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1. Introduction

This student handbook provides some general information about the International Journalism Programme in the Division of Humanities and Social Sciences, at BNU-HKBU United International College. Students can also find specific information about the programme curriculum, structure, degree requirements, etc. in this handbook. Students should read this handbook carefully and talk to their mentor, teacher, Programme Coordinator, or the Division Dean if they have any queries. The contents of this handbook are for reference only, and are subject to change without prior notice.

2. The Division of Humanities and Social Sciences

The primary academic objective of the Division is to provide students with a number of four-year Honours Degree Programmes. Six major programmes are currently offered:

<table>
<thead>
<tr>
<th>Programme</th>
<th>Degree(^{\text{(i)}})</th>
<th>Years of Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cinema and Television</td>
<td>BA (Hons)(^{\text{(i)}})文学士(荣誉)</td>
<td>4</td>
</tr>
<tr>
<td>Government and International Relations</td>
<td>BSocSc (Hons)(^{\text{(ii)}})社会科学学士(荣誉)</td>
<td>4</td>
</tr>
<tr>
<td>International Journalism</td>
<td>BA (Hons)(^{\text{(iii)}})文学士(荣誉)</td>
<td>4</td>
</tr>
<tr>
<td>Public Relations and Advertising</td>
<td>BA (Hons)(^{\text{(iv)}})文学士(荣誉)</td>
<td>4</td>
</tr>
<tr>
<td>Social Work and Social Administration</td>
<td>BSWSA (Hons)(^{\text{(v)}})社会工作与社会行政学士(荣誉)</td>
<td>4</td>
</tr>
<tr>
<td>Teaching English as a Second Language</td>
<td>BA (Hons)(^{\text{(vi)}})文学士(荣誉)</td>
<td>4</td>
</tr>
</tbody>
</table>

3. The International Journalism Programme

The International Journalism Programme is committed to quality, leading-edge education, and research. It offers the Bachelor of Arts (Honours) in International Journalism.

\(^{\text{(i)}}\) The degree will be awarded by the Hong Kong Baptist University: (i) Bachelor of Arts (Honours) in Cinema and Television; (ii) Bachelor of Social Sciences (Honours) in Government and International Relations; (iii) Bachelor of Arts (Honours) in International Journalism; (iv) Bachelor of Arts (Honours) in Public Relations and Advertising; (v) Bachelor of Social Work and Social Administration (Honours); (vi) Bachelor of Arts (Honours) in Teaching English as a Second Language.
3.1. Teaching Methods and Medium of Instruction

Teaching will be mainly by formal lectures. Tutorials and laboratory sessions will also be organized to complement formal lectures. The most up-to-date IT tools will be used to aid teaching and learning. English is the medium of instruction for lectures, tutorials and laboratory classes, and for written exercises.

3.2. Programme Aims, Objectives and Learning Outcomes

The aim of the BA (Hons) in International Journalism is to foster the development of a lively civil society in the Greater China region by equipping its graduates to provide a high-quality mass communication network that such a society will require.

The objective of the programme is to produce well-rounded professionals with:

a) A broad-based knowledge of the way their society works
b) The professional skills required for researching, writing and presenting journalism of high quality in English
c) A critical awareness of the role and functions of journalism in a free society

Typically the graduate of this programme will be able to:

a) Describe and analyse the social and political structures of China and other countries.
b) Critically assess the way in which these societies deal with their problems.
c) Discuss knowledgeably the way in which the media function in a variety of international settings.
d) Research and write news stories in the following genres: hard news, features, investigative stories, literary non-fiction, editorials, opinion pieces, reviews, precision journalism and such others as may appear desirable in the light of continuing changes in the industry.
e) Adapt his/her reporting, writing and production approach to the technical possibilities and constraints of print, broadcast and web-based media.
f) Expound and discuss the political and ethical issues relevant to the professional practice of journalism.
g) Integrate theory and practice in his/her professional activity.
h) Work in English.
i) Participate effectively in a team.
j) Appreciate the important role played by a lively and independent media in a civil society.
4. Teaching Staff

Full-time teaching staff are recruited from all over the world. All professors recruited possess a Ph.D. and have relevant research experience. Experts or specialists in the field of International Journalism, with exceptional skills and experience, are also recruited. Presently, Prof. Jeff Wilkinson is the Acting Dean of Humanities and Social Sciences, and the International Journalism Programme Coordinator is Ms. Kim Johnson.

5. Programme Structure

Students are normally expected to complete 140 credits within the curriculum structure below.

<table>
<thead>
<tr>
<th>Subjects (科目)</th>
<th>Credits (学分)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major Core Subjects (专业必修课)</td>
<td>57</td>
</tr>
<tr>
<td>Major Elective Subjects (专业选修课)</td>
<td>12</td>
</tr>
<tr>
<td>General Education Required Subjects (通识教育必修课)</td>
<td>39</td>
</tr>
<tr>
<td>General Education Elective Subjects (通识教育选修课)</td>
<td>27</td>
</tr>
<tr>
<td>Whole Person Education Experiential Learning Modules (全人教育体验学习课程)</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total (合计)</strong></td>
<td><strong>140</strong></td>
</tr>
</tbody>
</table>

5.1. Major Core Subjects

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Chinese Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM4010</td>
<td>Media Ethics</td>
<td>媒体道德</td>
<td>3</td>
</tr>
<tr>
<td>COMM4020</td>
<td>Media Law</td>
<td>传媒法</td>
<td>3</td>
</tr>
<tr>
<td>JOUR2010</td>
<td>Broadcast Journalism I</td>
<td>新闻广播 I</td>
<td>3</td>
</tr>
<tr>
<td>JOUR2021</td>
<td>Foundations of News and Feature Reporting I</td>
<td>新闻报导基础 I</td>
<td>3</td>
</tr>
<tr>
<td>JOUR2022</td>
<td>Foundations of News and Feature Reporting II</td>
<td>新闻报导基础 II</td>
<td>3</td>
</tr>
<tr>
<td>JOUR2030</td>
<td>Introduction to Journalism</td>
<td>新闻导论</td>
<td>3</td>
</tr>
<tr>
<td>JOUR3020</td>
<td>Copyediting</td>
<td>编辑</td>
<td>3</td>
</tr>
<tr>
<td>JOUR3040</td>
<td>Comparative Media Systems</td>
<td>世界传媒体系</td>
<td>3</td>
</tr>
</tbody>
</table>
### 5.2. **Major Elective Subjects**

(Choose four from the table below)

<table>
<thead>
<tr>
<th>Code</th>
<th>Subject</th>
<th>Chinese Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOUR2040</td>
<td>Masterpieces of English Journalism</td>
<td>英语传媒名著</td>
<td>3</td>
</tr>
<tr>
<td>JOUR3010</td>
<td>Computer Aided Reporting</td>
<td>电子报导</td>
<td>3</td>
</tr>
<tr>
<td>JOUR3030</td>
<td>Photojournalism</td>
<td>新闻摄影</td>
<td>3</td>
</tr>
<tr>
<td>JOUR3050</td>
<td>Broadcast Journalism II</td>
<td>新闻广播 II</td>
<td>3</td>
</tr>
<tr>
<td>JOUR4060</td>
<td>News Media Management</td>
<td>新闻媒体管理</td>
<td>3</td>
</tr>
<tr>
<td>JOUR4070</td>
<td>Business and Financial Reporting</td>
<td>商业与金融报道</td>
<td>3</td>
</tr>
<tr>
<td>JOUR4080</td>
<td>Magazine Editing</td>
<td>杂志编辑</td>
<td>3</td>
</tr>
<tr>
<td>JOUR4090</td>
<td>Media Regulation and Policies</td>
<td>传媒制度与政策</td>
<td>3</td>
</tr>
<tr>
<td>JOUR4100</td>
<td>News Translation</td>
<td>新闻翻译</td>
<td>3</td>
</tr>
<tr>
<td>---</td>
<td><strong>Total</strong></td>
<td><strong>合计</strong></td>
<td><strong>12</strong></td>
</tr>
</tbody>
</table>

The availability of major elective subjects each semester is subject to minor changes and adjustments depending on staff availability.
5.3. **General Education Required (GER) Subjects**

Students should complete the required subjects under each of the following GER categories. For detailed subject offerings, please see Appendix I.

<table>
<thead>
<tr>
<th>GER Category</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applied Ethics</td>
<td>3</td>
</tr>
<tr>
<td>Chinese Language</td>
<td>6</td>
</tr>
<tr>
<td>English Language</td>
<td>18</td>
</tr>
<tr>
<td>I.T. Knowledge</td>
<td>3</td>
</tr>
<tr>
<td>Mathematics and Statistics</td>
<td>6</td>
</tr>
<tr>
<td>Physical Education</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total:</strong></td>
<td><strong>39</strong></td>
</tr>
</tbody>
</table>

5.4. **General Education Elective (GEE) Subjects**

All students are required to take 27 GEE credits. They should complete at least one subject from the category of Chinese Culture and Society, and the remaining credits from any of the following GEE categories, preferably subjects outside their own specialization. For detailed subject offerings, please see Appendix I.

**GEE Category**
- Chinese Culture and Society
- Business and Communication
- Foreign Languages and Cultures
- Humanities
- Social Sciences
- Science and Technology

5.5. **Whole Person Education (WPE) Experiential Learning Modules**

Within the WPE structure, 8 modules are grouped into 5 sections. Each module is worth one credit unit. Students should earn at least one credit from each section in order to meet the WPE graduation requirements.

Please see Appendix II for information about the 8 WPE modules.
6. Subject Descriptions

6.1. Major Core Subjects

COMM4010 MEDIA ETHICS  (3 credits)

Pre-requisite(s): None
Subject Description: The subject provides the opportunity for an in-depth study of the ethical problems and implications of media practices. Principles will be considered in the light of practical examples from a wide variety of media and circumstances. Students will be encouraged to develop their own views and rules about the boundaries of ethical Journalism. Current developments and trends will be highlighted.

COMM4020 MEDIA LAW  (3 credits)

Pre-requisite(s): None
Subject Description: The subject introduces students to the media law in China and internationally. Current developments and trends will be highlighted. The protection of fundamental rights and freedoms will be emphasized throughout the subject. Practical day-to-day examples and important court cases will be used as illustrations. It is hoped that this approach will facilitate the training of media industry professionals who will not only protect and promote media freedom but also respect dignity and rights of others.

JOUR2010 BROADCAST JOURNALISM I  (3 credits)

Pre-requisite(s): JOUR2030 INTRODUCTION TO JOURNALISM
Subject Description: This subject aims at equipping students with the basic knowledge and skills in the gathering, writing, and production of radio and television news as a broadcast news reporter. The legal and regulatory framework, as well as the news environment in Hong Kong is introduced.

JOUR2021 FOUNDATIONS OF NEWS AND FEATURE REPORTING I  (3 credits)

Pre-requisite(s): None
Subject Description: This subject introduces the techniques of basic news and feature writing and develops International Journalism students' abilities to work within an appropriate framework and to recognize and to communicate what is significant in the world.
JOUR2022 FOUNDATIONS OF NEWS AND FEATURE REPORTING II

(3 credits)

Pre-requisite(s): JOUR2021 FOUNDATIONS OF NEWS AND FEATURE REPORTING I

Subject Description: Topics introduced in I are taken up again at a higher level of difficulty as part of a progression of development.

JOUR2030 INTRODUCTION TO JOURNALISM

(3 credits)

Pre-requisite(s): None

Subject Description: This subject explores both journalism's practical and theoretical dimensions and introduces the discipline as a social process and as a profession.

JOUR3020 COPYEDITING

(3 credits)

Pre-requisite(s): JOUR2021 FOUNDATIONS OF NEWS AND FEATURE REPORTING I

Subject Description: This subject provides the intellectual and practical skills necessary to see written copy from submission to print, including the organization and improvement of original written material as well as the technical processes through which writing is transferred to the printed page. Use of photographs and other graphic material to improve appearance and aid understanding is introduced. Exercises in print production and design and in desktop publishing are provided.

JOUR3040 COMPARATIVE MEDIA SYSTEMS

(3 credits)

Pre-requisite(s): None

Subject Description: This subject provides a survey of the issues facing the world's news media and describes the broad dimensions of past, present and future news media systems. The subject introduces students to global controversies and provides a substantive framework of the various physical and theoretical aspects of global Journalism, electronic and print.

JOUR3061 REPORTING LABORATORY 1

(2 credits)

Pre-requisite(s): JOUR2021 FOUNDATIONS OF NEWS AND FEATURE REPORTING I

Subject Description: In this subject, students learn to produce experimental reporting work for print, broadcast and/or on-line media. Under supervision, each student is required to work throughout the third year.
JOUR3062 REPORTING LABORATORY II (2 credits)

Pre-requisite(s): JOUR3061 REPORTING LABORATORY I

Subject Description: Students learn to produce more experimental newspaper under supervision.

JOUR3081 THEORIES AND TECHNIQUES OF REPORTING I (3 credits)

Pre-requisite(s): JOUR2030 INTRODUCTION TO JOURNALISM

Subject Description: This subject provides a systematic, comprehensive survey of the principles and techniques of gathering news and presenting information in English for basic news and simple short feature journalism. Special attention is paid to the local context to establish the basic knowledge required for a professional journalist in Hong Kong.

JOUR3082 THEORIES AND TECHNIQUES OF REPORTING II (3 credits)

Pre-requisite(s): JOUR3081 THEORIES AND TECHNIQUES OF REPORTING I

Subject Description: Students move to more complex news and feature stories, improving their skills and expanding their knowledge and understanding of the news process. Specialized writing and reporting is the key feature of this subject. Specific types of demanding forms of news and feature stories are discussed and practised.

JOUR4010 ADVANCED REPORTING AND WRITING (3 credits)

Pre-requisite(s): JOUR3082 THEORIES AND TECHNIQUES OF REPORTING II

Subject Description: This subject presents advanced levels of reporting, news writing, and feature writing. The subject stimulates thinking and cultivates a critical mind regarding the form as well as the content of news and feature writing by providing a review of, and exercises in, the practices of major schools of journalistic thought.

JOUR4020 CRITICAL STUDIES OF MASS MEDIA (3 credits)

Pre-requisite(s): None

Subject Description: This subject adopts the critical media literacy approach to study the mass media. The purpose of the subject is to arouse students’ awareness of the role mass media play in their lives and the changing society. It also aims at developing students’ critical analytical ability to deconstruct media messages.

JOUR4031 EDITING LABORATORY I (2 credits)

Pre-requisite(s): JOUR2021 FOUNDATIONS OF NEWS AND FEATURE REPORTING I

Subject Description: In this subject, students continue their work on the editing of
newspaper. The subject provides continuing opportunities for students to develop their professional skills and knowledge of newspaper production.

**JOUR4032 EDITING LABORATORY II** (2 credits)

**Pre-requisite(s):** JOUR4031 EDITING LABORATORY I

**Subject Description:** For this subject each student is required to “work” as editor of an experimental newspaper.

**JOUR4050 INTERNATIONAL NEWS** (3 credits)

**Pre-requisite(s):** None

**Subject Description:** Students will be acquainted with international news in terms of both its content and the processes by which it is produced in order to engender an appreciation of the special problems and situations of this type of news as compared with domestic news. Reading, audiovisual materials and visits will provide knowledge and experience about foreign correspondence and the people and organizations who carry it out. Students will be encouraged to critically appraise the international news they receive on a daily basis and suggest ways to appreciate it better and to improve it.

**JOUR4110 SOCIAL ASPECTS OF MEDIA TECHNOLOGY** (3 credits)

**Pre-requisite(s):** None

**Subject Description:** This subject explores the relationships between media technology and society. In the context of the debates that surround technology and social change, it examines how new media technologies are changing communication, identity, and community. The situation in Hong Kong is highlighted.

**JOUR4120 MASS MEDIA RESEARCH METHODS** (3 credits)

**Pre-requisite(s):** JOUR4020 CRITICAL STUDIES OF MASS MEDIA

**Subject Description:** This class introduces the student to the issues and processes involved in designing, conducting, and interpreting media research. This class is designed to help the student understand the benefits and limitations of research. The goal of this subject is to educate the student in the benefits, costs, and limitations of research, and the appropriate use and interpretation of research methods.

**JOUR4140 FINAL YEAR PROJECT** (4 credits)

**Pre-requisite(s):** JOUR4010 ADVANCED REPORTING AND WRITING

**Subject Description:** In this subject students integrate theory and practice by either producing a substantial piece of individually produced International Journalism; or an academic dissertation. In either case the Final Year Project is a means of engaging the
student in a piece of independent research that provides an analytical and critical evaluation of an idea. The subject tests research and professional skills as well as the ability to apply theoretical insights.

6.2. Major Elective Subjects

JOUR2040 MASTERPIECES IN ENGLISH JOURNALISM (3 credits)

Pre-requisite(s): JOUR2030 INTRODUCTION TO JOURNALISM

Subject Description: Starting with the journalistic tradition, where early examples include the work of Charles Dickens and is evident in some of his fiction, the subject traces permutations, masterpieces and meta-narratives of the journalist, from tradition to anti-tradition and beyond across the range of journalism from print to photo to television journalism.

JOUR3010 COMPUTER AIDED REPORTING (3 credits)

Pre-requisite(s): JOUR2030 INTRODUCTION TO JOURNALISM

Subject Description: This subject examines the impact of the Internet and other new communication technologies on journalism both as a delivery system for journalism and as a research tool. The first part of the subject introduces the concepts, theories and knowledge about online journalism, touching on the social, economic and technological aspects of online news. The second part teaches the skills of doing journalism online.

JOUR3030 PHOTOJOURNALISM (3 credits)

Pre-requisite(s): JOUR2030 INTRODUCTION TO JOURNALISM

Subject Description: To enhance student’s awareness of the possibility as well as the limitation of images in news reporting, and to develop their ability in producing visual report of news events independently. In response to the digital technology that has become widely used in today’s news business, this subject will equip students with basic knowledge in handling, transmitting and preserving the quality of image files captured by digital imagery devices.

JOUR3050 BROADCAST JOURNALISM II (3 credits)

Pre-requisite(s): JOUR2010 BROADCAST JOURNALISM I

Subject Description: This subject introduces the styles, formats, and production techniques of the more complex types of radio and television journalism, including long-form reporting, investigative journalism, major event coverage, overseas coverage, and public affairs programmes. Students develop advanced broadcast writing skills; become familiar with the techniques of producing both "live" and taped radio and television news and public affairs programmes; undertake research, planning, and production of major news event coverage and public affairs programmes; and receive
training as potential newsroom supervisors or news and public affairs executives.

**JOUR4060 NEWS MEDIA MANAGEMENT** (3 credits)

**Pre-requisite(s):** JOUR3082 THEORIES AND TECHNIQUES OF REPORTING II

**Subject Description:** This is an introductory subject to study the news media management in an era of change. The main purpose is to examine and analyze the new challenges being posed by political, economic and technological changes in the new millennium to news media management in Hong Kong. Through the subject, it is hoped that students can have a better understanding of the basic principles of news media management in a new media environmental context. Most importantly, students are encouraged to develop sensitivity to the challenge of change and acquire the knowledge to cope with new management problems in news organizations.

**JOUR4070 BUSINESS AND FINANCIAL REPORTING** (3 credits)

**Pre-requisite(s):** None

**Subject Description:** This subject prepares students to report on economic events and trends in Hong Kong, China, and the broader Asia-Pacific Region. A global perspective of economic and financial situations is explored.

**JOUR4080 MAGAZINE EDITING** (3 credits)

**Pre-requisite(s):** None

**Subject Description:** This subject introduces students to the concepts, skills, practice, and art of editing a magazine. The focus is on editing techniques appropriate for various types of magazines, hands-on experience, and creativity. The subject will also examine the social, economic and cultural role of magazines in China.

**JOUR4090 MEDIA REGULATION AND POLICIES** (3 credits)

**Pre-requisite(s):** None

**Subject Description:** The media industry has undergone major transformations in recent years due to advances in computers and telecommunications technology. This subject explores important issues of media regulation in this context. It outlines the rationale and measures governments around the world have traditionally adopted in their regulation of electronic media. This is followed by examination and analysis of recent changes in media policies and regulation. Special attention will be paid to the regulation of new media, particularly that of the Internet.
JOUR4100 NEWS TRANSLATION  (3 credits)

Pre-requisite(s): None
Subject Description: This subject aims at enhancing the student’s ability in handling information for news purpose in the bilingual context of Hong Kong. Emphasis is put on developing the student’s sensitivity to the difference between the Chinese and English language and awareness of the cultural role of the news translator. Against this background, principles and methods appropriate to a variety of contexts of news translation are introduced. This is an elective subject for all International Journalism students.

6.3. General Education Subjects

See Appendix I of the Undergraduate Handbook.

6.4. Whole Person Education Experiential Learning Modules

See Appendix II of the Undergraduate Handbook.

7. Internship, Placement and Overseas Visits

In order to provide students with practical experience and broaden their minds and horizons, UIC will try to arrange internships, placement in industries, companies and enterprises, and overseas visits for students (for details, see the UIC website).