

COM5603: DISSERTATION

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Dissertation

Subject Code

COM - Media and Communication

Course Number

5603

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

Non-standard Duration

Other Course Duration

One Semester

(Maximum Duration: 3 semesters (Summer Term, Semester A & Semester B).

After which, no further extension is permitted.) (Dissertation-type)

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course is designed to allow students to demonstrate their abilities to carry out independent research and project involving original research and to develop expertise in a chosen area of media and communication through the application of theories and techniques they have learned in the coursework. The research may be quantitative or qualitative in nature but must include original inquiry and analysis in addition to a review of the literature. In undertaking the dissertation, students take initiatives and demonstrate intellectual achievements through their work reflecting the understanding of the subject matter, and of the theories and professional skills being applied.

Students will also develop and demonstrate the ability to present the result of the investigation in a precise and persuasive manner in the form of a dissertation.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	design, conduct, manage and report a substantial piece of individual research or a project involving original research;		x	x	
2	pursue a subject area of the programme to substantial depth;		x	x	
3	critically assess literature and material relevant to the chosen topic of study;		x	x	
4	apply appropriate research methods and sound scholarly principles to the chosen topic; and		x	x	
5	present the results of the research effectively in a logical, precise and coherent manner in the form of a dissertation.		x	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	Dissertation title and schedule	The student is required to undertake an individual piece which uses the subject matter and skills developed in the programme to work on his/her own dissertation. The individual student will be required to be self-motivated and to set his/her own goals, and to develop a plan to monitor his/her own schedules.	1, 2, 3, 4, 5	3 hours/week x 13
2	Individual consultation	Individual consultation with the supervisor: Students are expected to work independently on their dissertation, while continuous guidance will be given by the supervisor to help the student focus on the topic in preparing and developing the dissertation.	1, 2, 3, 4, 5	1 hour/week x 13

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("- for nil entry)	Allow Use of GenAI?
1	Interim report	1, 2, 3, 4	5	-	No
2	Continuous assessment	1, 2, 3, 4	5	-	No
3	Dissertation	1, 2, 3, 4, 5	90	The may use Generative AI tools only for minor language editing, such as grammar and clarity improvements. AI must not be used for idea generation, content creation, or summarizing sources.	Yes

Continuous Assessment (%)

100

Additional Information for ATs

There are four stages in the dissertation:

1. Approval of the dissertation title (Normal Completion Week: 2)
2. Approval of an interim report (by supervisor) (Normal Completion Week: 6)

3. Approval of the completed draft (by supervisor) (Normal Completion Week: 11)

4. Submission of the completed dissertation (Normal Completion Week: 13)

The dissertation will have a reasonable length in accordance with the specific research project, usually 10,000 to 15,000 words of main text (excluding figures, tables and references). The main text may be supplemented by appendices.

The written dissertation will be evaluated independently by the supervisor and by a second assessor, who will also be a member of academic staff of the department. The two assessors will each mark to a maximum of 45%, giving a total maximum mark of 90% for the written dissertation. Of the remaining 10% mark for the dissertation course, the quality and timeliness of the interim report will account for 5% and continuous assessment by the supervisor will account for 5%.

The dissertation as a whole will be assessed on the following criteria:

- Project management: ability to plan, monitor and maintain a viable work schedule.
- Dissertation scope: the extent to which it addresses issues and problems of the chosen subject area, and hence the worth of the topic.
- Standard of execution: the quality of the work done including (where appropriate) literature review, the evaluation and execution of research methodology, analysis, design, implementation, depth and validity of conclusions.
- Dissertation goal attainment: success in meeting the criteria and achieving the objectives.
- Quality and clarity of the written presentation: success in communicating the conduct and results of the work by the quality and clarity of the written report.
- Style: follow an academic style strictly in writing the dissertation
- In addition, each student may be required to make an oral presentation of the dissertation. The oral presentation will not be graded. It will be used to confirm that the work presented in the written dissertation was that of the student, to clarify points of concern in the written dissertation, and to moderate individual marks across the student cohort. The presentation shall normally last for 30 minutes.

Assessment Rubrics (AR)

Assessment Task

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

Criterion

Ability to plan, monitor and maintain a viable work schedule.

Excellent

(A+, A, A-) Outstanding progress of the project. Demonstrate clear objectives, strong analysis, comprehensive structure.

Good

(B+, B, B-) Good progress of the project. Demonstrate logical approach, sound analysis and well-organized structure.

Fair

(C+, C, C-) Adequate progress of the project with minor delays; meets core requirements with basic analysis.

Marginal

(D) Slow progress with noticeable delays; lacks depth of analysis, significant improvement needed.

Failure

F) Insufficient progress, unclear objective, weak analysis, does not meet minimum standards.

Assessment Task

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

Criterion

Involvement in the research process, communication with the supervisor, receptiveness to feedback.

Excellent

(A+, A, A-) Consistently highly motivated, proactive, meets deadlines, shows strong problem-solving, well responds to feedback, maintains excellent research progress.

Good

(B+, B, B-) Generally motivated, meets deadlines, shows good problem-solving, addresses issues adequately, responds well to feedbacks, maintains good research progress.

Fair

(C+, C, C-) Adequate motivation, some gaps in problem-solving, meets research progress expectations.

Marginal

(D) Limited motivation and inconsistent effort, weak problem-solving, poor response to feedback, research progress below expectation.

Failure

(F) Lack of motivation, significant delays. Poor research progress or absent.

Assessment Task

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

Criterion

- Project management: ability to plan, monitor and maintain a viable work schedule.
- Dissertation scope: the extent to which it addresses issues and problems of the chosen subject area, and hence the worth of the topic.
- Standard of execution: the quality of the work done including (where appropriate) literature review, the evaluation and execution of research methodology, analysis, design, implementation, depth and validity of conclusions.
- Dissertation goal attainment: success in meeting the criteria and achieving the objectives.
- Quality and clarity of the written presentation: success in communicating the conduct and results of the work by the quality and clarity of the written report.
- Style: follow an academic style strictly in writing the dissertation

Excellent

(A+, A, A-) Dissertation is thoroughly researched (background literature) and conducted (methodology), with detailed consideration of the impact of the dissertation (if implemented) on various relevant stakeholders. As a document, it should be of publishable quality - both in terms of content and presentation - in a suitable academic or practitioner outlet such as journal or edited book. All ethical issues should be documented and resolved.

Good

(B+, B, B-) Dissertation is adhere to the standard for an excellent dissertation in most respects, yet may also fall short in some areas, such as literature review (may not be complete), methodology (may have some flaws), ethical issues (may be identified but not addressed), implications for stakeholders (may not be fully considered) and presentation (may not be of sufficient quality to publish without additional editing).

Fair

(C+, C, C-) Dissertation is scarcely be acceptable. It should cover all the major dissertation areas, but these will be partially complete at best. The student may demonstrate some knowledge of the dissertation area, as well as of dissertation management techniques, but the end product will not be publishable in any form (even with editing).

Marginal

(D) Dissertation exhibits very weak characteristics in several areas. For instance, the literature review may be restricted to a few items, the methodology may be incorrectly applied, the presentation may be both inconsistent and incomplete, references may be missing or incorrect, and there may be examples of plagiarism (intentional or unintentional). Overall, the dissertation will be largely uninformative or else not a document upon which one can place any degree of reliance.

Failure

(F) Not even at marginal level

Assessment Task

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

Criterion

Ability to plan, monitor and maintain a viable work schedule.

Excellent

(A+, A, A-) Outstanding progress of the project. Demonstrate clear objectives, strong analysis, comprehensive structure.

Good

(B+, B) Good progress of the project. Demonstrate logical approach, sound analysis and well-organized structure.

Marginal

(B-, C+, C) Partial completion with minor delays; meets core requirements with basic analysis. Improvement is necessary in both research depth and writing to successfully complete the dissertation.

Failure

(F) Insufficient progress, unclear objective, weak analysis, does not meet minimum standards.

Assessment Task

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

Criterion

Involvement in the research process, communication with the supervisor, receptiveness to feedback.

Excellent

(A+, A, A-) Consistently highly motivated, proactive, meets deadlines, shows strong problem-solving, well responds to feedback, maintains excellent research progress.

Good

(B+, B) Generally motivated, meets deadlines, shows good problem-solving, addresses issues adequately, responds well to feedbacks, maintains good research progress.

Marginal

(B-, C+, C) Adequate/limited motivation, some gaps in problem-solving, marginally meets research progress expectations.

Failure

(F) Lack of motivation, significant delays. Poor research progress or absent.

Assessment Task

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

Criterion

- Project management: ability to plan, monitor and maintain a viable work schedule.
- Dissertation scope: the extent to which it addresses issues and problems of the chosen subject area, and hence the worth of the topic.

- Standard of execution: the quality of the work done including (where appropriate) literature review, the evaluation and execution of research methodology, analysis, design, implementation, depth and validity of conclusions.
- Dissertation goal attainment: success in meeting the criteria and achieving the objectives.
- Quality and clarity of the written presentation: success in communicating the conduct and results of the work by the quality and clarity of the written report.
- Style: follow an academic style strictly in writing the dissertation

Excellent

(A+, A, A-) Dissertation is thoroughly researched (background literature) and conducted (methodology), with detailed consideration of the impact of the dissertation (if implemented) on various relevant stakeholders. As a document, it should be of publishable quality - both in terms of content and presentation - in a suitable academic or practitioner outlet such as journal or edited book. All ethical issues should be documented and resolved.

Good

(B+, B) Dissertation is adhere to the standard for an excellent dissertation in most respects, yet may also fall short in some areas, such as literature review (may not be complete), methodology (may have some flaws), ethical issues (may be identified but not addressed), implications for stakeholders (may not be fully considered) and presentation (may not be of sufficient quality to publish without additional editing).

Marginal

(B-, C+, C) Dissertation is be substantially weaker than a good dissertation, with perhaps only 1-2 aspects of the dissertation being completed at best. In addition, there are likely to be inconsistencies in referencing, limitations in literature review and methodology. The student may demonstrate some knowledge of the dissertation area, as well as of dissertation management techniques, but the end product will not be publishable in any form.

Failure

(F) Dissertation exhibits very weak characteristics in several areas. For instance, the literature review may be restricted to a few items, the methodology may be incorrectly applied, the presentation may be both inconsistent and incomplete, references may be missing or incorrect, and there may be examples of plagiarism (intentional or unintentional). Overall, the dissertation will be largely uninformative or else not a document upon which one can place any degree of reliance.

Additional Information for AR

The CILOs developed through the LTAs will be used to assess the final dissertation that the student submits. There is no formal rubric for assessment because the quality of work achieved and so the appropriate grade to be awarded will depend on both the complexity of the topic and the extent to which the student is able to achieve it. Nevertheless, supervisors are expected to be able to differentiate dissertations in terms of their relative merits. In general, the above descriptions may provide a useful basis for assessing dissertations.

Part III Other Information

Keyword Syllabus

As an individual dissertation, there is no keyword for the syllabus. The supervisor may advise a student to read materials in his/her chosen area - but this will be on a case by case basis.

Reading List

Compulsory Readings

Title	
1	Nil.

Additional Readings

Title	
1	Nil.