

THE UNIVERSITY OF HONG KONG**Credit Unit Statement (CUS) of Taught Programmes**

Faculty / Offering Unit:	<u>Journalism and Media Studies Centre, Faculty of Social Sciences</u>
Programme title:	<u>Bachelor of Journalism, Media and Artificial Intelligence</u>
Applicable student cohort(s):	<u>2026-27 and thereafter</u>

The Major in Journalism, Media and Artificial Intelligence seeks to provide students with learning and experience for professional roles in journalism and emerging media industries. The majority of courses are 6-credit courses, but we also have a 12-credit summer internship. Normally, the contact hours for a standard 6-credit course ranges from 24 to 36 hours. The hours of work for a 6-credit course and a 12-credit summer internship are 150 and 360 respectively. In total, the number of contact hours for the major is 576 hours, and student learning activity is 2,400 hours (96 credits).

The six categories of courses in this programme are outlined below:

1. Introductory Courses (6 credits)

Introductory courses are primarily taught through lectures (24 hours) and tutorials (12 hours), which include group discussions, presentations, assessments, coursework, and/or assignments, totalling 150 learning hours, including 36 contact hours. These courses aim to expose students to foundational principles of journalism and media studies, and to build knowledge and skills in critical thinking and logic, fundamental reporting and writing, and media analysis. They also provide an entry point into the ethical and social implications of AI in media. Assessments include group discussions, presentations, lab assignments, and a final assignment with a total output of 6,000 – 8,000 words for the entire course (100% coursework).

2. Theory-Oriented Courses (6 credits)

These courses aim to provide theoretical perspectives and generally consist of lectures (24 hours), tutorials (12 hours), and after-class research and projects/portfolio writing. Students are expected to acquire critical knowledge about fundamental values and theories underlying practice in journalism and media ecosystems. Through these courses, students also acquire the ability to think critically about some of the philosophical, ethical, and structural issues that media face in a global and AI-influenced context. Assignments include discussions/presentations, quizzes, and essays/projects, with a total output of 6,000 – 8,000 words for the entire course (100% coursework).

3. Workshop and Laboratory Courses (6 credits)

These courses aim to provide practical experiences and generally consist of lectures (12 hours), laboratory work (18 hours), and fieldwork or site visits (6 hours). In these sessions, students enrich their skills by using digital tools and AI-assisted workflows to create professional media packages deployed in contemporary newsrooms and media environments. Assignments include a 10% pop quiz, 20% class performance through discussions, 30% mid-term project, and 40% final project, with a total output of 6,000 – 8,000 words for the entire course (100% coursework).

4. Independent Studies Courses (6 credits)

These courses require students to undertake individual projects in journalism or media production under the supervision of an instructor. Students are required to meet with the supervisor for a minimum of 12 hours over the course of a semester and to spend a minimum of 24 hours in

supervised fieldwork or research. Students will participate in news production, research, or professional projects associated with general media practices. Assignments include research reports, portfolios, and project work. Assessments include discussions with the supervisor, research work, portfolio and project work, with a total output of 6,000 – 8,000 words for the entire course (100% coursework).

5. Capstone (6 credits)

The capstone experience is a 6-credit course that totals 180 learning hours, including 36 contact hours. Each final-year student will complete a substantial, publication-ready piece of journalism or a comprehensive media-focused project that explores innovative formats and audience engagement. All projects must incorporate artificial intelligence workflows and techniques or emerging media technologies in their conceptualisation and execution. Alternatively, students may write an academic research paper that makes a valuable contribution to journalism and media studies while considering the impact of artificial intelligence. The total equivalent output is 6,000 – 8,000 words for the entire course (100% coursework).

6. Journalism summer internship (12 credits)

This course requires students to undertake an internship in media-related work of at least eight weeks duration with about 330 placement hours. Students will work under the joint supervision of JMSC faculty and industry professionals (10-15 contact hours). Acceptable placements may include news organisations, communication agencies, digital content platforms, creative studios, or media companies using AI-enhanced tools or workflows. Assessment includes a 2,000-word internship journal (20%), host organisation evaluation of workplace performance (50%), a portfolio presentation (10%), and a 2,000-word final report (20%). The total written output should not exceed 4,000 words (100% coursework). Total learning activities: 360 hours.