

# CAH3167: CHINESE FOR MASS MEDIA

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## Effective Term

Semester A 2022/23

## Part I Course Overview

### Course Title

Chinese for Mass Media

### Subject Code

CAH - Chinese and History

### Course Number

3167

### Academic Unit

Chinese and History (CAH)

### College/School

College of Liberal Arts and Social Sciences (CH)

### Course Duration

One Semester

### Credit Units

3

### Level

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

### Medium of Instruction

Chinese

### Medium of Assessment

Chinese

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

CTL3167 Chinese for Mass Media

### Exclusive Courses

Nil

## Part II Course Details

### Abstract

This course aims to enhance students' professional knowledge and skills for mass media communication in the Chinese context.

### Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Identify the characteristics of different forms of mass media communication.	15		x	
2	Describe the typology and nature of Chinese communication in the context of mass media.	25		x	
3	Employ a variety of sophisticated techniques to handle communication for the Chinese media.	20	x	x	
4	Demonstrate the ability to write effectively for the Chinese media, especially for in-dept interview of people.	40		x	x

#### A1: Attitude

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

#### A2: Ability

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

#### A3: Accomplishments

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

### Teaching and Learning Activities (TLAs)

TLAs	Brief Description	CILO No.	Hours/week (if applicable)	
1	Lectures	Lecturing on selected topics, case analysis, and issues pertaining to the mass media scene.	1, 2, 3, 4	1 hr
2	Tutorials	Group discussions, oral presentations, class exercises.	1, 2, 3, 4	2 hr
3	Readings	Reading book chapters and articles for the students' discovery of the salient features of the mass media.	1, 2, 3, 4	

4	Writing tasks	Different writing activities and assignments to enrich the students' employment of various strategies and techniques in Chinese related to the mass media.	1, 2, 3, 4	
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**Assessment Tasks / Activities (ATs)**

ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)	
1	Oral presentation - Students will do an individual or group presentation on a selected topic.	1, 2, 3	35	
2	Written Assignments - Final assignment of interview and reporting.	2, 3, 4	45	
3	Class discussions - Students are required to provide critical views in class discussions	1, 2, 3, 4	20	

**Continuous Assessment (%)**

100

**Examination (%)**

0

**Assessment Rubrics (AR)****Assessment Task**

Classwork on the analysis and application of media interview techniques

**Criterion**

Understanding of analysis techniques, writing skills and schemes of various genres of media writings learnt in class.

**Excellent (A+, A, A-)**

Excellent understanding of analysis techniques, writing skills and schemes of various genres of media writings learnt in class.

**Good (B+, B, B-)**

Good understanding of analysis techniques, writing skills and schemes of various genres of media writings learnt in class.

**Fair (C+, C, C-)**

Adequate understanding of analysis techniques, writing skills and schemes of various genres of media writings learnt in class.

**Marginal (D)**

Marginally satisfies the basic requirements of the criterion.

**Failure (F)**

Fail to meet minimum requirements of the criterion.

### **Assessment Task**

Written assignments

#### **Criterion**

1. Command of knowledge in the area of media writings.
2. Understanding of schemes of various genres of media writings.
3. Skills in writing and editing media writings of various topics to address communication purposes.

#### **Excellent (A+, A, A-)**

1. Excellent command of knowledge in the area of media writings.
2. Excellent understanding of schemes of various genres of media writings.
3. Excellent skills in writing and editing media writings of various topics to address communication purposes effectively.

#### **Good (B+, B, B-)**

1. Good command of knowledge in the area of media writings.
2. Good understanding of schemes of various genres of media writings.
3. Good skills in writing and editing media writings of various topics to address communication purposes effectively.

#### **Fair (C+, C, C-)**

1. Adequate command of the course content.
2. A certain degree of understanding of schemes of various genres of media writings.
3. Fair writing and editing skills of media writings to address communication purposes.

#### **Marginal (D)**

1. Show rarely familiarity with the subject matter.
2. Marginal command of course materials, with the ability to identify the features of some important genres of media writings.
3. Marginal ability and skills to demonstrate a mastery of writing, editing and presentations of media writings.

#### **Failure (F)**

Fail to meet the requirements of the criterion.

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### **Assessment Task**

Oral presentations

#### **Criterion**

Skills to demonstrate understanding of the subject and logic of media writings.

#### **Excellent (A+, A, A-)**

Excellent presentation skills to demonstrate a thorough understanding of the subject and logic of media writings.

#### **Good (B+, B, B-)**

Good presentation skills to demonstrate a good understanding of the subject and logic of media writings.

#### **Fair (C+, C, C-)**

Acceptable presentation skills to demonstrate a limited understanding of the subject and logic of media writings.

#### **Marginal (D)**

Marginally demonstrate the basic understanding of the subject.

#### **Failure (F)**

Fail to demonstrate the basic understanding of the subject.

## Part III Other Information

### Keyword Syllabus

1. Forms and genres of mass media communication.
2. Characteristics and nature of Chinese communication in the context of mass media.
3. Lexical, syntactic, rhetoric and stylistic choices for Chinese media writing.
4. Writing techniques and communication strategies for the major forms of mass media, such as news reports, news features, news editorials, human-interest articles, profiles and personality sketches, travel writings, entertainment features, column writings etc.
5. Selected readings pertaining to issues related to the contemporary mass media field

### Reading List

#### Compulsory Readings

Title	
1	馬家輝 著 <站錯邊: 抗爭的抉擇政治學> 香港: 花千樹 2012
2	蘇美智 著 <外傭: 住在家中的陌生人> 香港: 三聯 2015
3	彭家發 著 <進階新聞寫作> 台北: 五南 2008
4	蔡曉彤 林茵 黃熙麗 著 <工廈裡的人> 香港: 三聯 2015
5	錢原: 《新聞新論》, 台北, 五南圖書出版股份有限公司, 2003。
6	賴蘭香 <傳媒中文寫作> (全新修訂版) 香港: 中華書局 2012
7	黃天賜 著 <新聞與香港社會真相> 香港: 中華書局 2013
8	明報專題組 著 <明察天下>一及二集 香港: 明報 2015。
9	梁麗娟 著 <蘋果掉下來> 香港: 次文化堂2006

#### Additional Readings

Title	
1	Nil