------------------------------------------------------------|------------|---------------|----------------------------|---------------------|
| 1   | Research on topics and issues related to Chinese for the mass<br>- Written research report<br>- Oral presentation | 1, 2, 3, 4 | 40            | -                          | No                  |
| 2   | Creative writing tasks and activities<br>- At least 2 pieces of work<br>- In-class or outside class tasks         | 1, 2, 3, 4 | 30            | -                          | No                  |
| 3   | Test (1 to 2 hours)<br>- To assess students' overall grasping of the content                                      | 1, 2, 3, 4 | 20            | -                          | No                  |
| 4   | Class discussion and participation<br>- Level of participation in class activities and discussions                | 1, 2, 3, 4 | 10            | -                          | Yes                 |

**Continuous Assessment (%)**

100

**Assessment Rubrics (AR)****Assessment Task**

Test (for students admitted before Semester A 2022/23 and in Semester A 2024/25 &amp; thereafter)

**Criterion**

The command of knowledge in advanced topic(s) in Chinese for the subject matters. The grasping level of course contents.

**Excellent**

(A+, A, A-) Excellent command of knowledge in advanced topic(s) in Chinese for the subject matters. Superior grasp of course contents.

**Good**

(B+, B, B-) Good command of knowledge in advanced topic(s) in Chinese for the subject matters. Good grasp of course contents.

**Fair**

(C+, C, C-) Normal command of knowledge in advanced topic(s) in Chinese for the subject matters. Fair grasp of course contents.

**Marginal**

(D) Weak command of knowledge in advanced topic(s) in Chinese for the subject matters. Very limited grasp of course contents.

**Failure**

(F) Not able to demonstrate the command of knowledge in advanced topic(s) in Chinese for the subject matters. Insufficient grasp of course contents.

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**Assessment Task**

Research and Presentations (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

The ability in demonstrating knowledge application. The evidence of accurate and comprehensive description of material. The presentation skills and time management.

**Excellent**

(A+, A, A-) Superiorly demonstrate knowledge application. Very strong evidence of accurate and comprehensive description of material. Superior presentation skills and very good time management.

**Good**

(B+, B, B-) Good demonstration of knowledge application. Strong evidence of accurate and comprehensive description of material. Impressive presentation skills and good time management.

**Fair**

(C+, C, C-) Adequate demonstration of knowledge application. Limited evidence of accurate and comprehensive description of material. Unimpressive presentation skills and fair time management.

**Marginal**

(D) Demonstrate limited application of subject knowledge. Very limited evidence of accurate and comprehensive description of material. Poor presentation skills and time management.

**Failure**

(F) Not able to demonstrate application of subject knowledge. No evidence of accurate and comprehensive description of material. Very poor presentation skills and no time management.

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**Assessment Task**

Writing and rewriting discourses of Media Chinese (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

The quality of contents, the level of grasping materials with in-depth or extensive knowledge of the subject matter. The organisation, structure designed and overall composition.

### **Excellent**

(A+, A, A-) Rich contents, superior grasp of materials with in-depth or extensive knowledge of the subject matter. Rigorous organisation, coherent structure designed and balanced composition.

### **Good**

(B+, B, B-) Adequate contents, well grasping of materials with in-depth or extensive knowledge of the subject matter. Good organisation, well structure designed and balanced composition.

### **Fair**

(C+, C, C-) Barely enough of contents, fairly grasp of materials with in-depth or extensive knowledge of the subject matter. Fair organisation, adequate structure designed and composition.

### **Marginal**

(D) Unclear contents, unable to grasp materials with in-depth or extensive knowledge of the subject matter. Poor organisation, structure designed and composition.

### **Failure**

(F) Inadequate ability to handle writings task for Media Chinese.

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## **Assessment Task**

Class Participations (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

### **Criterion**

The level of understanding on the topics and the capability to put forward relevant opinions and analysis. The ability on demonstrating high quality of analysis, statement and comment related to advanced topic(s) in Chinese for the subject matters.

### **Excellent**

(A+, A, A-) Excellent demonstrating the understanding on the topics and the intention to put forward relevant opinions and analysis. Excellent ability on critical analysis, convincing statement and creative comment.

### **Good**

(B+, B, B-) Good demonstrating the understanding on the topics and the intention to put forward relevant opinions and analysis. Good ability on critical analysis, convincing statement and creative comment.

### **Fair**

(C+, C, C-) Fair demonstrating the understanding on the topics. Limited intention to put forward relevant opinions and analysis. Limited ability on critical analysis, convincing statement and creative comment.

### **Marginal**

(D) Marginally demonstrating the understanding on the topics. No intention to put forward relevant opinions and analysis. Very limited ability on critical analysis, convincing statement and creative comment.

### **Failure**

(F) Fail to demonstrate the understanding on the topics. No intention to put forward relevant opinions and analysis. Weak analysis, unconvincing statement and comment.

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## **Assessment Task**

Test (for students admitted from Semester A 2022/23 to Summer Term 2024)

### **Criterion**

The command of knowledge in advanced topic(s) in Chinese for the subject matters. The grasping level of course contents.

**Excellent**

(A+, A, A-) Excellent command of knowledge in advanced topic(s) in Chinese for the subject matters. Superior grasp of course contents.

**Good**

(B+, B) Good command of knowledge in advanced topic(s) in Chinese for the subject matters. Good grasp of course contents.

**Marginal**

(B-, C+, C) Weak command of knowledge in advanced topic(s) in Chinese for the subject matters. Very limited grasp of course contents.

**Failure**

(F) Not able to demonstrate the command of knowledge in advanced topic(s) in Chinese for the subject matters. Insufficient grasp of course contents.

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**Assessment Task**

Research and Presentations (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

The ability in demonstrating knowledge application. The evidence of accurate and comprehensive description of material. The presentation skills and time management.

**Excellent**

(A+, A, A-) Superiorly demonstrate knowledge application. Very strong evidence of accurate and comprehensive description of material. Superior presentation skills and very good time management.

**Good**

(B+, B) Good demonstration of knowledge application. Strong evidence of accurate and comprehensive description of material. Impressive presentation skills and good time management.

**Marginal**

(B-, C+, C) Demonstrate limited application of subject knowledge. Very limited evidence of accurate and comprehensive description of material. Poor presentation skills and time management.

**Failure**

(F) Not able to demonstrate application of subject knowledge. No evidence of accurate and comprehensive description of material. Very poor presentation skills and no time management.

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**Assessment Task**

Writing and rewriting discourses of Media Chinese (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

The quality of contents, the level of grasping materials with in-depth or extensive knowledge of the subject matter. The organisation, structure designed and overall composition.

**Excellent**

(A+, A, A-) Rich contents, superior grasp of materials with in-depth or extensive knowledge of the subject matter. Rigorous organisation, coherent structure designed and balanced composition.

**Good**

(B+, B) Adequate contents, well grasping of materials with in-depth or extensive knowledge of the subject matter. Good organisation, well structure designed and balanced composition.

### **Marginal**

(B-, C+, C) Unclear contents, unable to grasp materials with in-depth or extensive knowledge of the subject matter. Poor organisation, structure designed and composition.

### **Failure**

(F) Inadequate ability to handle writings task for Media Chinese.

## **Assessment Task**

Class Participations (for students admitted from Semester A 2022/23 to Summer Term 2024)

### **Criterion**

The level of understanding on the topics and the capability to put forward relevant opinions and analysis. The ability on demonstrating high quality of analysis, statement and comment related to advanced topic(s) in Chinese for the subject matters.

### **Excellent**

(A+, A, A-) Excellent demonstrating the understanding on the topics and the intention to put forward relevant opinions and analysis. Excellent ability on critical analysis, convincing statement and creative comment.

### **Good**

(B+, B) Good demonstrating the understanding on the topics and the intention to put forward relevant opinions and analysis. Good ability on critical analysis, convincing statement and creative comment.

### **Marginal**

(B-, C+, C) Marginally demonstrating the understanding on the topics. No intention to put forward relevant opinions and analysis. Very limited ability on critical analysis, convincing statement and creative comment.

### **Failure**

(F) Fail to demonstrate the understanding on the topics. No intention to put forward relevant opinions and analysis. Weak analysis, unconvincing statement and comment.

## **Part III Other Information**

### **Keyword Syllabus**

In-depth study and analysis on one or more specific areas or topics related to mass media communication (such as journalistic writing, news reporting, advertising, contrastive study of Chinese and English journalistic writing etc). Issues and phenomena pertaining to the selected areas or topics (such as cultural issues, ethical standard, yellow journalism news objectivity etc). Professional writing skills and theories for the selected areas or topics (such as interpretative and investigative writing, precision journalism, opinion writing, media discourse analysis, in-depth reporting etc).

### **Reading List**

#### **Compulsory Readings**

| Title |                                     |
|-------|-------------------------------------|
| 1     | 張愛玲 "紅玫瑰與白玫瑰"<張愛玲短篇小說集> 台北: 皇冠 2010 |
| 2     | <莫言短篇: 老槍. 寶刀> 莫言 台北: 麥田 2013       |
| 3     | <烈佬傳> 黃碧雲 香港: 天地 2013               |
| 4     | <2013 飲食文選> 焦桐 編 台北: 二魚文化 2014      |

|   |                                      |
|---|--------------------------------------|
| 5 | <V城繁盛錄> 董啟章 香港: 香港藝術中心課程部1998        |
| 6 | <香港三部曲> 陳冠中 香港: 牛津 2007              |
| 7 | <香港影像書寫: 作家、電影與改編> 黃淑嫻 香港: 公開大學 2014 |
| 8 | <我們已經走投無路> 馬家輝 香港: 花千樹 2014          |
| 9 | <創意人: 創意思考的自我訓練> 詹宏志 台北: 臉譜 2009     |

### Additional Readings

| Title |                                                                                                                         |
|-------|-------------------------------------------------------------------------------------------------------------------------|
| 1     | <率性而多感的小說家> 帕慕克 台北麥田 2012                                                                                               |
| 2     | <閱讀的故事> 唐諾 台北: 印刻 2009                                                                                                  |
| 3     | <永遠的少年: 村上春樹的寫作藝術> 楊照 台北: 本事 2011                                                                                       |
| 4     | <Play . 紙標本: 黃子欽的封面故事> 黃子欽 台北: 啟動文化 2012                                                                                |
| 5     | <寫作的秘密> 喬爾根.沃夫 台北: 如果 2014                                                                                              |
| 6     | <舌尖與筆尖的對話: 台灣當代飲食書寫研究> 徐耀焜 台北: 萬卷樓2007                                                                                  |
| 7     | <蒼涼與世故: 張愛玲的啟示> 李歐梵 香港: 牛津2006                                                                                          |
| 8     | <腹語術> 夏宇 台北: 現代詩季刊 2001                                                                                                 |
| 9     | <家變六講: 寫作過程回顧> 王文興 台北: 麥田 2009                                                                                          |
| 10    | <跨世紀風華: 當代小說20家> 王德威 台北: 麥田 2002                                                                                        |
| 11    | <閱讀的故事> 唐諾 台北: 印刻 2005                                                                                                  |
| 12    | <小說稗類> 張大春 台北: 網路與書 2004                                                                                                |
| 13    | <音樂影響了我的寫作> 余華 上海: 上海文藝 2004                                                                                            |
| 14    | <視覺與認同: 跨太平洋華語語系表述 . 呈現> 史書美 台北: 聯經 2013                                                                                |
| 15    | Online Resources: Students are encouraged to access online resources to widen their horizons and enrich their knowledge |