

Applied Learning (Senior Secondary Level)

2016-18 Cohort

Learning and Teaching

Subject Title : **New Media Communication Strategies**
Area of Studies : **Media and Communication**
Course Provider : **School of Professional and Continuing Education,
The University of Hong Kong**

In New Media Communication Strategies, 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 in New Media Communication.

Different modes of activities are employed to provide students with a systematic understanding about the context (e.g. lectures on the overview of the new media industry in Hong Kong) and eye-opening opportunities to experience the complexity of the context (e.g. visits to promotional campaigns and production agencies, and professional sharing on using new media by industry practitioners).

Students acquire an understanding of the requirements, fundamental knowledge and skills essential for further learning within the area through learning-by-practising opportunities in an authentic or near-authentic environment (e.g. hands-on activities in designing different media productions on new media communication and exploring innovative ideas for integrated strategies).

Students are also encouraged to develop and apply conceptual, practical and reflective skills to demonstrate innovation and entrepreneurship (e.g. case study to evaluate the communication effectiveness and efficiency of a particular campaign, analyse the cultural differences on implementing new media communication in Hong Kong and worldwide, and improve the strategies with new ideas). Students are given opportunities to integrate the knowledge and skills acquired and consolidate their learning (e.g. the project on new media communication strategies provides students with an opportunity to develop ideas in selected scenarios, to apply the technologies for execution of integrated new media strategies, to consider the social and ethical issues which might be evolved while applying new media strategies, to evaluate the effectiveness of the project and make conclusion or recommendation for improvement).

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Curriculum Pillars of Applied Learning in Context – New Media Communication Strategies

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

- describe the properties, pros and cons of traditional media and new media;
- communicate effectively using cross media, with both new media and traditional media;
- apply knowledge and skills of media production in new media communication strategies;
- apply new media technology when presenting ideas;
- analyse and evaluate the strengths and weaknesses of different new media in business promotion activities;
- provide innovative ideas to various media production and mobile apps development with an integrated strategy;
- demonstrate the understanding of professional ethics in media industry; 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

- understand the legal and ethical obligations in using new media for communication;
- identify the basic procedure of production of video and mobile apps development for cross-media project, including pre-production, production, and post-production;
- develop effective communication skills through cross-media approach by using both traditional media and new media, including television commercial, audio-visual clips, interactive media, social media; and
- integrate theories and practice of communication by using various media in project production.

2. Foundation Skills

- enhance communication skills in verbal, written and visual forms through group project, written reports, presentation, practical exercises and media productions;
- enhance information technology skills through research and collection of information for case analyses on new media strategies; and
- enhance numeracy skills through exercises in software application and web analytics for search engine optimisation.

3. Thinking Skills

- develop analytical skills through discussions on case studies and practical exercises in media communication industry;
- develop problem-solving skills and decision-making skills for different scenarios in campaigns and events, and anticipate problem with contingency plan; and
- understand and forecast the future development trend of media communication and its economic value through various case analyses.

4. People Skills

- develop self-management skills through individual and group work;
- demonstrate team spirit and collaboration with others through group projects and practical exercises;
- apply interpersonal skills to communicate with peers and tutors during cross-media project production; and
- communicate effectively with target audiences and stakeholders by using appropriate cross-media communication strategies.

5. Values & Attitudes

- develop positive values and attitudes in using new media communication including the issues on intellectual property, copyright and ethics;
- develop the professional working attitude, including working independently, working under pressure and sense of responsibility to complete the tasks before the deadline; and
- develop self-confidence upon completion of practical exercises with feedback from tutors.