

Global Communication
Applicable to students admitted in 2023-24

Major Programme Requirement

Students are required to complete a minimum of 72 units of courses as follows:

	Units
1. Faculty Package: COMM1150 and any two courses, offered by two different Programmes/Departments/Schools, chosen from the following: ARCH1001, 1002, DSPS1001, 1003, 1004, ECON1210, 1220, 2011, GLSD1001, GPAD1020, 1076, 1077, GRMD1302, 1401, 1402, PSYC1000, 1630, SOCI1001, 1201, SOSC1001, 1002, SOWK1001, 1113, 1114, URSP1001, 1002	9
2. Required Courses:	
(a) COMM1180, 2120, 2160, 2180, 2500, 2530, 3230, 3600 or 3710, 3610, 3700, 4150 (capstone course)	33
(b) Students are required to study in one or two overseas institution(s) for one or two academic term(s) via student exchange or study abroad programmes administered by the School of Journalism and Communication, Office of Academic Links or the Colleges, and complete at least 12 units of courses related to global communication approved by the School Director. Grades obtained in these courses are not included in the calculation of GPA. Students who are unable to obtain the required units from the overseas institution(s) must make up the shortfall by completing appropriate courses at CUHK, subject to the approval of the School Director.	12[a]
3. Elective Courses:	
At least 18 units from the following courses (Course that appear in more than one requirement can only be counted towards fulfillment of one requirement):	18[a]
(i) Advertising and Public Relations: COMM2811, 2812, 2813, 2814, 2830, 2840, 2850, 3810, 3811, 3812, 3820, 3830, 3831, 3832, 3840, 3841, 3850, 3855, 3860, 3870, 3881, 3888, 4848	
(ii) Journalism COMM2210, 2440, 2600, 2610, 2620, 2740, 2741, 2910, 3620, 3630, 3640, 3650, 3660, 3670, 3680, 3681, 3682, 3740, 3750, 3760, 5631, 5632, 5650, 5690	
(iii) Creative and New Media COMM2570, 2590, 2710, 2733, 2922, 2925, 2926, 2928, 2940, 2962, 3690, 3711, 3733, 3800, 3910, 3920, 3921, 3922, 3930, 3933, 3939, 3940, 3941, 3963, 4730, 4733, 4935, 4956, 4962	
(iv) Communication Studies COMM2140, 2570, 2590, 2920, 2930, 2932, 3130, 3131, 3132, 3191, 3193, 4040, 4191, 5110, 5111, 5775, 6420	
(v) Global Communication	

(vi)	COMM1120, 2540, 2590, 2741, 2811, 2850, 3200, 3550, 3690, 3721, 3722, 3841, 3930, 4250 Internship Experience COMM3200	Total: <u>72</u>
Explanatory Notes:		
1.	COMM courses at 2000 and above level will be included in the calculation of Major GPA for honours classification.	
2.	Students are responsible for the extra costs incurred in relation to the resident study in the overseas institution(s).	
[a]	Students may complete up to 24 units of courses related to global communication approved by the School Director during the resident study in the overseas institution(s). The extra units taken at the overseas institution(s) can be used to fulfill the requirements of Elective Courses, subject to the approval of the School Director.	

	Recommended Course Pattern	Units
First Year of Attendance	1 st term	
	Faculty Package: COMM1150 and 1 Faculty Package course	6
	Major Required: COMM1180	3
	Major Elective(s):	
Second Year of Attendance	2 nd term	
	Faculty Package: 1 course	3
	Major Required: COMM2120 and 2500	6
	Major Elective(s):	
Third Year of Attendance	1 st term	
	Major Required: COMM2180, 2530 and (COMM3600 or 3710)	9
	Major Elective(s):	
	2 nd term	
Fourth Year of Attendance	Major Required: COMM2160 and 3230	6
	Major Elective(s): 0-2 course(s)	0-6
	Compulsory Resident Study in One or Two Overseas Institution(s)	12-24
	1 st term	
Total (including Faculty Package):	Major Required: (COMM3610 or 4150) and COMM3700	6
	Major Elective(s): 0-2 course(s)	0-6
	2 nd term	
	Major Required: COMM3610 or 4150	3
	Major Elective(s): 2 courses	6

Course List		
Course Code	Course Title	Unit(s)
COMM1120	Development of Media and Communication	3
COMM1150	Introduction to Media Industries and Practices	3
COMM1180	English News Reporting and Writing	3

COMM2120	English News Production I	3
COMM2140	Media and Social Development in Mainland China	3
COMM2160	Communication Research Methods	3
COMM2180	English News Production II	3
COMM2210	News and Society	3
COMM2440	Photojournalism	3
COMM2500	Introduction to Global Communication	3
COMM2530	Critical Studies in Media and Communication	3
COMM2540	Public Sphere and Global Media	3
COMM2570	Hong Kong Cinema	3
COMM2590	Global Cinema	3
COMM2600	Introduction to Chinese Journalism	3
COMM2610	Foreign News Desk Practice	3
COMM2620	Feature Writing	3
COMM2710	Fundamentals in Visual Media	3
COMM2733	Radio and Podcast Production	3
COMM2740	Chinese Broadcast News	3
COMM2741	English Broadcast News	3
COMM2811	English Writing for Public Relations	3
COMM2812	Chinese Writing for Public Relations	3
COMM2813	Social Media and Crisis Communication	3
COMM2814	Integrated Public Relations Campaign and Event Management	3
COMM2830	Account Planning and Management	3
COMM2840	Advertising and Society	3
COMM2850	Introduction to Integrated Marketing Communications	3
COMM2910	News Analysis	3
COMM2920	Media, Sex and Violence	3
COMM2922	Introduction to Creative and New Media	3
COMM2925	Principles of Editing in Creative Media	3
COMM2926	Creative Design and Layout	3
COMM2928	Art Direction	3
COMM2930	Understanding Movies	3
COMM2932	Film Genres: Love, Death and Laughs	3
COMM2940	Internet, Digital Media and Information Society	3
COMM2962	Photography	3
COMM3130	Media and Cultural Criticism	3
COMM3131	Special Topic in Communication Studies I	3
COMM3132	Special Topic in Communication Studies II	3
COMM3191	Film, Television and Hong Kong Culture	3
COMM3193	Media and Gender	3
COMM3200	Communication Professional Internship	3
COMM3230	Current Issues in Global Communication	3
COMM3550	Global Finance for Communication Professionals	3
COMM3600	Laws and Ethics for Communication	3
COMM3610	English News Content Management	3
COMM3620	Investigative Reporting	3
COMM3630	Digital Journalism	3
COMM3640	China News Reporting	3

COMM3650	Social Media Analytics for Communication Professionals	3
COMM3660	Infographics and Data Visualization	3
COMM3670	Issues in Current Affairs	3
COMM3680	Business and Financial Reporting	3
COMM3681	Special Topic in Journalism I	3
COMM3682	Special Topic in Journalism II	3
COMM3690	User Interface Design: Socio-cultural Perspectives and Practices	3
COMM3700	Diversity Issues in Communication	3
COMM3710	Legal and Ethical Issues in Digital Media	3
COMM3711	Script Writing and Screenplay	3
COMM3721	Special Topic in Global Communication I	3
COMM3722	Special Topic in Global Communication II	3
COMM3733	Television Studio Production	3
COMM3740	Advanced Broadcast News	3
COMM3750	Visual Storytelling in Journalism	3
COMM3760	Health and Environmental Journalism	3
COMM3800	Digital Media Design and Application	3
COMM3810	Public Relations and Social Theory	3
COMM3811	Special Topic in Public Relations I	3
COMM3812	Special Topic in Public Relations II	3
COMM3820	Media Management for Public Relations	3
COMM3830	Legal Issues in Public Relations and Advertising	3
COMM3831	Special Topic in Advertising I	3
COMM3832	Special Topic in Advertising II	3
COMM3840	Chinese Copywriting for Advertising	3
COMM3841	English Copywriting for Advertising	3
COMM3850	Advertising Art Direction	3
COMM3855	Media Investment and Performance Marketing	3
COMM3860	Strategic Communication for Entrepreneurs	3
COMM3870	Social Responsibility and Sustainability Communication	3
COMM3881	Public Relations Case Analysis and Campaigns	3
COMM3888	Financial Public Relations	3
COMM3910	Sound Production	3
COMM3920	Creative Writing in Media	3
COMM3921	Special Topic in Creative and New Media I	3
COMM3922	Special Topic in Creative and New Media II	3
COMM3930	Digital Video Production	3
COMM3933	Music Industry, Production and Marketing	3
COMM3939	Film Directors	3
COMM3940	Immersive Storytelling	3
COMM3941	New Media and Entertainment Business	3
COMM3963	Entertainment Business	3
COMM4040	Directed Studies in Communication	3
COMM4150	Senior Research Project	3
COMM4191	Cultural Studies and Popular Culture	3
COMM4250	Global Digital Platforms: Culture, Power and Politics	3
COMM4730	Documentary	3
COMM4733	Advanced Television Studio Production	3

COMM4848	New Media Advertising	3
COMM4935	Cinematography	3
COMM4956	Fundamentals of Computer Animation	3
COMM4962	Advanced Photography	3
COMM5110	Topical Studies in Communication I	3
COMM5111	Topical Studies in Communication II	3
COMM5631	Topical Studies in Journalism I	3
COMM5632	Topical Studies in Journalism II	3
COMM5650	Journalism Theories and Analysis	3
COMM5690	Feature Writing	3
COMM5775	Cultures in Media	3
COMM6420	Strategies for Integrated Communication Campaigns	3