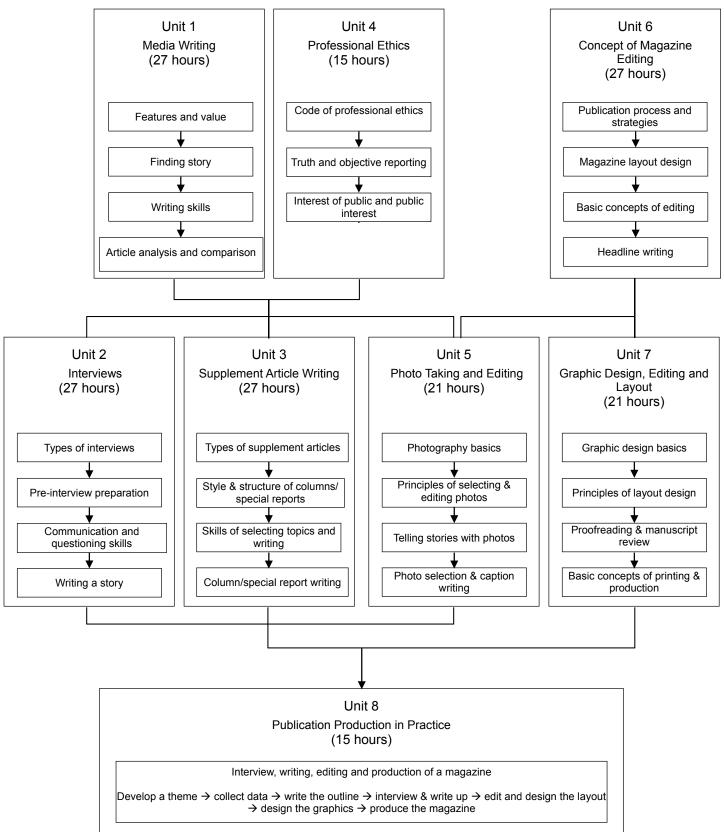
# Applied Learning (Senior Secondary Level)

## 2016-18 Cohort

Item	Description
1. Subject Title	Magazine Editing and Production
2. Course Provider	School of Continuing and Professional Studies, the Chinese University of Hong Kong
Area of Studies/     Course Cluster	Media and Communication/ Media Production and Public Relations
Medium of     Instruction	Chinese
5. Learning Outcomes	<ul> <li>Upon completion of the subject, students should be able to:</li> <li>(1) apply the knowledge and skills of conducting interviews and media writing;</li> <li>(2) plan and prepare a feature story by applying the knowledge and skills of magazine editing and production;</li> <li>(3) demonstrate team spirit with good communication skills when editing and producing a publication;</li> <li>(4) demonstrate the understanding of professional ethics in media industry through analysis and discussion on different issues;</li> <li>(5) discuss social issues and write a feature story; and</li> <li>(6) develop self-understanding for further studies and career development in the related field.</li> </ul>

#### 6. Curriculum Map – Organisation and Structure



Draft as at October 2015 5a

#### 7. The Context

• The information on possible study and career pathways is provided to enhance students' understanding of the wider context of the specific Applied Learning course. Students who have successfully completed Applied Learning courses have to meet other entry requirements as specified by the institutions.

• The recognition of Applied Learning courses for admission to further studies and career opportunities is at the discretion of relevant institutions. The Education Bureau and the course providers of Applied Learning are exploring and seeking recognition related to further education and career development opportunities for students successfully completing the Applied Learning courses.

#### Possible further study and career pathways

#### Further studies

e.g. journalism & communication, culture & media studies, media writing, public relations, advertising, and language studies.

#### Career development

 e.g. public relations assistant, assistant magazine editor, junior reporter, copywriter, photographer assistant, graphic designer, proofreader

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# Relations with core subjects and other elective subjects

#### Enhancing and enriching, e.g.

- This subject enhances students' writing and speaking skills in Chinese Language through application in various language contexts;
- Students studying Information and Communications
  Technology, and Visual Arts can enhance their studies
  on technology application and arts knowledge through the
  use of publishing software and the design of layout.

#### Cross-fertilisation, e.g.

 Media writing and editing nurtures students to think from different perspectives and analyse different social phenomenon, and offers the opportunity for students to apply the knowledge learnt in Liberal Studies.

#### Expanding horizons, e.g.

• Media writing enables students to be exposed to different people and issues, which helps widen their horizons.

#### Consolidating and synergising students' studies, e.g.

 By participating in the editing and production of magazines, students can discuss in-depth social issues, integrate relevant knowledge and skills acquired and consolidate the study of other subjects.

#### Cluster of professions/trades/industries related to the course

 Print & electronic media (TV & production company, radio stations, newspaper & magazines, Internet, new media companies)

#### Future global and local outlook

- Information communication is becoming increasingly important in the commercial society, and both public
  and private institutions emphasise their image building. They adopt such common practice in internal or
  external communications as issuing messages by press release and producing publicity newsletters or
  corporate publications
- The emergence of new media requires more updated information in communication, and trades and professions put in more resources to release information by new media, leading to a sharp increase of demand for talents with basic report writing skills
- Apart from traditional news, soft news (life information) becomes more important, more universal and penetrating, which requires enormous manpower input to the market

### Beginners' skill set to facilitate entry to further studies and/or work

- Develop the foundation competency in editing, reporting and writing and understand the basic process of publication production
- Demonstrate the interest in and the competency of working in publication industry
- Find stories and master the basic interview skills
- Develop the ability of telling stories with photos and editing photos
- Recognise the professional ethics in media industry
- Demonstrate team spirit with good communication skills in planning feature stories
- Comment on and analyse media articles from different perspectives

#### Foundation knowledge developed in basic education and Secondary 4

The subject is built upon the foundation knowledge students acquired in, e.g.

- Chinese Language Education communication skills in Chinese speaking and writing
- Liberal Studies develop multiple perspectives on different issues
- Mathematics Education statistical capability, data processing and analysis
- Science and Technology Education basic concepts of digital media and Internet, and the ability of using word processing software
- Arts Education aesthetic analysis, and preliminary and objective analysis of visual work

### Relations with other areas of studies/ courses of Applied Learning

#### Media and Communication

 Students studying courses under area of studies of Media and Communication can acquire the knowledge and skills of interview and reporting, think from multiple perspectives on how to communicate in accordance with different purposes and enhance the communication competency.

#### **Creative Studies**

Students taking this course can apply the knowledge and skills of designing visual layout and telling stories with photos in courses under area of studies of Creative Studies.