

COM4308: CONVERGENT NEWSROOM PRACTICUM

Effective Term

Semester A 2024/25

Part I Course Overview

Course Title

Convergent Newsroom Practicum

Subject Code

COM - Media and Communication

Course Number

4308

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 Chinese This course is designed to teach students communication skills in both English and Chinese to prepare them for a bilingual working environment.

Prerequisites

COM4306 Video News Reporting OR COM4307 Video News Production and Anchoring

Precursors

Nil

Equivalent Courses

EN4537 Documentary Production IV

Exclusive Courses

Nil

Part II Course Details**Abstract**

This non-timetabling and project-based practicum course aims to let students discover the practice of television newsroom operation and television news reporting and production in English or/and Chinese. It is designed to enhance students' skills and knowledge of visual information processing, television story editing and production, and television newscast production through actual operation of a newsroom-like setting. Special emphasis will be placed on TV news reporting, editing, and production, TV newsroom operation, and the effective use of video production equipment. Students will work as a television journalist on different positions in a newsroom, use the digital video equipment to gather news information, process information, edit the 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. As any professional news organization would require, students are expected to produce timely and proficient news stories and newscast.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Demonstrate knowledge and skills in news reporting, editing and television news production	10	x	x	x
2	Create news stories and operate a television newsroom under deadline pressure	20	x	x	x
3	Demonstrate proficiency in the use of a computer and related software for processing visual information and producing television news story packages	10		x	x
4	Use digital editing software to create visual effects	10		x	x
5	Write news stories in Chinese and/or English in line with the professional standards of media industry	20	x	x	x
6	Produce television newscasts of professional quality that are acceptable for broadcasting through media outlets	30	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	Group project consultation	Students will consult with the instructor on a regular basis about their group projects and seek feedback on news information processing and television news production through first-hand practice	1, 2	According to the production schedule
2	Group project consultation & class discussions	Students will participate in class discussions and consultations with the instructor to discuss how television news reporters, editors, and producers work in a newsroom	1, 2	According to the production schedule
3	Assignments	Students will participate in completing assignments on covering news events and issues as television news reporters	1, 2, 5	According to the assignment brief and production schedule
4	Exercises	Students will engage in short exercises on processing visual information, editing television news stories, and producing television newscasts for broadcasting in English and/or Chinese	3, 4, 5, 6	According to the assignment brief
5	Exercises	Students will engage in short exercises on news writing in Chinese and/or English	5	According to the assignment brief
6	Group project consultation and discussions	Students will participate in class discussions and consultations with the instructor to discuss how television newsrooms operate	6	According to the production schedule

Assessment Tasks / Activities (ATs)

ATs		CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	Effectiveness of teamwork at television newscast and news production	1, 2, 6	10	Each team has to produce newscast by deadline. According to individual contribution in group work, students' marks can be vary within a group.

2	Television news reporting and editing	1, 2, 5	20	
3	Visual effects used in television news production	3, 4	10	
4	Television news script writing and editing in Chinese or/and English	5	20	
5	Television newscast production	3, 4, 5, 6	40	Newscast presentation style can be traditional or creative

Continuous Assessment (%)

100

Examination (%)

0

Assessment Rubrics (AR)**Assessment Task**

Effectiveness of teamwork at television newscast and news production

Criterion

Ability to set up a team to produce a bi-weekly newscast with detailed division of labour among team members, such as anchor, producer, camera-person, etc.

Excellent (A+, A, A-)

Strong evidence of ability to set up a team and produce a bi-weekly newscast within a certain time limit

Good (B+, B, B-)

Adequate evidence of ability to set up a team and produce a bi-weekly newscast within a certain time limit

Fair (C+, C, C-)

Some evidence of ability to set up a team and produce a bi-weekly newscast within a certain time limit

Marginal (D)

Limited evidence of ability to set up a team and produce a bi-weekly newscast within a certain time limit

Failure (F)

Not even reaching marginal levels

Assessment Task

Television news reporting and editing

Criterion

- 2.1 Ability to research for a proper topic of a television news story;
- 2.2 Ability to arrange shooting and interviews as required in the news story;
- 2.3 Ability to do voice-overs and edit the story being assigned upon getting approval from the instructor (stimulated newsroom environment) under deadline pressure;
- 2.4 Ability to produce the news story in a professional acceptable standard for broadcast on any TV outlet.

Excellent (A+, A, A-)

Strong evidence of ability to identify a proper topic; arrange shooting and interviews; do voice-overs and edit the news story; produce the news story in a professional acceptable standard

Good (B+, B, B-)

Adequate evidence of ability to identify a proper topic; arrange shooting and interviews; do voice-overs and edit the news story; produce the news story in a professional acceptable standard

Fair (C+, C, C-)

Some evidence of ability to identify a proper topic; arrange shooting and interviews; do voice-overs and edit the news story; produce the news story in a professional acceptable standard

Marginal (D)

Limited evidence of ability to identify a proper topic; arrange shooting and interviews; do voice-overs and edit the news story; produce the news story in a professional acceptable standard

Failure (F)

Not even reaching marginal levels

Assessment Task

Visual effects used in television news production

Criterion

Ability to use appropriate graphics or/and visual effects for effective story telling

Excellent (A+, A, A-)

Strong evidence of ability to use appropriate graphics or/and visual effects for effective story telling

Good (B+, B, B-)

Adequate evidence of ability to use appropriate graphics or/and visual effects for effective story telling

Fair (C+, C, C-)

Some evidence of ability to use appropriate graphics or/and visual effects for effective story telling

Marginal (D)

Limited evidence of ability to use appropriate graphics or/and visual effects for effective story telling

Failure (F)

Not even reaching marginal levels

Assessment Task

Television news script writing and editing

Criterion

Ability to write a television news story (lead, body, caption) through some basic information from a news agency, which includes visual and soundbite materials

Excellent (A+, A, A-)

Strong evidence of ability to write a television news story (lead, body, and caption) through some basic information from a news agency, which includes visual and soundbite materials

Good (B+, B, B-)

Adequate evidence of ability to write a television news story (lead, body, and caption) through some basic information from a news agency, which includes visual and soundbite materials

Fair (C+, C, C-)

Some evidence of ability to write a television news story (lead, body, and caption) through some basic information from a news agency, which includes visual and soundbite materials

Marginal (D)

Limited evidence of ability to write a television news story (lead, body, and caption) through some basic information from a news agency, which includes visual and soundbite materials

Failure (F)

Not even reaching marginal levels

Assessment Task

Television newscast production

Criterion

Ability to produce the newscast within a certain time limit (meeting the deadline of any real TV newsroom) in a professional acceptable standard

Excellent (A+, A, A-)

Strong evidence of ability to produce the newscast within a certain time limit in a professional acceptable standard

Good (B+, B, B-)

Adequate evidence of ability to produce the newscast within a certain time limit in a professional acceptable standard

Fair (C+, C, C-)

Some evidence of ability to produce the newscast within a certain time limit in a professional acceptable standard

Marginal (D)

Limited evidence of ability to produce the newscast within a certain time limit in a professional acceptable standard

Failure (F)

Not even reaching marginal levels

Part III Other Information

Keyword Syllabus

Television news, journalism, news reporting, 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: A Guide to Visual Storytelling (7th 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	蕭碧芬 (2005)。電視編導私札記。香港：嘉出版有限公司。
5	徐威 (主編) (2005)。電視新聞節目製作與播出。北京市：中國廣播電視出版社。

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	Zalbertus, A., & Rosenblum, M. (2004). Video journalism: the digital revolution. Berlin: Uni-Edition.
6	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)
7	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)