

ONLINE JOURNALISM  
PRACTICAL CHINESE LANGUAGE AND HONG KONG SOCIETY  
FEATURE WRITING  
CHINESE NEWS WRITING  
PRINCIPLES OF JOURNALISM AND THE NEWS MEDIA  
JOURNALISM SUMMER INTERNSHIP  
JOURNALISM TRADITIONS  
COVERING CHINA  
VISUAL JOURNALISM  
DIGITAL MEDIA AND SOCIETY  
MEDIA RESEARCH: AN INTRODUCTION  
TELEVISION NEWS PRODUCTION  
NEWS PHOTOGRAPHY  
REPORTING PUBLIC HEALTH ISSUES  
PROFESSIONAL WRITING FOR THE MEDIA  
STATISTICS FOR JOURNALISTS  
MEDIA LAW AND ETHICS  
RADIO NEWS  
SPECIAL TOPICS IN JOURNALISM I

# BACHELOR OF JOURNALISM 2012-2013

ECONOMICS FOR JOURNALISTS  
CANTONESE FOR MAINLAND STUDENTS  
INTRODUCTION TO TELEVISION  
ACADEMIC ENGLISH FOR SOCIAL SCIENCES  
GLOBAL CITIZENSHIP  
DOCUMENTARY FILM APPRECIATION  
INTERNATIONAL NEWS  
NEWS REPORTING AND WRITING WORKSHOP  
PUBLIC AFFAIRS REPORTING  
INTRODUCTION TO PHOTOGRAPHY  
SUPERVISED RESEARCH  
DOING MEDIA RESEARCH: QUANTITATIVE AND QUALITATIVE APPROACHES  
THE PRESS, POLITICS AND GOVERNMENT  
SPECIAL TOPICS IN JOURNALISM II  
REPORTING HONG KONG  
TELEVISION NEWS WRITING  
FUNDAMENTALS OF BUSINESS & FINANCIAL JOURNALISM  
ADVANCED ONLINE JOURNALISM  
INDEPENDENT STUDY  
PRACTICAL CHINESE LANGUAGE COURSE FOR SOCIAL SCIENCE STUDENTS  
COVERING THE ENVIRONMENT  
LITERARY JOURNALISM



**JMSC** Journalism and Media Studies Centre  
The University of Hong Kong  
香港大學新聞及傳媒研究中心  
HKU <http://jmsc.hku.hk/>

## Why Seek a Bachelor of Journalism Degree at HKU?

- The University of Hong Kong is a world-class university located on the doorstep of China in the heart of Asia, one of the world's most vibrant regions.
- The university offers English-language instruction in a multicultural environment.
- The JMSC boasts a faculty of distinguished international journalists and educators
- The course leads to a dual-major, liberal arts degree that is highly valued by employers.
- The course includes integrated training in print, broadcast and online media.
- The programme features small, skills-oriented classes and personal career guidance.
- There are exclusive seminars with experts and newsmakers.
- HKU offers exchange programmes with universities in U.S., Europe and elsewhere.

## About the JMSC

The Journalism and Media Studies Centre (JMSC) at The University of Hong Kong began as a graduate-level program in 1998 and later added a Bachelor of Journalism programme. At the undergraduate level, we offer 35 courses on topics including news reporting and writing for all forms of traditional and new media; media law and ethics, and journalism history and traditions from regional and global perspectives. The curriculum includes a strong element of instruction in the new, digital media, which are changing the nature of journalism. Special courses are also available, including Independent Study and Chinese News Writing.

Journalists should have a broad education, so we require Bachelor of Journalism students to acquire a second major. We also require students to participate in internship programs. These requirements, along with exchange programmes with leading universities in the U.S., Europe, Asia and elsewhere, as well as other special programmes and seminars held throughout the year, help us equip our students with the abilities they need to become the next generation of leaders in the rapidly changing field of journalism.



# Internships

The JMSC requires students to earn academic credits by working in a media internship during their course of study. Over the years, this has led to an internship network with dozens of local, regional and international media partners, which has enabled JMSC students to gain valuable on-the-job experience. In some cases, the internships have led to full-time jobs.

## Our internship partners include: (partial listing)

**Overseas media:** *The New York Daily News, The Nation* (Bangkok), *National Geographic Traveler, New American Media* (San Francisco), WGBH TV (Boston), KCTS TV (Seattle), WNYC Public Radio (New York), WRTI-FM (Philadelphia), The Associated Press (Bangkok), Pakistan Press Foundation (Karachi), Malaysiakini.com (Kuala Lumpur).

**Local English and international media:** CNN, CCTV (Hong Kong Station), CNBC Asia, Voice of America, Associated Press, Bloomberg News & Television, *Far Eastern Economic Review, Newsweek, International Herald Tribune, The South China Morning Post, The Standard, Weekend Standard, Reuters, The Wall Street Journal Asia.*

**Local Chinese media:** TVB, ATV, Cable TV, Now.com, Phoenix TV, RTHK, Commercial Radio, *Hong Kong Economic Times, Ming Pao, MingPao.com, Sing Tao Daily, Apple Daily, Wen Wei Po, Headline Daily, AM730, Metropolis Daily, Yazhou Zhoukan, Cup, City Magazine, Next Magazine, East Week.*

**PRC media:** CCTV (Beijing), Shanghai Television Station (Shanghai), Shanghai Media Group (Shanghai), China Radio International (Beijing), *China Daily* (Beijing), *Shanghai Daily, Southern Weekend* (Guangzhou), *21st Century World Herald* (Guangzhou).

# Scholarships

Scholarships are available for:

- **International exchanges**

Students placed in international exchanges can apply for financial assistance from the JMSC Student Exchange Scholarships. Awards are based on financial need, academic achievement and extra-curricular participation.

- **Local and international internships**

Students placed in unpaid or minimally paid local and international internships can apply for financial assistance from the JMSC Media Internship Fund. Awards are based on financial need, academic achievement and extra-curricular participation.

# International Student Exchange

The JMSC provides opportunities to learn beyond the classroom by emphasizing social and intellectual interaction and encouraging students to “think global.” In our exchange programme, students can apply for semester- or year-long exchange programmes at top journalism schools, including the University of Missouri and the University of Maryland in the United States, the Danish School of Media and Journalism in Denmark and Sciences Po in Paris, France. Through a separately run HKU programme, students also can apply for exchange opportunities at more than 100 other universities around the world.

# Career Opportunities

Graduates of our program have gone on to successful careers in print, television, radio and online media. Some are seeking post-graduate degrees and others are pursuing careers in fields such as banking, business and government service. A JMSC journalism education prepares students for different careers by emphasizing analytical and communication skills that are valued by employers in all fields.

# Admissions

The JMSC seeks intellectually curious students with a passion for learning. If you are keen to question, to explore and to be challenged, the JMSC welcomes your application.

For admission information, please contact:

**Academic Services Enquiry Office**

The University of Hong Kong

Tel: (852) 2859 2433

Email: [admissions@hku.hk](mailto:admissions@hku.hk)

Website: <http://www.hku.hk/admission>

For further information, please contact:

**Journalism and Media Studies Centre**

G24 Eliot Hall, The University of Hong Kong

Pokfulam, Hong Kong

Tel : (852) 2859 1156

Fax : (852) 2858 8736

E-mail : [jmscbj@hku.hk](mailto:jmscbj@hku.hk)

Website : <http://jmsc.hku.hk>



## Yuen-ying Chan

### Director and Professor

Ying Chan established The University of Hong Kong's Journalism and Media Studies Centre (JMSC) in 1998. She launched Hong Kong's first fellowships for working journalists and forged extensive ties between the university and the news industry. Chan's honors include a Nieman Fellowship at Harvard University, a George Polk Award for journalistic excellence and an International Press Freedom Award from the Committee to Protect Journalists. Chan has taught at Columbia University's Graduate School of Journalism in New York and was on the board of the Asian American Journalists Association.

## Jeffrey Timmermans

### Director, Bachelor of Journalism Programme Teaching Consultant

Jeffrey Timmermans was a reporter in Tokyo for The Wall Street Journal and a managing editor for Dow Jones Newswires in Hong Kong and Singapore. At Dow Jones, he directed the regional corporate and equities news coverage produced by a team of more than 150 journalists, and helped develop the company's in-house journalism training program. He also worked for Bain & Company, leading the global strategy consulting firm's public-relations efforts in Asia. He joined the JMSC in 2008 and has a master's degree in journalism from Columbia University.

## General Enquiries

### Wylie Cheung

Programme Officer, Bachelor of Journalism Programme

Tel: (852) 2859 1156 Fax: (852) 2858 8736

E-mail: jmscbj@hku.hk

# EACULTY

## Thomas Abraham

### Director of Public Health Media Project & Associate Professor of Practice

Thomas Abraham is a former editor of the *South China Morning Post*, Hong Kong's largest English-language newspaper. Prior to joining the SCMP, he spent 13 years as a foreign correspondent based in Sri Lanka, the United Nations Office in Geneva, and in London for one of India's leading newspapers, The Hindu. He has reported on conflicts in Sri Lanka, the former Yugoslavia, and Northern Ireland, as well as on major global issues such as world trade negotiations, human rights, arms control and disarmament.

## Fu King-Wa

### Research Assistant Professor

Fu King-Wa's research focuses on the media's influence on mental health and suicide, health communication, research methods, measurement, and statistics in journalism. He has a PhD from the JMSC, a master's degree in Social Sciences and a MPhil in Engineering from the Hong Kong University of Science and Technology. He obtained an undergraduate degree in Engineering from HKU. He was a journalist at the Hong Kong Economic Journal before turning to academia.

## Masato Kajimoto

### Teaching Consultant

Masato Kajimoto worked as an online reporter and "Specials" editor (web producer) for CNN before beginning a career in teaching and research. Born in Nagoya, Japan, he earned his bachelor's degree in English and American literature at Chuo University in Tokyo. He holds a master's in journalism from the University of Missouri in the U.S. As a professional journalist, Masato has written news articles, features and columns in English and in Japanese. As a journalism educator, he has supervised many multimedia projects integrating broadcast and Internet technologies.

## Qian Gang

### Co-director of China Media Project & Research Officer

Qian Gang is former managing editor of *Southern Weekend* (南方周末), a groundbreaking mainland newspaper based in Guangzhou. He also is one of the founders of China Central Television's News Probe (新聞調查), a weekly investigative news magazine. His award-winning book, "*The Great China Earthquake*," (唐山大地震), an account of the massive earthquake – the deadliest of the 20th century – that struck the northern Chinese city of Tangshan in 1976, is required reading for Hong Kong secondary school students.

## Diane Stormont

### Senior Teaching Consultant

Diane Stormont has worked as a journalist in Asia since 1981. She spent 10 years at the Reuters international news agency, the last two as chief of the Hong Kong bureau. In addition to short-term assignments throughout the region, she was posted to South Korea for three years. She has reported for a wide range of publications since becoming a freelancer in 1997. These include the *Daily Telegraph*, *The Economist*, the *Daily Deal* and *Lloyd's List Maritime Asia*. She is a former president of the Hong Kong Foreign Correspondents' Club.

## Miklos Sukosd

### Associate Professor

Miklos Sukosd was academic director for the Center for Media and Communication Studies at Central European University, where he also was associate professor. He also has taught at ELTE University in Hungary and at Princeton and Harvard universities in the U.S. He is the author or editor of numerous academic texts. His research interests include political communication and democratic performance of the media in post-communist states; media law, regulation and democratization in post-communist states; and environmental politics and communication.

## Doreen Weisenhaus

*(On sabbatical leave 2011-12)*

### Director of Media Law Project & Associate Professor

Doreen Weisenhaus is director of the Media Law Project, which provides research, courses, conferences and seminars on media law issues in Greater China and Asia. Prior to joining the JMSC in 2000, she was city editor of *The New York Times*. She also was the first legal editor of *The New York Times Magazine* before becoming its law and politics editor. Weisenhaus also was editor-in-chief of *The National Law Journal*, a leading publication for U.S. lawyers; a prosecutor in New York; a Chicago television news producer, and a reporter for the *Milwaukee Journal*.

# LECTURERS (Adjunct)

## Chan Pui King

Veteran investigative journalist and former editor-in-chief of *Next Magazine* who wrote guide on access to public information in Hong Kong while serving as the JMSC's first research fellow in 1999.

## Kevin Drew

A Hong Kong-based editor and correspondent for the global editions of *The New York Times* who has worked as reporter in U.S. and Europe and was formerly the head of CNN International's digital news operations in Asia-Pacific.

## Barry Kalb

Formerly a reporter for *The Washington Evening Star*, correspondent for CBS News in Asia and correspondent for Time magazine in West Berlin, Rome, New York and Hong Kong.

## Jim Laurie

A journalist and broadcaster for more than 35 years. Laurie's awards include two Emmys, the Overseas Press Club Award, and the Peabody Award for his Vietnam War coverage. He has also produced and written television documentaries, including one-hour specials on Cambodia, Japan, China, and Vietnam.

## Angharad Hampshire

Veteran journalist who has reported for the BBC World Service in the United Kingdom and from China, Nepal, Afghanistan and Africa and who has worked on many news, current and consumer affairs programs and documentaries.

## Matthew Leung

JMSC's creative director, responsible for designing and publishing educational and promotional materials, with more than 20 years experience in editorial production, including design, graphics and desktop publishing.

## Valentina Ma

Project manager for JMSC's Project for Public Culture, who also has worked for such leading Chinese-language publications as *Ming Pao*, *Next Magazine* and *Hong Kong Economic Times*. She has authored two books.

## Rob McBride

Veteran video journalist in Asia who started out in radio and whose video work has appeared on Granada TV, ITN, BBC, Sky News, CNBC, National Geographic Television, Star TV and PBS.

## Kees Metselaar

A photojournalist since the 1980s, covering war, famine and fun from Europe to the Middle East and on to Asia. He teaches photography at HKU and writes columns in two languages between photo assignments.

## Kevin Voigt

Hong Kong-based Asia business editor for CNN.com International. He has been an award winning journalist for a number of publications and a freelance public relations consultant to executives and Fortune 500 companies. He is a former features writer for *The Wall Street Journal Asia*.

## John Young

Graduate of Stanford Law School in the U.S., former special assistant to San Francisco mayor and former associate director of the JMSC, who developed and teaches one of the most popular broadening courses at HKU.



# 3-Year Curriculum Structure

Students will earn 180 credits, including 60 credits in journalism courses to be taken in the 2nd and 3rd years of study.

**Year I: Students are required to take the following courses:**

**A) Introductory Core Courses:**

- Principles of Journalism and the News Media
- News Reporting and Writing Workshop
- Statistics for Journalists
- Economics for Journalists

**B) Also, Common Core Courses (details at <http://commoncore.hku.hk/>), plus two English-language and one Chinese-language course from the following list of Language Courses:**

- Practical Chinese Language Course for Social Sciences Students/Practical Chinese Language and Hong Kong Society/Cantonese for Mainland Students
- Academic English for Social Sciences
- Professional Writing for the Media

**C) Free Electives**

**D) Second Major (Introductory Courses/ Prerequisites)**

**Years II and III: Students are required to take the following courses:**

**A) Advanced Core Courses:**

- Media Law and Ethics
- Television News Production
- Online Journalism

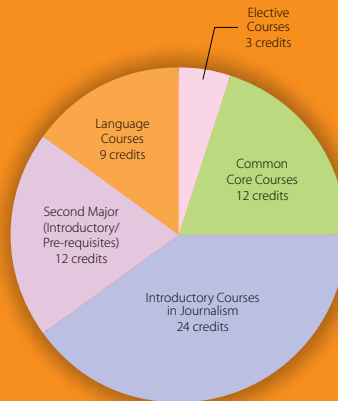
**B) Journalism Summer Internship**

**C) Second Major (Advanced Courses)**

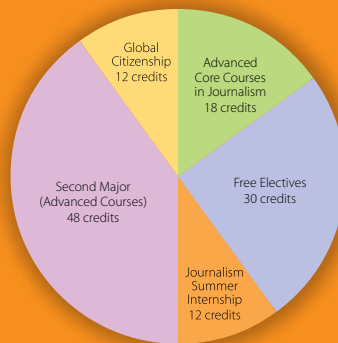
**D) Global Citizenship**

**E) Disciplinary Electives: Students are required to select five courses (equivalent to 30 credits) from the following options:**

- |                                      |   |
|--------------------------------------|---|
| • Feature Writing                    | • Covering the Environment                                      |
| • Chinese News Writing               | • Documentary Film Appreciation                                 |
| • Journalism Traditions              | • News Photography  |
| • Independent Study                  | • Supervised Research   |
| • The Press, Politics and Government | • Media Research: an Introduction                               |
| • Literary Journalism                | • Doing Media research: Quantitative and Qualitative Approaches |
| • Covering China                     | • Introduction to Photography                                   |
| • Visual Journalism                  | • Advanced Online Journalism                                    |
| • International News                 | • Reporting Hong Kong   |
| • Reporting Public Health Issues     | • Radio News  |
| • Special Topics in Journalism I     | • Digital Media and Society                                     |
| • Special Topics in Journalism II    | • Fundamentals of Business & Financial Journalism               |
| • Introduction to Television         |   |
| • Television News Writing            |   |
| • Public Affairs Reporting           |   |



Year I



Year II & III

Note: Curriculum structure is subject to confirmation in spring 2012.

# 4-Year Curriculum Structure

Students will earn 240 credits, including 60 credits in journalism courses to be taken in the 2nd, 3rd and 4th years of study.

**Year I: Students are required to take the following courses:**

**A) Introductory Core Courses (choose 3):**

- Principles of Journalism and the News Media
- News Reporting and Writing Workshop
- Statistics for Journalists
- Economics for Journalists

**B) Also, Common Core Courses (details at <http://commoncore.hku.hk/>), plus one English-language Course.**

**Years II, III and IV: Students are required to take the following courses:**

**A) Language Courses**

**B) Introductory Core Courses (choose 1):**

- Principles of Journalism and the News Media
- News Reporting and Writing Workshop
- Statistics for Journalists
- Economics for Journalists

**C) Advance Core Courses:**

- Media Law and Ethics
- Television News Production
- Online Journalism

**D) Journalism Summer Internship**

**E) Second Major**

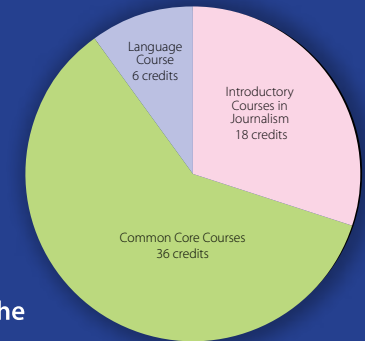
**F) Global Citizenship**

**G) Disciplinary Electives: Students are required to select four courses (equivalent to 24 credits) from the following options:**

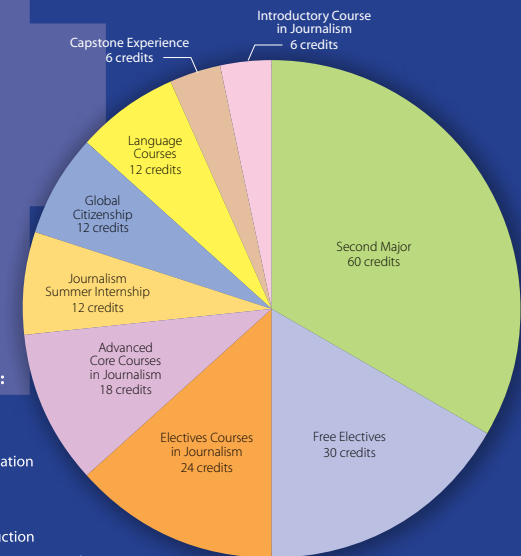
- |                                      |   |
|--------------------------------------|---|
| • Feature Writing                    | • Public Affairs Reporting                                      |
| • Chinese News Writing               | • Covering the Environment                                      |
| • Journalism Traditions              | • Documentary Film Appreciation                                 |
| • Independent Study                  | • News Photography  |
| • The Press, Politics and Government | • Supervised Research   |
| • Literary Journalism                | • Media Research: an Introduction                               |
| • Covering China                     | • Doing Media research: Quantitative and Qualitative Approaches |
| • Visual Journalism                  | • Introduction to Photography                                   |
| • International News                 | • Advanced Online Journalism                                    |
| • Reporting Public Health Issues     | • Reporting Hong Kong   |
| • Special Topics in Journalism I     | • Radio News  |
| • Special Topics in Journalism II    | • Digital Media and Society                                     |
| • Introduction to Television         | • Fundamentals of Business & Financial Journalism               |
| • Television News Writing            |   |

**H) Capstone Experience**

**I) Free Electives**



Year I



Year II, III & IV

Note: Curriculum structure is subject to confirmation in spring 2012.