

**City University of Hong Kong  
Course Syllabus**

**offered by Department of Media and Communication  
with effect from Semester A 2022/23**

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**Part I Course Overview**

**Course Title:** Professional Internship

**Course Code:** COM5604

**Course Duration:** One Semester

**Credit Units:** 3

**Level:** P5

**Medium of Instruction:** The on-campus medium of instruction is English, while the medium of instruction in the workplace will depend on the specific requirement by the host organizations.

**Medium of Assessment:** English.

**Prerequisites:**  
(Course Code and Title) Nil

**Precursors:**  
(Course Code and Title) Nil

**Equivalent Courses:**  
(Course Code and Title) Nil

**Exclusive Courses:**  
(Course Code and Title) Nil

## Part II Course Details

### 1. Abstract

This course aims to provide students with opportunities to put their knowledge and skills into practice and to discover innovative means in media communication and gain on-the-job experience in an internship. Students will have hands-on experiences in innovative productions of news, advertising, and/or public relations products, especially in documentary productions. They will develop knowledge and innovative abilities in the media and communication industry and gain practical understanding of the operations of the organization that they serve.

### 2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

No.	CILOs	Weighting (if applicable)	Discovery-enriched curriculum related learning outcomes (please tick where appropriate)		
			A1	A2	A3
1.	Apply their knowledge and skills in media and communication during the internship.		√	√	√
2.	Undertake tasks by own initiatives that contribute to the whole project.		√	√	√
3.	Communicate effectively in both oral and written forms. Demonstrate critical thinking skills in proposing and editing.		√	√	√
4.	Discover innovative communication means and present themselves effectively in applications for future employment by acquiring work experiences.		√	√	√
		100%			

*A1: Attitude*

*Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.*

*A2: Ability*

*Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to self-life problems.*

*A3: Accomplishments*

*Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.*

### 3. Teaching and Learning Activities (TLAs)

(TLAs designed to facilitate students' achievement of the CILOs.)

TLA	Brief Description	CILO No.				Hours/week(if applicable)
		1	2	3	4	
Analysis report	An analysis report about the learning process of the internship is required to submit at the end of the semester	✓	✓	✓	✓	

### 4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

Assessment Tasks/Activities	CILO No.				Weighting	Remarks
	1	2	3	4		
Continuous Assessment: 100%						
Analysis report Write-up	✓	✓	✓	✓	100%	
Examination: NA						
					100%	

## 5. Assessment Rubrics

*(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)*

Applicable to students admitted in Semester A 2022/23 and thereafter

Assessment Task	Criterion	Pass (P)	Failure (F)
1. Analysis report write-up	Ability to explain in details and with accuracy methods of inquiry useful in analysing the learning process of the internship	ABILITY to communicate effectively in written forms; CAPACITY to present themselves effectively in applications to future employment by acquiring work experiences; ABILITY to reflect critically on one's performance; Connecting workplace learning with overall knowledge acquired in COM programmes.	Not even reaching marginal levels

Applicable to students admitted before Semester A 2022/23

Assessment Task	Criterion	Pass (P)	Failure (F)
1. Analysis report write-up	Ability to explain in details and with accuracy methods of inquiry useful in analysing the learning process of the internship	ABILITY to communicate effectively in written forms; CAPACITY to present themselves effectively in applications to future employment by acquiring work experiences; ABILITY to reflect critically on one's performance; Connecting workplace learning with overall knowledge acquired in COM programmes.	Not even reaching marginal levels

### **Part III Other Information** (more details can be provided separately in the teaching plan)

#### **1. Keyword Syllabus**

*(An indication of the key topics of the course.)*

Internship, documentary production, advertising industry, public relations, media industry, employability

#### **2. Reading List**

##### **2.1 Compulsory Readings**

*(Compulsory readings can include books, book chapters, or journal/magazine articles and documentaries. There are also collections of e-books, e-journals and documentary films available from the CityU Library.)*

1. Bill Nichols, (2010). *Introduction to Documentary* (2<sup>nd</sup> ed.) Indiana University Press
2. Hewitt, John, and Vazquez, Gustavo, “*Documentary Filmmaking: A Contemporary Field Guide,*” New York: Oxford University Press, 2010
3. Sheila Curran Bernard, (2007). *Documentary storytelling: Making stronger and more dramatic nonfiction films* (2<sup>nd</sup> ed.). Focal Press.
4. Jolliffe, G., & Zinnes, A. (2006). *The documentary film makers handbook* (1<sup>st</sup> ed.). New York; London: Continuum.
5. Robert McKee, (1997). *Story: Style, Structure, Substance, and the Principles of Screenwriting.* ReganBooks

##### **2.2 Additional Readings**

*(Additional references for students to learn to expand their knowledge about the subject.)*

1. Anthony Q., (2007). *The shut up and shoot documentary guide: A down & dirty DV production.* Focal Press.
2. Beattie, K. (2004). *Documentary screens: non-fiction film and television.* New York: Palgrave Macmillan.
3. Bernard, S. C. (2004). *Documentary storytelling for film and videomakers.* Amsterdam; Boston; London: Elsevier/Focal Press.
4. Chapman, J. (2007). *Documentary in practice: filmmakers and production choices.* Cambridge: Polity.
5. Graber, Doris A., (2000). *Media power in politics* (4<sup>th</sup> ed.). Congressional Quarterly.
6. Maxine Baker, (2005). *Documentary in the digital age.* Focal Press.
7. Parenti, Michael (1993). *Inventing reality: The politics of the news media* (2<sup>nd</sup> ed.). Bedford/St. Martin’s.
8. Thompson, R., & Malone, C. (2004). *The broadcast journalism handbook: a television news survival guide.* Lanham, Md.: Rowman & Littlefield.

9. Zalbertus, A., & Rosenblum, M. (2004). *Video journalism: the digital revolution*. Berlin: Uni-Edition.