

Applied Learning (Senior Secondary Level)

2016-18 Cohort

Learning and Teaching

Subject Title : **Magazine Editing and Production**
Area of Studies : **Media and Communication**
Course Provider : **School of Continuing and Professional Studies,
The Chinese University of Hong Kong**

In Magazine Editing and Production, student-centred learning and teaching activities are designed to enable students to understand fundamental theories and concepts, develop their generic skills, and address their career aspirations for media writing and magazine production in media institutions.

Different modes of activities are employed to provide students with a systematic understanding about the context (e.g. learn how to communicate effectively through simulation exercise of media writing and reporting) and eye-opening opportunities to experience the complexity of the context (e.g. understand the magazine production process by visiting magazine publishing companies, understand the background story of the issue, the possible problems and solutions in media writing and reporting through sharing by veteran media professionals).

Students acquire an understanding of the requirements, fundamental knowledge and skills essential for further learning through learning-by-practising opportunities in an authentic or near-authentic environment (e.g. develop the ability of storytelling with pictures through shooting and editing pictures, and writing captions).

Students are also encouraged to develop and apply conceptual, practical and reflective skills to demonstrate innovation and entrepreneurship (e.g. through planning and preparing a feature story, analyse the difference between the interest of the public and the public interest, design a creative page layout and write the feature story in a fair and reasonable manner). Students are given opportunities to integrate the knowledge and skills acquired and consolidate their learning (e.g. through publication production, students apply the knowledge and skills learnt, including developing the theme, collecting data, writing the outline, reporting, writing up, designing the layout, preparing the artwork).

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Curriculum Pillars of Applied Learning in Context – Magazine Editing and Production

Upon completion of the subject, students should be able to:

- apply the knowledge and skills of conducting interviews and media writing;
- plan and prepare a feature story by applying the knowledge and skills of magazine editing and production;
- demonstrate team spirit with good communication skills when editing and producing a publication;
- demonstrate the understanding of professional ethics in media industry through analysis and discussion on different issues;
- discuss social issues and write a feature story; and
- develop self-understanding for further studies and career development in the related field.

Through the specific contexts related to the subject, students have different learning opportunities, for example:

1. **Career-related Competencies**

- explore clues, select appropriate perspectives and assess the values of the story;
- write articles, profile stories and supplement articles; and
- understand the planning, editing and logistic process of publication production.

2. **Foundation Skills**

- communicate effectively with the interviewees;
- integrate various information sources and report the issue considering editorial perspectives and contextual requirements;
- organise various information and concisely present the messages with graphics; and
- search information on the Internet and make use of word processing and page layout software for publication production.

3. **Thinking Skills**

- before conducting the interview and writing manuscript, collect relevant information from different sources and analyse the key points of the issues; and
- understand and interpret a phenomenon from different perspectives, make fair and reasonable comments on the media coverage.

4. **People Skills**

- work in collaboration within a team when planning a feature story;
- identify the roles, rights and responsibilities of members in magazine production and complete the tasks within the time frame; and
- select appropriate wording and questions in interviews after taking the background of the interviewee into consideration to facilitate effective communication.

5. Values & Attitudes

- recognise the professional ethics in media industry and distinguish the difference between the interest of the public and the public interest;
- develop a motivation to learn through in-depth investigation of a topic from different perspectives; and
- enhance self-confidence and become an active and reliable person with a strong sense of responsibility through the collaboration with teammates in planning and editing publication.