REGULATIONS FOR THE DEGREE OF BACHELOR OF JOURNALISM (BJ)

These regulations apply to students admitted to the BJ curriculum in the academic year 2025-2026.

(See also General Regulations and Regulations for First Degree Curricula)

Definitions

J1[1] In these Regulations, and in the Syllabuses for the degree of BJ, unless the context otherwise requires

'Course' means a course of study, with a credit value expressed as a number of credit-units as specified in the syllabus.

'Credits' means the value assigned to each course to indicate its study load relative to the total load under a degree curriculum. The study load refers to the hours of student learning activities and experiences, both within and outside the classrooms, and includes contact hours and time spent on assessment tasks and examinations.

'Pre-requisite' means a course or a group of courses which candidates must have completed successfully or a requirement which candidates must have fulfilled before being permitted to take the course in question.

Admission to the degree

J2 To be eligible for admission to the degree of Bachelor of Journalism, candidates shall

(a) comply with the General Regulations;

(b) comply with the Regulations for First Degree Curricula; and

(c) complete the curriculum in accordance with the regulations that follow.

Period of study

J3 The curriculum shall normally require eight semesters of full-time study, extending over not fewer than four academic years, and shall include any assessment to be held during and/or at the end of each semester. Candidates shall not in any case be permitted to extend their studies beyond the maximum period of registration of six academic years.

Completion of the curriculum

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(a) Candidates shall satisfy the requirements prescribed in UG 5 of the Regulations for First Degree Curricula[2].

(b) Candidates shall complete not fewer than 240 credits of courses.

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[1] This regulation should be read in conjunction with UG 1 of the Regulations for First Degree Curricula.

[2] Specific requirements are spelt out in the syllabuses.

(c) Candidates shall successfully complete not fewer than 96 credits of courses for the major in Journalism including 54 credits of core courses, 24 credits of disciplinary electives, 6 credits of capstone experience requirement and 12 credits of Faculty Global Citizenship requirement.

(d) Candidates shall successfully complete not fewer than 72 credits of courses for another major offered by any Faculty.

(e) Candidates shall normally be required to take not fewer than 24 credits nor more than 30 credits in any one semester (except the summer semester) unless otherwise permitted or required by the Board of the Faculty, or except in the final semester of study when the number of outstanding credits required to complete the curriculum requirements may be fewer than 24 credits.

(f) Candidates may, of their own volition, take additional credits not exceeding 6 credits in each semester, and/or further credits during the summer semester, accumulating up to a maximum of 72 credits in one academic year. With the special permission of the Board of the Faculty, candidates may exceed the annual study load of 72 credits in a given academic year provided that the total number of credits taken does not exceed the maximum curriculum study load of 288 credits for the normative period of study specified in J3, save as provided for under J4(g).

(g) Where candidates are required to make up for failed credits, the Board of the Faculty may give permission for candidates to exceed the annual study load of 72 credits provided that the total number of credits taken does not exceed the maximum curriculum study load of 432 credits for the maximum period of registration specified in J3.

(h) Candidates shall normally enrol in not more than 108 credits of introductory courses in the first three years of study.

(i) Candidates shall not enrol in any introductory courses in the final year of study (except Common Core courses and Chinese Language Enhancement course).

Selection of Courses

J5 Candidates who wish to change their selection of courses at the beginning of each semester may do so up to 2 weeks after the commencement of the semester. Requests for changes beyond the 2-week deadline will not be permitted, except for medical or other reasons accepted by the Faculty Board, and candidates' withdrawal from any course without permission will result in a fail grade.

Assessment

J6 Candidates shall be assessed in each of the courses for which they have registered, and assessment may be conducted in any combination of continuous assessment of coursework, written examinations and/or any other assessable activities. Only passed courses will earn credits. Grades shall be awarded in accordance with UG 8 of the Regulations for First Degree Curricula.

J7 Candidates are required to make up for failed courses in the following manner

(a) undergoing re-assessment/re-examination in the failed course to be held no later than the end of the following semester (not including the summer semester); or

(b) re-submitting failed coursework, without having to repeat the same course of instruction; or
(c) repeating the failed course by undergoing instruction and satisfying the assessments; or
(d) for elective courses, taking another course in lieu and satisfying the assessment requirements.

J8 Candidates shall not be permitted to repeat a course for which they have received a D grade or above for the purpose of upgrading.

Discontinuation of studies

J9 Unless otherwise permitted by the Board of the Faculty, candidates shall be recommended for discontinuation of their studies if they have:
(a) failed to complete successfully 36 or more credits in two consecutive semesters (not including the summer semester), except where they are not required to take such a number of credits in the two given semesters; or
(b) failed to achieve an average Semester GPA of 1.0 or higher for two consecutive semesters (not including the summer semester); or
(c) exceeded the maximum period of registration specified in J3.

Absence from examination

J10 Candidates who are unable, because of illness, to be present at the written examinations of any course may apply for permission to present themselves at a supplementary examination of the same course to be held before the beginning of the first semester of the following academic year. Any such application shall normally be made on the form prescribed within seven calendar days of the first day of the candidate's absence from any examination. Any supplementary examination shall be part of that academic year's examinations, and the provisions made in the regulations for failure at the first attempt shall apply accordingly.

Advanced standing

J11 Advanced standing may be granted to candidates in recognition of studies completed successfully before admission to the University in accordance with UG 2 of the Regulations for First Degree Curricula. Credits granted for advanced standing will not be included in the calculation of the GPA but will be recorded on the transcript of the candidate.

Credit transfer

J12 Candidates may, with the approval of the Board of the Faculty, transfer credits for courses completed at other institutions at any time during their candidature. The number of transferred credits may be recorded in the transcript of the candidate, but the results of courses completed at other institutions shall not be included in the calculation of the GPA. The number of credits to be transferred shall not exceed half of the total credits normally required under the degree curricula of the candidates during their candidature at the University.

Award of the degree

J13 To be eligible for award of the degree of BJ, candidates shall have:
(a) achieved a Graduation GPA of 1.00 or above;
(b) passed a minimum of 240 credits; and
(c) satisfied the requirements in UG 5 of the Regulations for First Degree Curricula.

Honours classification

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(a) Honours classification shall be awarded in five divisions: First Class Honours, Second Class Honours Division One, Second Class Honours Division Two, Third Class Honours, and Pass. The classification of honours shall be determined by the Board of Examiners for the degree in accordance with the following Graduation GPA scores (GGPA), with all courses taken (including failed courses) carrying weightings which are proportionate to their credit values[3]:

Class of honours	*GGPA range*
First Class Honours	3.60 – 4.30
Second Class Honours	(2.40 – 3.59)
Division One	3.00 – 3.59
Division Two	2.40 – 2.99
Third Class Honours	1.70 – 2.39
Pass	1.00 – 1.69

(b) Honours classification may not be determined solely on the basis of a candidate's Graduation GPA and the Board of Examiners for the degree may, at its absolute discretion and with justification, award a higher class of honours to a candidate deemed to have demonstrated meritorious academic achievement but whose Graduation GPA falls below the range stipulated in J14(a) of the higher classification by not more than 0.1 Grade Point.

(c) A list of candidates who have successfully completed all the degree requirements shall be posted on Faculty noticeboards.

[3] For students in the 2025-26 intake and thereafter who have successfully completed six 6-credit Common Core courses, the calculation of Graduation GPA is subject to the proviso that either five 6-credit Common Core courses with the highest grades (covering all five Areas of Inquiry), or all six 6-credit courses will be counted towards Graduation GPA, depending on which generates the higher Graduation GPA. For students who have successfully completed two 3-credit Common Core Microcredentials in place of one 6-credit Common Core course, the average grade point of the two 3-credit courses will be treated as the grade point of one 6-credit Common Core course.

SYLLABUSES FOR THE DEGREE OF
BACHELOR OF JOURNALISM

These syllabuses apply to students admitted to the BJ curriculum in the academic year 2025-2026.

OBJECTIVES

The Bachelor of Journalism seeks to provide students with basic learning and experience for entry-level professional journalism, or any other career that requires excellent communications skills. Our objectives fall into three broad categories—conceptual, applied and critical thinking—that converge to give our students in-depth learning and the ability to continue learning at a high level as each individual's situation demands. On successful completion of the curriculum, students should be able to:

- understand the role of journalism in a global society;
- understand ethical principles of gathering information;
- appreciate diversity in all its forms, and be able to navigate journalistically across cultural boundaries;
- demonstrate basic competency in journalistic writing for a wide range of media products;
- know how to gather information efficiently and ethically from a wide range of human and recorded sources;
- understand the use of technology in producing professional journalism, from the written word to multimedia production systems; and
- detect logical flaws and information gaps in journalistic products.

CURRICULUM REQUIREMENTS

1. The regulations specify the requirements with which candidates have to comply for completion of the BJ degree curriculum. Further details of the requirements are given in the syllabuses.
   Candidates shall complete not fewer than 240. They shall enrol in not fewer than 24 and not more than 30 credits of courses for each semester other than the final semester as specified in J4. The normal semester load is 30 credits.

2. For the fulfilment of Regulation UG 5 of the Regulations for First Degree Curricula "Requirements for Graduation", candidates shall complete successfully the non-credit bearing course(s) as required, the language enhancement courses, artificial intelligence literacy courses and Common Core Courses from different Areas of Inquiry.

CURRICULUM STRUCTURE

Candidates must successfully complete:

Component	No. of credits
1) Common Core Courses, artificial intelligence literacy courses, language enhancement courses, and non-credit bearing course(s) as required	54
2) Major in Journalism	

a) Introductory courses	
Core courses	24
b) Advanced courses	
Core courses	30
Faculty Global Citizenship requirement	12
Disciplinary electives	24
c) Capstone experience requirement	6
3) Another major	72-90 or above
4) Free electives	0-18
Total:	240

Non-credit bearing course(s)

Candidates are required to successfully complete a non-credit bearing course in national education and national security education, and any other non-credit bearing course(s) as may be required from time to time.

Introductory courses

Common Core Courses (36 credits)

Candidates are required to complete 36 credits in the Common Core Curriculum within the first three years of studies, comprising at least 6 credits and not more than 12 credits from each Area of Inquiry with not more than 24 credits being selected within one academic year except where candidates are required to make up for failed credits.

Artificial Intelligence Literacy Courses (6 credits)

Candidates are required to complete 6 credits of artificial intelligence literacy, comprising **two** 3-credit microcredential courses:

AILT1001. Artificial Intelligence Literacy I (3 credits)
AILT9017. Digital Literacy Through a Social Sciences Lens* (3 credits)

** Candidates may opt to take other AILT courses (Level 900) offered by other Faculties/Schools that are open to all undergraduate students.*

Language Enhancement Courses (6 credits)

Course	Language	Credits	Year of study
Academic Communication in English	English	–	1
Chinese	Chinese	6	2

CAES1001. Academic Communication in English* –

** Students who have achieved Level 5 or above in English Language in the Hong Kong Diploma of Secondary Education Examination, or equivalent, are exempted from taking this non-credit bearing course.*

CSSC9001. Practical Chinese for Social Sciences Students **or** (6 credits)

CUND9001. Basic Spoken and Written Cantonese for Mandarin Speakers (for Putonghua-speaking students) **or**
CUND9002. Practical Chinese and Hong Kong society (for Putonghua-speaking students) **or**
CUND9003. Cantonese for non-Cantonese Speaking Students (for Putonghua-speaking students) **or**
CUND9004. Practical Applied Chinese Writing and Effective Presentation Skills for Non-local Mandarin Speaking Students (for Putonghua-speaking students)

Candidates who did not study the Chinese language during their secondary education and have not reached the required proficiency level for the Chinese language enhancement course specified for the degree curriculum may take **one** of the following courses in either Chinese language or Chinese culture in lieu:

CHIN9501. Chinese as a Foreign Language I
CHIN9502. Chinese as a Foreign Language II
CHIN9503. Chinese as a Foreign Language III
CHIN9504. Chinese as a Foreign Language IV
CHIN9505. Chinese as a Foreign Language V
CHIN9506. Chinese as a Foreign Language VI
CHIN9507. Chinese as a Foreign Language VII
CHIN9508. Chinese as a foreign language VIII
CHIN9511. Cantonese as a Foreign Language I
CHIN9512. Cantonese as a Foreign Language II
CHIN9513. Cantonese as a Foreign Language III
CHIN9521. The Fundamentals of Chinese Characters
CHIN9522. Exploration of Major Cultural Themes across Chinese History

Core courses (24 credits)

Candidates are required to take the following core courses:

Course	Title	Credits	Year of study
JMSC1001.	Principles of journalism and the news media	(6 credits)	1 or 2
JMSC1011.	Reporting and writing - I	(6 credits)	1 or 2
JMSC1012.	Reporting and writing – II	(6 credits)	1 or 2
JMSC1003.	Fundamentals of data journalism	(6 credits)	1 or 2

Advanced courses

Language Enhancement Courses (6 credits)

Course	Language	Credits	Year of study
English in the Discipline	English	6	2

Take one of the following English in the Discipline courses (6 credits)

- CAES9921. Great Speeches: Rhetoric and Delivery
- CAES9922. Language, Genre and Reports
- CAES9923. Writing Psychology: Text and Context
- CAES9930. Research Writing in the Social Sciences

Candidates are required to complete the 12-credit Journalism summer internship in their second or third summer of study, and to fulfil the Faculty Global Citizenship requirement by the end of the second semester of the final year of study.

Core Courses (30 credits)			
Course	Title	Credits	Year of study
JMSC2001.	Media law and ethics	(6 credits)	2, 3 or 4
JMSC2002.	Video news production	(6 credits)	2, 3 or 4
JMSC2003.	Online journalism	(6 credits)	2, 3 or 4
JMSC2004.	Journalism summer internships	(12 credits)	2nd or 3rd summer

Faculty Global Citizenship Requirement (12 credits)

Candidates must either complete FOSS2019, or a combination of **two** 6-credit endorsed experiential learning courses, or undertake 12 credits of advanced courses from the JMSC, HKUWW or the Faculty-level exchange programme, and approved by the Faculty.

FOSS2019. Global Citizenship internship (12 credits)
FOSS2022. Global intensive learning programme (6 credits)
FOSS2023. Global Social Impact lab (6 credits)
FOSS2026. Global Experiential Learning I – Field Immersion (6 credits)
FOSS2027. Global Experiential Learning II – Advanced Praxis (6 credits)

Disciplinary Elective Courses (24 credits)			
Course	Title	Credits	Year of study
JMSC2005.	Feature writing	(6 credits)	2, 3 or 4
JMSC2006.	Chinese news writing	(6 credits)	
JMSC2007.	Introduction to photography	(6 credits)	
JMSC2008.	Media research: An introduction	(6 credits)	
JMSC2009.	Visual communications	(6 credits)	
JMSC2010.	Special topics in journalism I	(6 credits)	
JMSC2011.	Special topics in journalism II	(6 credits)	
JMSC2012.	Anchoring and video news writing	(6 credits)	
JMSC2013.	The press, politics and government	(6 credits)	
JMSC2014.	Public affairs reporting	(6 credits)	
JMSC2015.	Documentary film appreciation	(6 credits)	
JMSC2017.	Journalism traditions	(6 credits)	
JMSC2018.	Introduction to audio journalism	(6 credits)	
JMSC2019.	Digital media and society	(6 credits)	
JMSC2020.	Reporting and writing practicum	(6 credits)	
JMSC2021.	Introduction to strategic communication	(6 credits)	
JMSC2022.	Economics for journalists	(6 credits)	
JMSC2030.	Generative AI for media applications	(6 credits)	
JMSC2031.	Persuasive communications	(6 credits)	
JMSC2032.	Digital media analytics	(6 credits)	
JMSC2033.	The art of non-fictional camerawork	(6 credits)	
JMSC2034.	Data journalism	(6 credits)	
JMSC2040.	Special topics in communications I	(6 credits)	
JMSC2041.	Special topics in communications II	(6 credits)	

JMSC2042.	The business of sports journalism	(6 credits)
JMSC2043.	Health communication	(6 credits)
JMSC3001.	Independent study	(6 credits)
JMSC3002.	Reporting health and medicine	(6 credits)
JMSC3003.	Advanced online journalism	(6 credits)
JMSC3004.	Fundamentals of business and financial journalism	(6 credits)
JMSC3005.	Literary journalism	(6 credits)
JMSC3006.	Covering the environment	(6 credits)
JMSC3007.	News photography	(6 credits)
JMSC3008.	Media research: Concepts and methods	(6 credits)
JMSC3009.	Covering China	(6 credits)
JMSC3011.	International news	(6 credits)
JMSC3012.	Supervised research	(6 credits)
JMSC3013.	Multimedia magazine design	(6 credits)
JMSC3014.	Advanced strategic communications	(6 credits)
JMSC3015.	Documentary video production	(6 credits)

Capstone experience requirement (6 credits)

Candidates are required to submit an academic paper or individual project in journalism by taking JMSC4001 Journalism capstone experience in their final year of study.

Besides fulfilling the above requirements, it is mandatory that candidates should pursue another major. Another major is defined as completing successfully not fewer than 72 nor more than 90 credits of courses in a particular programme including all pre-requisites unless otherwise specified. Candidates may opt for another major offered by the Faculty of Social Sciences or other Faculties, and may choose to overload by 6 credits for a 96-credit major.

Candidates who opt to declare double majors in Computational Social Science, Geography, Politics and Public Administration, Sociology, and Social Policy and Social Development are allowed to undertake 24 credits of advanced free electives, to fulfil the Social Innovation and Global Citizenship requirement for the second major.

(For detailed requirements of majors and course descriptions, please refer to the syllabuses of the respective programmes.)

Note:

(a) Course registration

Course registration will take place before the commencement of each semester.

Candidates are advised to consult relevant teachers or Heads of Departments on the suitable combinations of courses and to adhere closely to the normal study pattern. Less suitable combinations of courses may not be permitted because of timetabling difficulties. Courses listed in the syllabuses may not necessarily be offered every year; depending on the exigencies of staffing, additional courses may be offered.

Candidates may change their course selection during the two-week add/drop period which is scheduled at the beginning of each semester. Requests for changes beyond the 2-week deadline will not be permitted, except for medical or other reasons acceptable by the Faculty Board. Candidates' withdrawal from any course without permission will result in a fail grade. In course registration, candidates should pay special attention to the pre-requisite and co-requisite

requirements of courses as specified in the syllabuses. A prerequisite is a course which candidates must have completed in accordance with the conditions stipulated by the Head of Department before being permitted to take a course in question. A co-requisite is a course which candidates must take at the same time as the course in question.

(b) Candidates should complete the Common Core Courses, artificial intelligence literacy courses, language enhancement and the introductory courses by the end of the sixth semester.

(c) Candidates should ensure that they have taken the relevant introductory course(s) for the subject in which they intend to major.

(d) For other majors, course selection is subject to the compliance with prescribed requirements and acceptance by the Heads of Department/staff concerned.

(e) Candidates applying for an exchange programme offered by the Journalism and Media Studies Centre, HKU World Wide or the Faculty of Social Sciences must declare if they would seek to fulfil the Global Citizenship requirement through the exchange programme when applying for the leave of absence with credit transfer.

(A) INTRODUCTORY COURSES

AILT9017. Digital Literacy Through a Social Sciences Lens (3 credits)

The advent of artificial intelligence (AI) inevitably brings anxiety or unease about potential negative impacts on our lives (e.g., displacement of workers, invasion of privacy, plagiarism normalized, and social isolation). How to be digitally literate to keep AI as our good servant instead of mastering over us? Additionally, since AI is planned to mimic human behaviours, what are the roles social sciences play in motivating the development of AI algorithms. In this course, we will search for answers within the realm of social sciences in a five-step friendly learning progression: (1) Anticipate, (2) Approach, (3) Appreciate, (4) Apply, and (5) Amplify. By studying use cases where AI algorithms are used to solve problems in social sciences, students can scrutinize the AI-suggested solutions, evaluate the effectiveness of the algorithms, and assess the impact these algorithms have on us.
Assessment: 100% coursework

CSSC9001. Practical Chinese for Social Sciences Students (6 credits)

Featuring problem-based learning (PBL) and collaborative learning approaches, this course aims to help students, through seminars and cases-based workshops, develop the ability to use the Chinese language effectively in the workplace. A key focus is on the use of Putonghua in presenting information for audiences. Essential techniques for producing office documents as well as reports will be discussed. Training in reading and writing the correct forms of traditional and simplified Chinese characters will also be provided.
Assessment: 70% coursework, 30% examination.

CUND9001. Basic Spoken and Written Cantonese for Mandarin Speakers *(for Putonghua-speaking students)* (6 credits)

This intensive Cantonese language course is designed for Mandarin (Putonghua) speakers who have no prior knowledge of Cantonese. The course aims to assist students in mastering Jyutping, the Cantonese romanization system, while simultaneously cultivating students' ability to communicate effectively in Cantonese, both orally and in written form, across a variety of situational conversations. Throughout the course, students will be exposed to practical sentence structures and a wide range of useful vocabulary related to various aspects of daily life. Furthermore, the curriculum allows students to gain insight into Hong Kong culture.
Assessment: 70% coursework, 30% examination.

CUND9002. Practical Chinese and Hong Kong Society *(for Putonghua-speaking students)* (6 credits)

This course is specifically designed for the students from the Mainland. With Putonghua as the medium of instruction, it aims to underscore the characteristic styles and formats of practical Chinese writings in the workplace context in Hong Kong. Topics addressing the rhetorical strategies for reader-oriented professional writings are included to strengthen the students' command of the language. In the “Chinese Characters” component, drilling practices provide ample opportunity for the students to learn to convert simplified characters into their traditional forms. The evolution of Cantonese and the lexical and phonetic systems of this dialect will be explored. The local history and culture of Hong Kong will also be considered. On-site visits are organized to deepen the students' understanding of local traditions and, more importantly, to enhance their ability to appreciate and accept cultural and regional differences.
Assessment: 50% coursework, 50% examination.

CUND9003. Cantonese for non-Cantonese Speaking Students *(for Putonghua-speaking students)* (6 credits)

Through a comparative analysis of Putonghua and Cantonese, this course enables students to learn the characteristics of Hong Kong Chinese, to discover the differences in vocabulary and expression between the Cantonese dialect and Mandarin, to strengthen their communication skills in everyday life, and to have a proper understanding of the culture, traditions and people in Hong Kong. Assessment: 60% coursework, 40% examination.

CUND9004. Practical Applied Chinese Writing and Effective Presentation Skills for Non-local Mandarin Speaking Students *(for Putonghua-speaking students)* (6 credits)

This course aims to cultivate non-local Mandarin-speaking students' logical thinking and critical thinking skills. Through the exploration of various interdisciplinary knowledge topics, students are encouraged to analyze and evaluate information, such as a variety of the essays mainly focusing on the important social and economic issues, as well as the movies released between 1995 and the present. The students will also be provided with opportunities to engage in writing, group discussions and presentation, allowing them to practice their critical thinking skills and develop their ability to express their thoughts effectively using Mandarin. This course will construct a coherent, sustainable, and in-depth content to help students build strong

arguments, enhance their lexical and syntactic knowledge, as well as enhance their ability to analyze information, construct well-reasoned arguments, and make informed decisions.
Assessment: 70% coursework, 30% examination.

CAES1001. Academic Communication in English (non-credit bearing)

The course is designed to equip first-year undergraduate students with a solid foundation in academic English literacy to succeed in their university studies. The course is dedicated to nurturing students' competencies in an English-medium university environment and fostering their confidence in effective oral, written, and visual communication. This is achieved by cultivating students' critical reading skills, information literacy skills, and digital literacy skills for academic English learning. The course also provides students with a comprehensive understanding of academic rhetoric across different mediums, including written, spoken, and visual tasks. By familiarizing students with the key genres and communication conventions in university education, the course empowers students to apply the acquired knowledge and skills to Common Core Courses.
Assessment: 100% coursework.

JMSC1001. Principles of journalism and the news media (6 credits)

This course offers a critical overview of the news media and the practice of journalism. Through lectures and seminars, students explore how journalists collect, process and deliver information, what makes news, and the inner-workings of media organizations. The course will also explore the challenges the journalists and the media face in a today's fast-changing world.
Assessment: 100% coursework.

JMSC1003. Fundamentals of data journalism (6 credits) (for BJ students only)

With news as its core subject matter, this course is tailored to the needs of journalists and designed to enable students to apply basic concepts of statistics and rules of reporting statistics to the practice of quality journalism. Topics include controversies in reporting statistics, random variables, probability distributions, causation/association, sampling, confidence interval, hypotheses testing, simple linear regression, and error and bias testing. Assessment: 100% coursework.

JMSC1005. Reporting and writing (6 credits) (for Non-BJ students)

This course offers training in basic reporting and writing skills through lectures and intensive in-class and out-of-class assignments that simulate the experience of working for the news media. Over a range of subjects, students will learn to report and to write clearly, concisely and accurately under deadline pressure.
Assessment: 100% coursework.
Prerequisite: JMSC1001.

JMSC1011. Reporting and writing - I (6 credits) (for BJ students only)

This course offers training in basic reporting and writing skills through lectures and intensive in-class assignments that introduce students to the experience of working for the news media. Over a range of subjects, students will learn to report and to write clearly, concisely and accurately under deadline pressure. Assessment: 100% coursework.

JMSC1012. Reporting and writing - II (6 credits) (for BJ students only)

Building on the experience gained in JMSC1011, this course employs an experiential learning approach through real-life reporting and writing tasks to hone students' communications skills across multiple media and employ them in a newsroom environment. Assessment: 100% coursework.
Prerequisites: JMSC1001 and JMSC1011.

(B) ADVANCED COURSES

CAES9921. Great Speeches: Rhetoric and Delivery (6 credits)

This course aims to enhance students' public speaking skills through understanding the influences of great speeches on social thought and political movements and through analysing the argument structures, rhetorical devices as well as language choices of a range of classic speeches or speech texts. Students will acquire deeper insights into the processes that persuasion and argumentation entail. Students also have opportunities to apply the rhetorical skills and techniques to improve their speaking skills.
Assessment: 100% coursework.

CAES9922. Language, Genre and Reports (6 credits)

In this course students will explore the broad genre of report and proposal writing and the sub-genres of reports and proposals within the social sciences from both academic and professional perspectives. It focuses on the rhetorical functions, moves and linguistic patterns of different types of reports and proposals. Through a case-based collaborative approach students investigate social issues and identify genre features while engaging in critical discussions with each other.
Assessment: 100% coursework.

CAES9923. Writing Psychology: Text and Context (6 credits)

This course aims to enhance the skills of Psychology majors in writing disciplinary-specific texts including literature review papers and research proposals. Students will also explore professional communication strategies and analyse a range of text types such as popular psychology magazines and case studies through an investigative project.
Assessment: 100% coursework.

CAES9930. Research Writing in the Social Sciences (6 credits)

This course aims to help year 3 students in Geography, Political Science, Psychology and Sociology (and any other Social Sciences programmes) to develop writing skills essential for independent learning projects (such as capstone projects and final year theses or dissertations). Students will be introduced to the principles underlying research as well as academic writing for projects involving collection and analysis of empirical data. They will also be given practice opportunities to apply these in their own writing.
Assessment: 100% coursework.

JMSC2001. Media law and ethics (6 credits)

This course presents an overview of problems and concerns relating to the laws, and ethical issues that affect journalists and the journalism profession. While the lectures and coursework focus on Hong Kong, they also examine key global developments.
Assessment: 100% coursework.

JMSC2002. Video news production (6 credits)

This course provides an intensive introduction in techniques of video shooting and editing. During the course, students produce short news stories. The emphasis is on the mechanics of shooting and editing for TV news. The course is taught in an environment of multi-tasking. Limited class size.
Assessment: 100% coursework.

JMSC2003. Online journalism (6 credits)

The class provides an overview of the impact of digital media on journalism and related ethical and social issues. The practical element includes hands-on training for the techniques for designing and creating multiple media web-based content.
Assessment: 100% coursework.

JMSC2004. Journalism summer internship (12 credits) (for BJ students only)

This course commits students to a minimum eight weeks of full-time internship in journalism or media-related jobs. Students must file a report to the programme director within two weeks of the last day of work. Before undertaking an internship, students are required to participate in pre-internship training to be taken usually in May or August of their first year of study.
This course will be assessed on a pass/fail basis and will not be counted in the calculation of the CGPA/WGPA or honours classification. However, grades will be recorded on the official transcript.
Assessment: 100% coursework.

JMSC2005. Feature writing (6 credits)

This course offers advanced training in writing feature stories. It aims to enable students to recognize and evaluate quality work and to acquire the skills to do such themselves. It examines different types of feature stories and shows how good reporting and good writing are essential to producing stories that engage, inform and entertain readers.
Assessment: 100% coursework.
Prerequisite: JMSC1012 or JMSC1005.

JMSC2006. Chinese news writing (6 credits)

Students will develop Chinese news writing skills through lectures, reading appreciation and intensive in-class and out-of-class assignments. Course exercises include writing breaking news and feature stories for Chinese-language news media under deadline pressure.
Assessment: 100% coursework.
Prerequisite: JMSC1012 or JMSC1005.

JMSC2007. Introduction to photography (6 credits)

This course ensures students have the basic principles and skills of news photography, such as camera operation and digital editing. After completing the course, students will understand the fundamentals of photojournalism and photography, and will have produced a basic photographic portfolio.
Assessment: 100% coursework.

JMSC2008. Media research: An introduction (6 credits)

This introductory course aims at providing students with basic concepts and methods of conducting media research. This course covers the essential steps of doing media research, including formulating research questions and hypotheses, basic research designs, data collection, sampling, measurement, data analysis and report writing.
Assessment: 100% coursework.

JMSC2009. Visual communications (6 credits)

The course emphasizes the convergence of image editing, illustration and print design into a course that embraces the power of visual storytelling. It provides a theoretical and practical examination of visual communication processes related to desktop publishing, illustration, layout, design, and Web information products. It also provides a hands-on-element, covering the use of digital tools to create logical graphical elements and presentation pages for disseminating news in print and online media.
Assessment: 100% coursework.

JMSC2010. Special topics in journalism I (6 credits)

This course provides for in-depth studies on journalism and media issues. Students may be required to participate in seminars, conduct reporting and original research, and write one or more papers. The aim of the course is to develop a significant level of understanding and insight into issues that have an impact on the contemporary practice of journalism and the media.
Assessment: 100% coursework.

JMSC2011. Special topics in journalism II (6 credits)

This course provides for in-depth studies on journalism and media issues. Students may be required to participate in seminars, conduct reporting and original research, and write one or more papers. The aim of the course is to develop a significant level of understanding and insight into issues that have an impact on the contemporary practice of journalism and the media.
Assessment: 100% coursework.

JMSC2012. Anchoring and video news writing (6 credits)

This course provides intensive training in news writing and presenting techniques for television. Hard news, features, current affairs, and documentary writing styles will be examined. Students study issues of story development, language, and the marriage of words and pictures.
Assessment: 100% coursework.
Prerequisite: JMSC2002 or with the permission of the instructor.

JMSC2013. The press, politics and government (6 credits)

This course analyses the role of mass media and other channels of communication in local and international political processes. The course examines the way in which governments communicate through the media, and the role the media play as either independent watchdogs or as tools of the political system.
Assessment: 100% coursework.

JMSC2014. Public affairs reporting (6 credits)

This course offers advanced training in reporting and writing about government and public policy. Focused particularly on the government of the Hong Kong Special Administrative Region but touching upon other governments as well, students will explore the issues that arise as the judicial, legislative and executive branches of governments provide services and enforce laws and policies.
Assessment: 100% coursework.
Prerequisite: JMSC1012 or JMSC1005.

JMSC2015. Documentary film appreciation (6 credits)

This course surveys the history and development of the documentary film in North America, Europe, and Asia, tracing its evolution from the late 19th century to the present. It discusses the issues involved in the making of non-fiction film, including style, ethics, voice, objectivity/subjectivity, distribution platforms, and censorship. One section of the course will explore young independent film makers in Asia. Emphasis will be placed on in-depth critical analysis of films.
Assessment: 100% coursework.

JMSC2017. Journalism traditions (6 credits)

This course offers a comparative study of the traditions and history of journalism as a profession and a practice. It also examines the evolution of modern mass media, including newspapers, magazines, radio, television and the Internet, with a special focus on Greater China and Asia.
Assessment: 100% coursework.

JMSC2018. Introduction to audio journalism (6 credits)

This course introduces radio news and audio production for broadcast and online media. With in-class and out-of-class assignments, it offers training in reporting, interviewing, and preparation of news and feature reports for the audio medium.
Assessment: 100% coursework.

JMSC2019. Digital media and society (6 credits)

This course surveys the rapid development of digital media – radio, television, on-line news, video services, and social networking sites. It analyses the impact of these media on the news industry and more broadly on society and international politics in Asia, America, Europe, and the Middle East.
Students examine both the history and the utilization of digital media. They will be expected to develop research projects on new media developments in China, the Asia region, and beyond.
Assessment: 100% coursework.

JMSC2020. Reporting and writing practicum (6 credits)

This course allows students to apply the reporting and writing skills learned during their first year of study in a real-life newsroom environment. Under close faculty supervision, students will report, write, edit and manage an online news publication covering current affairs in Hong Kong for an English-speaking audience.
Assessment: 100% coursework.
Prerequisite: JMSC1012 or JMSC1005

JMSC2021. Introduction to strategic communication (6 credits)

This course will introduce students to the theories and practice of strategic communication, in the broader context of how NGOs, public relations firms, and other advocates seek to influence public opinion. Through readings, discussions, case studies and writing exercises, students will learn and apply the methods these organizations use to build public awareness of their mission and brand. As a final summative exercise, students will develop a comprehensive strategic communication plan, employing multiple media, for a local NGO.
Assessment: 100% coursework.

JMSC2022. Economics for journalists (6 credits) (for BJ students only)

This course provides an introduction to economics and finance for journalists. Classes will focus on major macroeconomic and microeconomic concepts and their relevance to news writing about business, finance and economics. Topics covered include supply and demand theories, the nature of market economics, fiscal and monetary policy, and the economics of corporate behaviour. The emphasis of the course is on economic theories and concepts that are essential to informed journalism.
Assessment: 100% coursework.

JMSC2030. Generative AI for media applications (6 credits)

The basic course “Generative AI in media applications” explores the use of Artificial Intelligence in journalism and media. Students will gain basic insights into machine learning, the use of already established applications such as ChatGPT, Midjourney, RUNWAY ML and

Stable Diffusion for journalistic and multimedia content creation. In doing so, students will be trained theoretically and hands-on in prompt design, text, image, and video generation, deep fakes and animations. By the end of the course, students will be able to understand and effectively and ethically use A.I. applications in their journalistic and multimedia work.
Assessment: 100% coursework.

JMSC2031. Persuasive communications (6 credits)

This course aims to equip and enhance students with knowledge and techniques in conducting public communications and campaigns on public or political issues. Through examining different cases and examples, students learn to apply research, planning and programme evaluation practices that help ensure success and demonstrate accountability. Students are provided with the opportunities to employ research-based planning and develop effective strategies for public communications and campaign planning.
Assessment: 100% coursework.

JMSC2032. Digital media analytics (6 credits)

This course is designed to provide training for journalism or communication major/minor undergraduate students about basic techniques of media data and digital media analytics. It covers a variety of tools that help the learner conduct a range of applications independently, including web scraping, API programming, text mining, sentiment analysis, network analysis, digital map creation, web app development, as well as data visualization. The course is designed and taught in problem-based or project-driven mode which aims to facilitate real life application of the techniques in a variety of scenarios in journalism and communication.
Assessment: 100% coursework.

JMSC2033. The art of non-fictional camerawork (6 credits)

This course emphasizing the camera's role in visual storytelling. It offers training in camera movements, pacing, lighting, and diverse visual styles, equipping students to craft media narratives for journalism, film, and commercials.
Assessment: 100% coursework.

JMSC2034. Data journalism (6 credits)

This is a tailor-made course for journalism students, aiming to teach them basic concept of data presentation as well as the best practices of understanding and reporting numbers and statistics in the media. Number is an essential component of news reporting. It is often perceived as major constituent of the “truth” or even the “fact.” Some parties may however deliberately manipulate the interpretation of statistics and mislead people in ways of being favorable to their vested interest. This is the reason why journalists should learn to understand and interpret data and statistics independently, diligently and critically. No matter in print, visual, or digit media, a capable journalist knows how to ask right and important questions and inform the public in a fair and balanced manner. Using news reporting and data presentation as core subject matter,

the course aims to train journalism students the basic of data journalism as well as the best practice of reporting numbers in the newsroom.
Assessment: 100% coursework.

JMSC2040. Special topics in communications I (6 credits)

This course aims to provide practical experiences to explore advanced and in-depth studies in various areas related to communications and communications studies. Through a combination of lectures, discussions, written assignments and hands-on projects, students will delve into specialized areas of communication, developing a significant understanding of emergent issues, theories, and methodologies that have an impact on the contemporary practice of communications and the media.
Assessment: 100% coursework.

JMSC2041. Special topics in communications II (6 credits)

This course aims to provide practical experiences to explore advanced and in-depth studies in various areas related to communications and communications studies. Through a combination of lectures, discussions, written assignments and hands-on projects, students will delve into specialized areas of communication, developing a significant understanding of emergent issues, theories, and methodologies that have an impact on the contemporary practice of communications and the media.
Assessment: 100% coursework.

JMSC2042. The business of sports journalism (6 credits)

This course explores the dynamic intersection of sport, media and the business landscape. Through this multifaceted lens, students will delve into the fundamental techniques and knowledge of sports journalism, public relations, and the ever-evolving trends that shape sport as a whole. Through lectures and various interactive activities, this course examines journalistic, sociological, cultural and business factors that influence sport, and enables students to understand sports media, as well as the power and potential of sport as a global industry.
Assessment: 100% coursework.

JMSC2043. Health communication (6 credits)

This course explores the critical role of communication in promoting health and well-being. Students will delve into the foundational theories of health behavior change, effective strategies for health message design, and the use of major media channels in health communication. The course also emphasizes practical skills in assessing and addressing key factors such as audience analysis, ethical considerations, and the challenges of misinformation and biases. Through a blend of theoretical knowledge and applied practice, students will learn to create impactful health communication campaigns, evaluate the effectiveness and ethics of health-related media content, and contribute to solving critical health issues locally and globally through a communication approach.
Assessment: 100% coursework.

JMSC3001. Independent study (6 credits)

This course provides for individual projects in journalism conducted under the supervision of an instructor. Students engage directly in either news media production, reporting and writing, or a project closely associated with the contemporary practice of the news media. Assessment: 100% coursework.
Prerequisite: with the permission of supervisor.

JMSC3002. Reporting health and medicine (6 credits)

This course will provide students with the basic knowledge they require to report on medicine and health in an informed way. Participants will learn about the medical profession and how it functions as well as the ethical issues and dilemmas health reporters face.
Assessment: 100% coursework.
Prerequisite: JMSC1012 or JMSC1005.

JMSC3003. Advanced online journalism (6 credits)

This technical course requires students to use advanced graphics and multiple media equipment and software to create professional-quality multiple media podcasts and story packages, both on an enterprise basis and/or a commissioned basis from clients, including the JMSC, other HKU departments and the private sector, using text, audio, video, graphics and other skills learned in the JMSC2002 Television News Production course and the JMSC2003 Online journalism course.
Assessment: 100% coursework.
Prerequisite: JMSC2003.

JMSC3004. Fundamentals of business and financial journalism (6 credits)

This course covers the basic knowledge and writing skills needed to succeed in the fast-growing field of business and financial journalism. Lectures focus on core skills such as reading financial documents, understanding macroeconomic and microeconomic issues, working with statistics, reporting on companies and covering competition in a global economy.
Assessment: 100% coursework.
Prerequisite: JMSC1012 or JMSC1005.

JMSC3005. Literary journalism (6 credits)

This course demonstrates how journalism can rise to the level of quality non-fiction literature. Students will read works produced in English in Asia and abroad, and analyse why they succeed on a literary level. The class will identify the tools and techniques writers employ to construct evocative and enduring true stories.
Assessment: 100% coursework.
Prerequisite: JMSC1012 or JMSC1005.

JMSC3006. Covering the environment (6 credits)

The course introduces students to environmental issues that are becoming a major source of public concern such as climate change, air pollution, wildlife and natural resource preservation, and the impact of global trade on the environment. Students will learn to locate sources, understand scientific journals, and produce reports and stories that make environmental issues accessible to ordinary readers.
Assessment: 100% coursework.
Prerequisite: JMSC1012 or JMSC1005.

JMSC3007. News photography (6 credits)

This course introduces students to the fundamentals of news photography: how to operate a professional digital camera and how to capture professional-quality news images. By the end of the class, students will have produced a comprehensive photographic portfolio.
Assessment: 100% coursework.

JMSC3008. Media research: Concepts and methods (6 credits)

This course is for students interested in researching media contents, communication processes, or effects, and particularly for those preparing to submit final year thesis. Various quantitative and qualitative methods, such as content analysis, surveys, experiments, participant observation and interviews, are discussed. Basic data analysis techniques, like multivariate regressions, are also explored.
Assessment: 100% coursework.
Prerequisite: JMSC2008 or equivalent or with the permission of the instructor.
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JMSC3009. Covering China (6 credits)

The course introduces students to the social, political and economic issues of contemporary China from the perspectives of working journalists. What are the stories and how do reporters overcome the obstacles of doing these stories? The course also gives an overview of the state of the media in China.
Assessment: 100% coursework.

JMSC3011. International news (6 credits)

This course will introduce students to some of the major global issues dominating international news. The course will also have a practical element and involve writing assignments.
Assessment: 100% coursework.

JMSC3012. Supervised research (6 credits)

Students will learn the craft of research on journalism and media issues under the supervision of faculty members. Students will develop research questions, compile reviews of literature and conduct research to produce a traditional academic paper or a professional policy paper or project.
Assessment: 100% coursework.
Prerequisite: with the permission of supervisor.

JMSC3013. Multimedia magazine design (6 credits)

This course involves creative new media design and equips students to become accomplished in the design and production of print media, web and app design and interactive media design for desktop monitors and mobile devices in the Journalism industry.
Assessment: 100% coursework.

JMSC3014. Advanced strategic communications (6 credits)

The course involves in-depth discussion and analysis on some of the new trends and practices in strategic communications in the real world. Students can get the first hand of knowledge and exposure to some new PR and communications areas, including ESG, diversity & inclusion, CSR, healthcare communications, crisis communications, public affairs, creative storytelling, stakeholder engagement, research-led communications.
Assessment: 100% coursework.

JMSC3015. Documentary video production (6 credits)

This is a hands-on practical course on the techniques of documentary video production. Students will be primed on the various styles of documentary videos. They will learn and practice all the necessary steps to produce a short documentary video.
Assessment: 100% coursework.
Prerequisite: JMSC2015

JMSC4001. Journalism capstone experience (6 credits) (for BJ students only)

The journalism capstone experience for each final-year student will culminate in the production of either: a substantial work of publication-ready journalism, whether print, video, or multiple media, that focuses on a topic directly related to the student's other major; or, a substantial, publication-ready academic research paper that makes a valuable contribution to media studies research and also relates to the student's other major.
Assessment: 100% coursework.

FOSS2019. Global Citizenship internship (12 credits)

In order to fulfil the graduation requirement under the theme of 'Global Citizenship', students are expected to develop strong analytical abilities in solving complex problems by undertaking

non-local internships. For students taking non-local internships, they will begin their internships after completion of the intensive internship workshops. They will be placed in international NGOs or other socially-focused public/private organizations during term time or the summer. Through the participation in the non-local internships, students are expected to engage in working closely with international organizations, identifying key issues and developing strategies to enhance social development and promote social innovation. They are expected to conduct critical analysis of social issues, and to propose strategies to address the problems identified in their community organizations. They will be supervised and assessed by both an academic tutor and a workplace supervisor.
On completion of the internship, students are required to give a project presentation to reflect on their work-related experiences, and in particular to demonstrate how they integrate academic theories with their work-related experiences. To complete the internship, students must write an extensive report critically reflecting on theories learned in class and analysing empirical findings and work experience gained from the internship.
Assessment: 100% coursework.

FOSS2022. Global intensive learning programme (6 credits)

In order to fulfil the graduation requirement under the theme of 'Global Citizenship', students may undertake this 6-credit, 4-week non-local internship, together with another 6-credit endorsed experiential learning course.
Students will begin the 4-week internship after completion of the intensive training workshops. They will be placed either at a non-local social services organisation, research institution, think tank or other socially-focused public/private organisation during summer. Through the participation of an intensive 4-week internship outside Hong Kong, students can expand their horizons and integrate their academic knowledge with first-hand practical experience to explore the latest social development abroad by going beyond the confines of the campus, their own academic disciplines in social sciences and geographical boundaries. Students will be supervised and assessed by both an academic tutor and a supervisor from the Community Partner organisation.
Assessment: 100% coursework.

FOSS2023. Global Social Impact lab (6 credits)

Students may undertake this 6-credit, 4-week project-based course, which is composed of 2-week intensive workshops and a 2-week field visit, together with another 6-credit endorsed experiential learning course in order to fulfil the 'Global Citizenship' requirement.
Students will begin the 2-week on-site internship after completion of the 2-week training workshops on a specific social or environmental issue. Students will work in groups to develop a proposal for an NGO or community organisation. Through the participation of the intensive 2-week trainings in Hong Kong and another 2-week field visit outside Hong Kong, students can expand their horizons and integrate their academic knowledge with first-hand practical experience to explore the latest social development abroad by going beyond the confines of the campus, their own academic disciplines in social sciences and geographical boundaries. Students will be supervised and assessed by both an academic tutor and a supervisor from the Community Partner organisation.

Assessment: 100% coursework.

FOSS2026. Global Experiential Learning I – Field Immersion (6 credits)

Global Experiential Learning I (GEL-I) – Field Immersion is taken as a co-requisite of Global Experiential Learning II (GEL-II) – Advanced Praxis. Students should complete GEL-I first (or concurrently) to consolidate experiential learning through authentic workplace or equivalent participation and guided reflection. The course GEL-I provides the experiential foundation for theory-informed academic integration in GEL-II.
The course provides structured and supervised internship experience in non-governmental, corporate, government organisations or equivalent cross-cultural experience aligned with social science disciplines. Through relevant workplace immersion, students develop technical skills (e.g., data analysis, professional writing) and professional attributes such as ethics, initiative, adaptability, and workplace communication, while gaining first-hand exposure to organisational, social, and policy contexts and how social issues are encountered and addressed in practice.
The course emphasises learning through participation, observation, and guided reflection, and serves as the experiential foundation for academic integration for Global Experiential Learning II – Advanced Praxis.
While primarily designed for workplace internships, the course may also be offered through approved and supervised fieldwork experiences, subject to course requirements.
Assessment: 100% coursework.
Co-requisite: FOSS2027.

FOSS2027. Global Experiential Learning II – Advanced Praxis (6 credits)

Global Experiential Learning II (GEL-II) – Advanced Praxis is taken as a co-requisite of Global Experiential Learning I (GEL-I) – Field Immersion. Students typically complete GEL-I (or concurrently) to consolidate their experiential learning through structured workplace participation and guided reflection. Building on this foundation, GEL-II focuses on advanced praxis — the critical integration of practice, theory, and reflection.
Drawing on a non-local internship or equivalent professional out of classroom experience, students engage in systematic analysis of workplace practices, organisational dynamics, and social innovation and social or policy issues using relevant social science theories, concepts, and analytical frameworks.
The course emphasises sense-making, judgement, and articulation of learning, supporting students' ability to translate cross-cultural and boundary-crossing experiences into academically grounded and professionally meaningful insights. Through structured academic activities and integrative assessments, students develop the capacity to critically evaluate practice and position themselves as reflective and socially responsive emerging professionals.
Assessment: 100% coursework.
Co-requisite: FOSS2026.