

COM4306: VIDEO NEWS REPORTING

Effective Term

Semester A 2025/26

Part I Course Overview

Course Title

Video News Reporting

Subject Code

COM - Media and Communication

Course Number

4306

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

Other Languages

Other Languages for Medium of Instruction

English[For practicum component: English and Chinese]

Medium of Assessment

Other Languages

Other Languages for Medium of Assessment

English supplemented by Chinese This course is designed to teach students communication skills in both English and Chinese to prepare them for a bilingual working environment.

Prerequisites

COM2301 Video Production or COM2302 Video Editing or COM2303 Video Production and Editing

Precursors

Nil

Equivalent Courses

EN3523 Documentary Production II

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to teach students to the practice of video news reporting, and equip the students with the skills and a working knowledge of information gathering, video shooting and editing as well as story production. Special emphasis will be placed on video news writing and reporting, TV newsroom organization and operation, and the effective use of video production equipment. Students will work through different news-worthy topics, use the equipment to gather and process information, shoot and edit the video footages with digital video equipment, produce news stories in the Chinese and international contexts, and broadcast it through appropriate media outlets. Students will deal with real-life issues and challenges of video news reporting business. As any professional news organization would require, students are expected to produce timely and proficient news stories.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 DEC-A2 DEC-A3 app.)			
1	Demonstrate knowledge and skills of television news writing and reporting		x	x	x
2	Apply such knowledge and skills to gather accurate and newsworthy information through interviewing people and institutions		x	x	x
3	Operate a video camera to capture newsworthy footages		x	x	
4	Demonstrate proficiency in the use of a computer and related software for processing visual information		x	x	
5	Write news stories in Chinese and English in line with the professional standard of media industry		x	x	
6	Produce video news story of professional quality that are acceptable for broadcast through media outlets		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	Lectures	Students will engage in formal lectures to gain in-depth knowledge and skills in video news writing and reporting in Chinese and English	1	2 weeks
2	Lectures/class discussions	Students will participate in formal lectures and class discussions to get a full picture of how a journalist works in the field	2, 3	4 weeks
3	Demonstration	Students will engage in demonstrations and tutorials on how to process information and edit a news story using a computer and related software	4	4 weeks
4	Class exercises	Students will engage in a series of in-class exercises to develop skills in producing video news story packages in English and Chinese	4, 5, 6	Throughout the class

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks ("- " for nil entry)	Allow Use of GenAI?
1	In class participation (such as newscast and news story critiques)	1, 2	15	-	Yes
2	Group project 1 for Production of video news stories	1, 2, 3, 4, 5	25	-	Yes
3	Group project 2 for Production of video news stories	3, 4, 5	30	-	Yes
4	Personal project for each student production of video news stories	3, 4, 5, 6	30	-	Yes

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)

Assessment Task

In class participation

Criterion

- 1.1 The extent to actively participate in and contribute to activities in class;
- 1.2 Exercises and Assignments (such as video editing and script writing)
- 1.3 Ability to set up a team of news production crew with detailed division of labour among team members
- 1.4 Attendance for Group discussion

Excellent (A+, A, A-)

Strong evidence of ability to set up a team and produce a Video News reporting within a certain time limit and attendance in Class and group discussion.

Good (B+, B, B-)

Adequate evidence of ability to set up a team and produce a Video News reporting within a certain time limit and attendance in Class and group discussion.

Fair (C+, C, C-)

Some evidence of ability to set up a team and produce a Video News reporting within a certain time limit and attendance in Class and group discussion.

Marginal (D)

Limited evidence of ability to set up a team and produce a Video News reporting within a certain time limit and attendance in Class and group discussion.

Failure (F)

Not even reaching marginal levels

Assessment Task

2. Video news reporting and editing
(Group project 1)

Criterion

- 2.1 Ability to research for a proper topic of a television news story;
- 2.2 Ability to arrange shooting and interviews as required in the news story;
- 2.3. Ability to do voice-overs and edit the story being assigned upon getting approval from the instructor (stimulated newsroom environment) under deadline pressure;
- 2.4 Ability to produce the news story in a professional acceptable standard for broadcast on any TV outlet.
- 2.5 Ability to set up a team of news production crew with detailed division of labour among team members

Excellent (A+, A, A-)

Strong evidence of ability to identify a proper topic; arrange shooting and interviews; do voice-overs and edit the news story; produce the news story in a professional acceptable standard

Good (B+, B, B-)

Adequate evidence of ability to identify a proper topic; arrange shooting and interviews; do voice-overs and edit the news story; produce the news story in a professional acceptable standard

Fair (C+, C, C-)

Some evidence of ability to identify a proper topic; arrange shooting and interviews; do voice-overs and edit the news story; produce the news story in a professional acceptable standard

Marginal (D)

Limited evidence of ability to identify a proper topic; arrange shooting and interviews; do voice-overs and edit the news story; produce the news story in a professional acceptable standard

Failure (F)

Not even reaching marginal levels

Assessment Task

3. Video news reporting and editing
(Group project 2)

Criterion

- 3.1 Ability to research for a proper topic of a television news story;
- 3.2 Ability to arrange shooting and interviews as required in the news story;
- 3.3. Ability to do voice-overs and edit the story being assigned upon getting approval from the instructor (stimulated newsroom environment) under deadline pressure;
- 3.4 Ability to produce the news story in a professional acceptable standard for broadcast on any TV outlet.
- 3.5 Ability to set up a team of news production crew with detailed division of labour among team members

Excellent (A+, A, A-)

Strong evidence of ability to identify a proper topic; arrange shooting and interviews; do voice-overs and edit the news story; produce the news story in a professional acceptable standard

Good (B+, B, B-)

Adequate evidence of ability to identify a proper topic; arrange shooting and interviews; do voice-overs and edit the news story; produce the news story in a professional acceptable standard

Fair (C+, C, C-)

Some evidence of ability to identify a proper topic; arrange shooting and interviews; do voice-overs and edit the news story; produce the news story in a professional acceptable standard

Marginal (D)

Limited evidence of ability to identify a proper topic; arrange shooting and interviews; do voice-overs and edit the news story; produce the news story in a professional acceptable standard

Failure (F)

Not even reaching marginal levels

Assessment Task

4. Personal project (Video news story) and presentation

Criterion

- 4.1 Ability to write and edit a video news story suitable for professional broadcast standards
- 4.2 Ability for plan and report the news story in a way of storytelling and with insightful observation, critical thinking on news reporting
- 4.3 Ability to write a television news story (lead, body, caption) through some basic information from a news agency, which includes visual and soundbite materials
- 4.4 Ability to complete the pre-production of a video newscast, which includes the writing and editing of individual news stories as well as the necessary visual effects for some stories

Excellent (A+, A, A-)

Strong evidence of ability to write a television news story (lead, body, and caption) through some basic information from a news agency, which includes visual and soundbite materials"

Good (B+, B, B-)

Adequate evidence of ability to write a television news story (lead, body, and caption) through some basic information from a news agency, which includes visual and soundbite materials"

Fair (C+, C, C-)

Some evidence of ability to write a television news story (lead, body, and caption) through some basic information from a news agency, which includes visual and soundbite materials"

Marginal (D)

Limited evidence of ability to write a television news story (lead, body, and caption) through some basic information from a news agency, which includes visual and soundbite materials"

Failure (F)

Not even reaching marginal levels

Part III Other Information

Keyword Syllabus

Video news; Journalism; News writing; News reporting; News editing; Video production; Electronic news; Non-linear editing; Visual story telling; Broadcasting, Digital Journalism, Multimedia, Reporting, Fake News

Reading List

Compulsory Readings

Title	
1	Multimedia Reporting: How Digital Tools Can Improve Journalism Storytelling (Tsinghua Global Business Journalism Series) , Richard Scott Dunham ,2020
2	Fred Shook, John Larson, & John DeTarsio (2008). Television Field Production and Reporting (5th ed.). Allyn & Bacon.
3	Eric K. Gormly (2004). Writing and Producing Television News (2nd ed.). Blackwell Publishers.
4	Broadcast News Writing, reporting, and producing/Frank Barnas and Ted White. Burlington, MA: Focal Press, 2013 6TH Edition.
5	Broadcast News and Writing Stylebook/Robert A. Papper. Hofstra University, Pearson, Fifth Edition
6	Media interview techniques: a complete guide to media training/Robert Taylor. London; Philadelphia: Kogan Page Limited 2015
7	Davis, R. (1997), Understanding broadcast political talk , Political Communication, 14, 323- 332.
8	Fang, Y. J. (2001), Reporting the same events? A critical analysis of Chinese news media texts, Discourse and Society, 12.5, 585-613.

Additional Readings

Title	
1	Keirstead, P. O. (2005). Computers in broadcast and cable newsrooms: using technology in television news production. Mahwah, N.J.: Lawrence Erlbaum.
2	Schroeder, A. (2009). Writing and producing television news: from newsroom to air. New York: Oxford University Press.
3	Silcock, B. W., Heider, D., & Rogus, M. T. (2007). Managing television news: a handbook for ethical and effective producing. Mahwah, N.J.: Lawrence Erlbaum Associates.

4	Thompson, R., & Malone, C. (2004). The broadcast journalism handbook: a television news survival guide. Lanham, Md.: Rowman & Littlefield.
5	Zalbertus, A., & Rosenblum, M. (2004). Video journalism: the digital revolution. Berlin: Uni-Edition.
6	吳信訓 (2006)。新編廣播電視新聞學。上海：復旦大學出版社。
7	彭家發 (2008)。進階新聞寫作：理論、分析與範例。臺北：五南圖書出版公司。
8	《粵音韻彙》黃錫凌 中華書局香港分局
9	Lu Zhong-ming 陸中明 (2009)，現代廣播學，台北：威仕曼文化事業股份有限公司