

COM8009: INDEPENDENT STUDIES

Effective Term

Semester B 2024/25

Part I Course Overview

Course Title

Independent Studies

Subject Code

COM - Media and Communication

Course Number

8009

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

Nil

Precursors

Nil

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

The course aims to:
develop an in-depth understanding of a topic, through independent directed reading. To enable students to:

- Understand the range of issues underlying a particular area of communication study
- Critically read and evaluate a selection of existing literature in the field; and
- Identify and develop a specific focus for an in-depth study relevant to individual contexts of specialization.

There is no specified syllabus for this course. The student will be required to work with a designated supervisor, who initially will suggest a reading list in the area that the student has selected. The student, through independent study, will add to the reading list to develop a comprehensive annotated bibliography on the selected topic.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	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	
3	Conduct research on important issues using appropriate and innovative research methods, to discover new knowledge in the relevant domain		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	Reading	Weekly Readings on the selected areas of study	1	Throughout the class
2	Research	Conduct research on selected issues using appropriate methods	2	Throughout the class
3	Discussion	Weekly discussions of issues with the instructor	3	Throughout the class

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Analysis of selected issues	1	40	
2	Research Project: individual or group research project of selected issues using appropriate methods	2	50	
3	Class discussion and participation	3	10	

Continuous Assessment (%)

100

Examination (%)

0

Minimum Continuous Assessment Passing Requirement (%)

0

Minimum Examination Passing Requirement (%)

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

Ability to explain the concepts with proper methodological tools in analysing selected issues

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

Capacity for self-directed learning to critically identify and analyze an in-depth communication issue

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 explain the concepts and demonstrate original thinking

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

Analysis of selected issues (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to explain the concepts with proper methodological tools in analysing selected issues

Excellent

(A+, A, A-) Demonstrate the ability to explain the concepts with proper methodological tools in analysing selected issues.

Good

(B+, B) Some indication of the ability to explain the concepts with proper methodological tools in analysing selected issues.

Marginal

(B-, C+, C) Limited ability to explain the concepts with proper methodological tools in analysing selected issues.

Failure

(F) No demonstration of the ability to explain the concepts with proper methodological tools in analysing selected issues.

Assessment Task

Research Project (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Capacity for self-directed learning to critically identify and analyze an in-depth communication issue

Excellent

(A+, A, A-) Demonstrate the ability to generate in-depth scientific communication knowledge through empirical analysis.

Good

(B+, B) Some indication of the ability to generate in-depth scientific communication knowledge through empirical analysis.

Marginal

(B-, C+, C) Limited ability to generate in-depth scientific communication knowledge through empirical analysis.

Failure

(F) No demonstration of the ability to generate in-depth scientific communication knowledge through empirical analysis.

Assessment Task

Class discussion and participation (for students admitted from Semester A 2022/23 to Summer Term 2024)

Criterion

Ability to explain the concepts and demonstrate original thinking

Excellent

(A+, A, A-) Demonstrate the significant participation through in-class discussion

Good

(B+, B) Some indication of the class participation through in-class discussion

Marginal

(B-, C+, C) Limited contribution through in-class discussion

Failure

(F) No demonstration of the significant contribution through in-class discussion

Part III Other Information

Keyword Syllabus

Communication research, communication study, issue studies, topical studies, communication theory, empirical research

Reading List**Compulsory Readings**

	Title
1	Chaffee, S. H., & Berger, C. R. (1987). What communication scientists do? In C. R. Berger and S. H. Chaffee (Eds.), <i>Handbook of Communication Science</i> (pp. 99-122). CA: Sage.

2	Pan, Z. & McLeod, J.M. (1991). Multi-level Analysis in Mass Communication Research. <i>Communication Research</i> . 18: 138-171.
3	Neuman, W.R., Davidson, R., Joo, S.H., Park, Y.J., & Williams, A.E. (2008). The Seven Deadly Sins in Communication Research. <i>Journal of Communication</i> 58: 220-237.
4	Sullivan, J.L. (2013). <i>Media Audiences: Effects, Users, Institutions, and Power</i> . CA: Sage.
5	Frey, L.R., Botan, C.H. & Kreps, G.L. (2000). <i>Investigating Communication: An Introduction to Research Methods</i> . Boston: Allyn and Bacon.

Additional Readings

	Title
1	Nil