## Applied Learning (Senior Secondary Level)

### 2019-21 Cohort

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

**Unit 1**
Media Writing (27 hours)
- Features and value
- Finding story
- Writing skills
- Article analysis and comparison

**Unit 2**
Interviews (27 hours)
- Types of interviews
- Pre-interview preparation
- Communication and questioning skills
- Writing a story

**Unit 3**
Professional Ethics (15 hours)
- Code of professional ethics
- Truth and objective reporting
- Interest of public and public interest

**Unit 5**
Supplement Article Writing (27 hours)
- Types of supplement articles
- Style & structure of columns / special reports
- Skills of selecting topics and writing
- Column / special report writing

**Unit 4**
Photo Taking and Editing (21 hours)
- Photography basics
- Principles of selecting and editing photos
- Telling stories with photos
- Photo selection and caption writing

**Unit 6**
Graphic Design, Editing and Layout (21 hours)
- Graphic design basics
- Principles of layout design
- Proofreading and manuscript review
- Basic concepts of printing and production

**Unit 7**
Concept of Magazine Editing (27 hours)
- Publication process and strategies
- Magazine layout design
- Basic concepts of editing
- Headline writing

**Unit 8**
Publication Production in Practice (15 hours)
Interview, writing, editing and production of a magazine
Develop a theme → collect data → write the outline → interview and write up → edit and design the layout → design the graphics → produce the magazine
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.

### Further studies
- e.g. journalism and communication, culture and 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 taking Humanities and Science subjects 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

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

- print and electronic media (TV and production company, radio stations, newspaper and 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 more 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 and master the communication skills in planning feature stories
- comment on and analyse media articles from different perspectives

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**Possible further study and career pathways**

### Possible further study and career pathways

- e.g. journalism and communication, culture and 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 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

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**Foundation knowledge developed in junior secondary education and Secondary 4**

The subject is built upon the foundation knowledge students acquired in, e.g.
- Chinese Language Education – communication skills
- 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