THE EDUCATION UNIVERSITY OF HONG KONG

Course Outline

Part I

Programme Title: Bachelor of Social Science Education (Honours) (Greater China Studies)
Programme QF Level: 5
Course Title: Communication Studies in the Public and Education Sectors
Course Code: SSC2184
Department: Department of Asian and Policy Studies
Credit Points: 3
Contact Hours: 39
Pre-requisite(s): Nil
Medium of Instruction: EMI
Course Level: 2

Part II

The University’s Graduate Attributes and seven Generic Intended Learning Outcomes (GILOs) represent the attributes of ideal EdUHK graduates and their expected qualities respectively. Learning outcomes work coherently at the University (GILOs), programme (Programme Intended Learning Outcomes) and course (Course Intended Learning Outcomes) levels to achieve the goal of nurturing students with important graduate attributes.

In gist, the Graduate Attributes for Undergraduate, Taught Postgraduate and Research Postgraduate students consist of the following three domains (i.e. in short “PEER & I”):

- Professional Excellence;
- Ethical Responsibility; &
- Innovation.

The descriptors under these three domains are different for the three groups of students in order to reflect the respective level of Graduate Attributes.

The seven GILOs are:
1. Problem Solving Skills
2. Critical Thinking Skills
3. Creative Thinking Skills
4a. Oral Communication Skills
4b. Written Communication Skills
5. Social Interaction Skills
6. Ethical Decision Making
7. Global Perspectives
1. Course Synopsis
This course is designed to help students acquire basic background knowledge of communication studies by focusing specifically on aspects of integrated approach of public and education sectors. With respect to the public sector, the course introduces marketing communication, public relations, as well as intercultural communication. Considering the education sector, the course addresses the communicating messages to schools and communities. Through lecture, illustration, case study, discussion, and news analysis, students are expected to learn how to distinguish communication in different sectors and issues in our daily life.

2. Course Intended Learning Outcomes (CILOs)
Upon completion of this course, students will be able to:
CILO₁ define communication and identify different components in communication process.
CILO₂ specify how messages are conveyed.
CILO₃ analyze communication in public sector.
CILO₄ critically reflect on communication in education sector.

3. Content, CILOs and Teaching & Learning Activities

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<thead>
<tr>
<th>Course Content</th>
<th>CILOs</th>
<th>Suggested Teaching &amp; Learning Activities</th>
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<tbody>
<tr>
<td>a. An introduction to Communication Studies: purposes and concepts</td>
<td>CILO₁</td>
<td>Lectures and seminars that discuss various concepts of communication</td>
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<td>b. The Theory of the Communication Process</td>
<td>CILO₁,₂</td>
<td>Tutorials and student presentations so as to familiarize students with all the essential topic pertinent to communication</td>
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<td>c. Communication in the Public Sector</td>
<td>CILO₃</td>
<td>Group discussion and case discussions with the guidance from the instructor</td>
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<tr>
<td>d. Communication in the Education Sector</td>
<td>CILO₄</td>
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4. **Assessment**

<table>
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<tr>
<th>Assessment Tasks</th>
<th>Weighting (%)</th>
<th>CILOs</th>
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<tbody>
<tr>
<td>(a) Class discussion and participation</td>
<td>20%</td>
<td>CILO1-4</td>
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<tr>
<td>• Students are expected to read relevant readings before s/he attends the seminars and must participate actively in the discussion.</td>
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<td>(b) Tutorial presentation and report</td>
<td>40%</td>
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<td>• Students are required to work as a team and make a presentation; prepare questions and ideas for discussion; and encourage active participation among other members of the class.</td>
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<td>• Each student is required to prepare his/her group essay based on the chosen group presentation topic (1,500 – 2,000 words).</td>
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<td>(c) Examination</td>
<td>40%</td>
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<td>• The examination will consist of a mix of multiple choice, short answer, and essay questions.</td>
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5. **Required Text(s)**
Nil

6. **Recommended Readings**


7. Related Web Resources
Nil

8. Related Journals
Communication Education. Routledge / Taylor & Francis.
9. **Academic Honesty**
The University adopts a zero tolerance policy to plagiarism. For the University’s policy on plagiarism, please refer to the *Policy on Academic Honesty, Responsibility and Integrity with Specific Reference to the Avoidance of Plagiarism* by Students ([https://www.eduhk.hk/re/modules/downloads/visit.php?cid=9&lid=89](https://www.eduhk.hk/re/modules/downloads/visit.php?cid=9&lid=89)). Students should familiarize themselves with the Policy.

10. **Others**
Newspaper articles and on-line videos on relevant topics and issues will be used wherever and whenever necessary and feasible.

Last updated: 27 December 2018