Part I

Course Title: Want to be a Journalist? 我要做記者
Course Code: GEC2049
Department: CCA
Credit Point: 3
Contact Hours: 39
Pre-requisite(s): Nil

Part II

1. Synopsis

This course introduces students to the structure and functions of the Hong Kong news media. The news media have always played a vital role in society and, with today’s multimedia technologies, are evolving more ways to interact with audience and public engagement. The course provides a thorough grounding in the theory and practice skills of news reporting, as well as covering basic legal and ethical aspects of journalism. Topical news events are examined as illustrations of social diversity, and connectivity between person and social dimensions.

Students will have various opportunities to interact with journalists and broadcasters from RTHK, Television Broadcast (TVB), Hong Kong Commercial Broadcasting (CRHK) and Solution on Wheels (HKSOW). They will get to know journalism is a form of communication based on asking, and answering, the “5W's” questions (i.e. who, what, when, where, why, and also how), as well as how the journalists and broadcasters operate behind the scenes.

This course will train students with news decision making, news gathering, researching, newsroom operations, reporting, evaluating, writing and broadcasting skills through the practical experience of their assignments. They are expected to demonstrate ability to plan and present on-air radio shows, including pre-planning, and recording voice tracks.
2. **Course Intended Learning Outcomes (CILOs)**
Upon successful completion of this course, students should be able to:

**CILO1:** Describe how journalists construct news and cultivate citizenship, as well as explaining the responsibilities and ethics of the profession.

**CILO2:** Identify and analyze the roles of the various news media, including print media, broadcast news and more recently the internet, and evaluate their approaches to delivering local and international news and information.

**CILO3:** Apply the knowledge, attitude, and skills on broadcast interviews, and media communication development to Hong Kong mass communication.

**CILO4:** Distinguish among breaking news, feature, and explanatory stories, and show an ability to critically analyze peers and their own publishable news stories.

3. **Content, CILOs and Teaching & Learning Activities**

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<tr>
<th>Course Content</th>
<th>CILOs</th>
<th>Suggested Teaching &amp; Learning Activities</th>
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<tbody>
<tr>
<td><strong>Introduction</strong></td>
<td><em>CILO</em>1,2,3,*</td>
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<tr>
<td>An introduction to print and broadcast news media. What makes a good journalist or broadcaster?</td>
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<td>-Lecture, Group discussions, Wall posters</td>
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<tr>
<td><strong>What is News?</strong> How to develop a strong news sense and recognize the different factors which dictate the strength and prominence of published stories. Identifying the professional skills and personal qualities required of the news reporter. How to make contacts and identify and follow up story leads. News intros, the 5 Ws (who, what, when, where, why, and also how), inverted pyramid, balance, padding, who to quote and what to ask, good vs. bad reporting, developing a “nose” for news, research, making the story stand up, news values, finding the facts, fact checking.</td>
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<tr>
<td><strong>Journalists and the Law</strong> To learning about the real world of journalism, and the responsibilities and ethics of the profession. To learn legal restrictions and how journalists can avoid costly legal action. What is a free press? Should the press be free to regulate itself?</td>
<td><em>CILO</em>1,2,3,*</td>
<td>-Lecture and Video Discussion on the conceptual questions?</td>
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<tr>
<td><strong>Techniques for News Reporting</strong> To learn essential basic newsgathering, researching, and writing skills. To understand the responsibilities to your readers and relationships with your subjects and how to deal with a boring/difficult/unhelpful interviewee. To introduce the importance of the news diary in allocating workloads, and what is involved in making the 'calls'.</td>
<td><em>CILO</em>1,2,3,4*</td>
<td>-Guest Speaker: Junior reporter/producer. Class discussions</td>
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<td><strong>Radio Station Operations</strong></td>
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<td>Students first visit to a radio station/mobile broadcast studio.</td>
<td><strong>CILO</strong> 2,3,</td>
<td>-Field Trip</td>
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<td><strong>Morality and Values of Journalism</strong></td>
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| To learn the importance of citizenships, news media, and the value of "freedom of speech" among the tertiary students. 
What can be learnt from experience? Insight and instinct, the accurate interpretation of complex facts and their repercussions. | **CILO** 1,2,3,4 | -Guest speaker: Senior Broadcaster/Journalist |
| **Writing Features** |  
| The different structure and style required for a features article. How to gauge the right approach; focus on the importance of interviews in features writing and how to adapt the tone and style to the subject. Dealing with topical news features. 
The basic rules of interviewing, both face-to-face and by telephone. The role and responsibilities, the skills and personal qualities required. | **CILO** 1,2,3,4 | -Lecture 
-Workshop |
| **Introduction to “Solution Journalism”** |  
| Practitioners of solution journalism present social issues through a "solution frame" rather than a "problem frame", focusing on the practical and human elements of social innovation, i.e. who's solving what and how. | **CILO** 1,2,3,4 | -Lecture 
(Role play) |
| **News Media and Technology** |  
| Solution - On- Wheels, 4G LTE mobile technology studios will enable the journalists/broadcasters to conduct community focus groups around town -- bringing "town hall meetings" to the people. | **CILO** 2,3, | -Lecture 
-Technology demonstrations |
| **On-Air Radio Shows - Practical Experience** |  
| The differences in approach between broadcast and print journalism. Learning the requirements of broadcast news presentation and the relevant technical terms. How scripted narration and pre-recorded items are integrated to form a broadcast news item. The techniques of 'voice-over' and the skills of the radio and TV commentator. | **CILO** 1,2,3,4 | On Air –radio shows |
| **Student led seminar: What is Hong Kong News?** |  
| This section will comprise of a number of seminars to be presented by students of the class. | **CILO** 1,2,3,4 | Student led Seminar |
4. Assessment

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<tr>
<th>Assessment Tasks</th>
<th>Weighting (%)</th>
<th>CILO</th>
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<tbody>
<tr>
<td>a. <strong>News report</strong></td>
<td>20</td>
<td>CILO\textsubscript{1,2,4}</td>
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<td>Writing a factual report (including a fact sheet) of a recent event. Make sure each of the 5W’s &amp; H (who, what, when, where, why, and also how) have about 3 details.</td>
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<td>b. <strong>ON AIR Show (Group Work)</strong></td>
<td>40</td>
<td>CILO\textsubscript{1,2,3,4}</td>
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<td>Learning the writing requirements of various radio outlets. Writing a short radio script or interview for a fifteen to twenty minutes on air radio/broadcast show.</td>
<td>(5 group evaluation)</td>
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<td>c. <strong>Action Plan and Self Reflection</strong></td>
<td>40</td>
<td>CILO\textsubscript{1,2,3,4}</td>
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<td>Students will undertake a self-assessment exercise. Drawing up a personal 6-month action plan for self – advancement after this course with clear achievement targets of how to become a broadcast journalist.</td>
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5. **Required Text(s)**

6. **Recommended Readings**

7. Related Web Resources
Nil

8. Related Journals
Nil

9. Other
1.) Solution on wheels [www.hksow.hk](http://www.hksow.hk)
2.) Commercial Radio [www.881903.com](http://www.881903.com)
4.) Radio Television Hong Kong [www.rthk.hk](http://www.rthk.hk)
5.) D100 Radio Hong Kong [http://www.d100.net](http://www.d100.net)
6.) The 90s [http://www.hkgfm.net/REtro-90s-Radio](http://www.hkgfm.net/REtro-90s-Radio)
7.) Chill-Out [http://www.hkgfm.net/Chillout-Radio](http://www.hkgfm.net/Chillout-Radio)