

COM5604: PROFESSIONAL INTERNSHIP

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Professional Internship

Subject Code

COM - Media and Communication

Course Number

5604

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

P5, P6 - Postgraduate Degree

Medium of Instruction

Other Languages

Other Languages for 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

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

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.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Apply their knowledge and skills in media and communication during the internship.		x	x	x
2	Undertake tasks by own initiatives that contribute to the whole project.		x	x	x
3	Communicate effectively in both oral and written forms. Demonstrate critical thinking skills in proposing and editing.		x	x	x
4	Discover innovative communication means and present themselves effectively in applications for future employment by acquiring work experiences.		x	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.

Learning and Teaching Activities (LTAs)

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

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Analysis report Write-up	1, 2, 3, 4	100	

Continuous Assessment (%)

100

Assessment Rubrics (AR)**Assessment Task**

Analysis report write-up (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to explain in details and with accuracy methods of inquiry useful in analysing the learning process of the internship

Pass (P)

(P)

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.

Failure (F)

(F) Not even reaching marginal levels

Assessment Task

Analysis report write-up (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to explain in details and with accuracy methods of inquiry useful in analysing the learning process of the internship

Pass (P)

(P)

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.

Failure (F)

(F) Not even reaching marginal levels

Part III Other Information**Keyword Syllabus**

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

Reading List**Compulsory Readings**

Title	
1	Bill Nichols, (2010). Introduction to Documentary (2nd 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 (2nd ed.). Focal Press.

4	Jolliffe, G., & Zinnes, A. (2006). The documentary film makers handbook (1st ed.). New York; London: Continuum.
5	Robert McKee, (1997). Story: Style, Structure, Substance, and the Principles of Screenwriting. ReganBooks

Additional Readings

Title	
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 (4th 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 (2nd 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.