

COM8008: SELECTED ISSUES & TOPICS IN COMMUNICATION: SEMINAR ON RISK, CRISIS, STRATEGIC COMMUNICATION, & SOCIE

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Selected Issues & Topics in Communication: Seminar on Risk, Crisis, Strategic Communication, & Socie

Subject Code

COM - Media and Communication

Course Number

8008

Academic Unit

Media and Communication (COM)

College/School

College of Liberal Arts and Social Sciences (CH)

Course Duration

One Semester

Credit Units

3

Level

R8 - Research Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

COM8005: Quantitative Research Methods in Media and Communication

COM8007: Multivariate Analysis in Communication Research Or equivalent courses

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

This course offers an in-depth exploration of risk/crisis communication and strategic communication, with a specific focus on the Chinese societal culture. Through the lens of communication, organization, management, and cross-cultural psychology theories students will examine key concepts, theoretical frameworks, and methodological issues related to risk/crisis communication. The course covers various essential topics, including image restoration reputation management, relationship management, and trust management. This course also explores topics across diverse cultural and media contexts, including technology-mediated communication and AI-mediated trust in communication.

The primary goal of this course is to equip students with the knowledge and skills necessary for developing a conference paper and a journal article centered around the creation of a Chinese (and/or cross-cultural) model/theory of strategic communication. To facilitate this, students will have access to instructor-provided datasets, as well as the option to utilize their own data or open access datasets.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if DEC-A1 app.)		DEC-A2	DEC-A3
1	Explore and identify important issues in the field of communication and issues for communication research		x		
2	Evaluate and analyze these issues and topics in light of theoretical perspectives		x	x	
3	Conduct research on important issues using appropriate and innovative research methods, to discover new knowledge in the relevant domain			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	Class discussion and participation	Class discussions on theory and research for active interaction with the course material and critical thinking development.	3	Throughout the class

2	Analysis of selected topics and issues	Synthesis and analysis of a variety of relevant topics and issues for critical thinking and nuanced understanding of the subject matter.	1	Throughout the class
3	Research Project: individual and group research project of selected topics and issues using appropriate methods	Individual and group research projects on selected topics for skill development in conceptualization, research method, and data analysis.	2	One per semester

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Reflection essay / question and Class participation	1	35	
2	Group Project: Collaborative research project conducted by a group, focusing on selected topics, issues, and theories. The project should employ suitable research methods to investigate and analyze the chosen topics.	3	35	
3	Research Project: Individual research project centered around selected topics, issues, and theories. The project should utilize appropriate research methods to investigate and analyze the chosen topics.	2	30	

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Analysis of selected issues (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Capacity of analysing the selected topic in media and communication.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Class discussion and participation (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to present the analysis of the assigned readings and participate in the discussion. Take a leading role in literature critique and class discussion.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Research Project (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to conduct a research project of adequate quality by satisfying the key requirements and present the project professionally.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Exam (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

Criterion

Ability to understand the principles and fundamentals of selected topic in media and communication.

Excellent

(A+, A, A-) High

Good

(B+, B, B-) Significant

Fair

(C+, C, C-) Moderate

Marginal

(D) Basic

Failure

(F) Not even reaching marginal levels

Assessment Task

Reflection essay / question and class participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Capacity of analysing the selected topic in media and communication.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Moderate

Failure

(F) Basic

Assessment Task

Group project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to collaborate effectively with team member(s) to conduct a research project of adequate quality by satisfying the key requirements and present the project professionally.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Moderate

Failure

(F) Basic

Assessment Task

Individual project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to independently conduct a research project of adequate quality by satisfying the key requirements and present the project professionally.

Excellent

(A+, A, A-) High

Good

(B+, B) Significant

Marginal

(B-, C+, C) Moderate

Failure

(F) Basic

Part III Other Information

Keyword Syllabus

strategic communication, risk communication, crisis management, societal culture, Chinese societies, cross-culture communication

Reading List

Compulsory Readings

Title	
1	To be published.

Additional Readings

Title	
1	To be published.