COM4307: VIDEO NEWS PRODUCTION AND ANCHORING

Effective Term
Semester A 2024/25

Part I Course Overview

Course Title
Video News Production and Anchoring

Subject Code
COM - Media and Communication

Course Number
4307

Academic Unit
Media and Communication (COM)

College/School
College of Liberal Arts and Social Sciences (CH)

Course Duration
One Semester

Credit Units
3

Level
B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction
Other Languages

Other Languages for Medium of Instruction
English [For practicum component: English and Chinese]

Medium of Assessment
Other Languages

Other Languages for Medium of Assessment
English supplemented by ChineseThis course is designed to teach students communication skills in both English and Chinese to prepare them for a bilingual working environment.

Prerequisites
COM2301 Video Production or COM2302 Video Editing or COM2303 Video Production and Editing

Precursors
Nil

Equivalent Courses
EN4531 Documentary Production III

Exclusive Courses

Nil

Part II Course Details

Abstract

This course aims to teach students professional skills in television news production in both English and Chinese, and to equip students with a working knowledge and skills of visual information processing, television story editing and production, and television newscast production. Special emphasis will be placed on TV news editing and production, TV newsroom operation, and effective use of video production equipment. Students will work through different news production projects, use digital equipment to process information, edit news stories, produce news stories in the Chinese and international contexts, and broadcast it through appropriate media outlets. Students will deal with real-life issues and challenges of TV news reporting business. While a portion of the course is largely hands-on, this course will also introduce the essential knowledge and principles of broadcast journalism.

Course Intended Learning Outcomes (CILOs)

	CILOs	Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Demonstrate knowledge and skills in the use of visual elements for news information processing and television news production	20	x	x	x
2	Gather and process visual news information and produce television news story packages	20	x	x	x
3	Write news stories in Chinese and English in line with the professional standard of the media industry	10	x	x	x
4	Deliver news stories orally in Chinese and English in line with the professional standards of the media industry	10	x	x	x
5	Produce television newscasts of professional quality that are acceptable for broadcasting through media outlets	40	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	Lectures	Students will explore the operations of a TV newsroom and TV news production	1, 2	3 weeks
2	Lectures	Students will learn TV news writing and editing	1, 2, 3	2 weeks
3	In-class exercises	Students will participate in in-class exercises on writing professional TV news, creating news packages, and producing standard newscasts	1, 2, 3	4 weeks
4	Lectures and guest lecture	Students will interact with and receive feedback from professional anchors and industry experts	1, 2, 4	2 weeks
5	In-class demonstration	Students will engage in in-class practice and demonstrations of on-camera news presentation	1, 2, 4	2 weeks
6	Visit	Students will visit a local TV news station	1, 2, 5	1 week
7	Lectures	Students will develop an in-depth understanding of media law and ethics	1, 5	1 week

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Class Participation	1, 2, 3, 4, 5	5	
2	Critiques on TV news production	1, 2, 3, 5	5	
3	In-class exercises on TV news writing and editing	2, 3	10	
4	In-class exercises on TV news delivery/anchoring	1, 4	10	
5	2 Quizzes on knowledge and skills on TV news production and newsroom operation	1, 2, 5	20	
6	Group project of a TV newscast in a "live" studio environment	1, 2, 3, 4, 5	50	

Continuous Assessment (%)

100

Examination (%)
0

Assessment Rubrics (AR)

Assessment Task
Class Participation

Criterion
1.1 Attend all lessons
1.2 Proactive and responsive in class

Excellent (A+, A, A-)
Students attend all lectures and participate in class discussions frequently

Good (B+, B, B-)
Students attend all lectures and participate in class discussions sometimes

Fair (C+, C, C-)
Students attend all lectures and participate in class discussions occasionally

Marginal (D)
Students miss more than one third of the classes without legitimate excuses

Failure (F)
Students miss more than half of the classes without legitimate excuses

---

Assessment Task
Critiques on TV news production

Criterion
2.1 Ability to identify news stories and newscast that meet professional standard

Excellent (A+, A, A-)
Work always involved profound insights and adequate analyses

Good (B+, B, B-)
Work usually involved profound insights and adequate analyses

Fair (C+, C, C-)
Work sometimes involved profound insights and adequate analyses

Marginal (D)
Work involved insignificant and inadequate analyses

Failure (F)
Not even reaching marginal levels

Assessment Task
In-class exercises on TV news writing and editing

Criterion

3.1 Ability to write television news stories based on information from news agency or local footage which includes visual and soundbite materials

3.2 Ability to edit raw news footage to tell a
coherent news story

Excellent (A+, A, A-)

Ability to demonstrate clear understanding of writing professional TV news stories

Good (B+, B, B-)

Ability to demonstrate full understanding of writing professional TV news stories

Fair (C+, C, C-)

Demonstrate limited understanding of writing professional TV news stories

Marginal (D)

Unable to demonstrate concepts of writing professional TV news stories

Failure (F)

Not even reaching marginal levels

Assessment Task

In-class exercises on TV news delivery/anchoring

Criterion

4.1 Ability to conduct anchoring from live newsroom environment
4.2 Ability of doing live reporting for news event

Excellent (A+, A, A-)

Conduct professional anchoring from live newsroom environment

Good (B+, B, B-)

Good presentation of anchoring from live newsroom environment

Fair (C+, C, C-)

Moderate performance of anchoring from live newsroom environment

Marginal (D)

Unable to conduct proper anchoring from live newsroom environment

Failure (F)

Not even reaching marginal levels

Assessment Task

Quizzes on knowledge and skills on TV news production and newsroom operation

Criterion

5.1 Ability to demonstrate knowledge of TV news production and newsroom operation

Excellent (A+, A, A-)

Demonstrate professional knowledge of TV news production and newsroom operation

Good (B+, B, B-)
Demonstrate adequate knowledge of TV news production and newsroom operation

Fair (C+, C, C-)
Demonstrate moderate knowledge of TV news production and newsroom operation

Marginal (D)
Demonstrate very limited knowledge of TV news production and newsroom operation

Failure (F)
Not even reaching marginal levels

Assessment Task
Group project of a TV newscast in a “live” studio environment

Criterion
6.1 Ability to set up a team of news production crew with detailed division of work

Excellent (A+, A, A-)
Produce a professional TV newscast in a "live" studio environment with detailed division of work and good time control

Good (B+, B, B-)
Produce a qualified TV newscast in a "live" studio environment with detailed division of work

Fair (C+, C, C-)
Barely produce a TV newscast in a "live" studio environment with detailed division of work or cannot have good time control

Marginal (D)
Unable to produce TV newscast in a "live" studio environment with detailed division of work or cannot have good time control

Failure (F)
No show or not even reaching marginal levels

Part III Other Information

Keyword Syllabus
Television news, journalism, news editing, television news production, electronic news, non-linear editing, visual story telling, visual effect, newsroom operation, newscast, broadcasting

Reading List

Compulsory Readings

	Title
1	Fred Shook, John Larson, & John DeTarsio (2008). Television Field Production and Reporting (5th ed.). Allyn & Bacon.
2	Schultz, B. (2005). Broadcast news producing. Thousand Oaks, Calif. Sage.
3	Silcock, B. W., Heider, D., & Rogus, M. T. (2007). Managing television news: a handbook for ethical and effective producing. Mahwah, N.J.: Lawrence Erlbaum Associates.
4	Broadcast News Writing, reporting, and producing/Frank Barnas and Ted White. Burlington, MA: Focal Press, 2013 6TH Edition.

5	香港廣播事務管理局電台電視業務守則。(You can download from this website for details of the codes and practices for local television stations: http://www.hkba.hk/en/doc/code_tvprog_e.pdf)

Additional Readings

	Title
1	Hemmingway, E. (2008). Into the newsroom: exploring the digital production of regional television news. London ; New York: Routledge.
2	Keirstead, P. O. (2005). Computers in broadcast and cable newsrooms: using technology in television news production. Mahwah, N.J.: L. Erlbaum.
3	Schroeder, A. (2009). Writing and producing television news: from newsroom to air. New York: Oxford University Press
4	Thompson, R., & Malone, C. (2004). The broadcast journalism handbook: a television news survival guide. Lanham, Md.: Rowman & Littlefield.
5	Wolsky, T. (2005). Video production workshop. San Francisco, CA: CMP Books; Distributed by Publishers Group West.
6	Zalbertus, A., & Rosenblum, M. (2004). Video journalism: the digital revolution. Berlin: Uni-Edition.
7	石長順 (2006)。電視新聞編輯與製作。中國：中南大學出版社。
8	劉進圖、黃智誠(2008) 。傳播法手冊(第二版) 。香港: 香港新聞行政人員協會
9	Producers' Guidelines of Radio Television Hong Kong (RTHK). 香港電台節目製作人員守則(1999) 。(You can download from this website: http://rthk.hk/about/guide/index.htm)
10	Guidelines on Election-related Activities in respect of the District Council Election (EAC). 區議會選舉活動指引 (2023). Ch 10. (You can download from this website for details: https://www.eac.hk/tc/elections/distco/dc_guide.html)