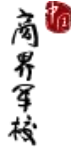




PHBS
北京大学汇丰商学院



Course Code

AI in Journalism & Communication

Module 1, 2025-2026

Course Information

Instructor:

Office: PHBS Building, Room 663

Phone: 86-755-2603-3409

Email: luyebao@phbs.pku.edu.cn

Office Hour: Monday & Thursday 10:30am - 12:30am; Wednesday 3:00pm - 4:00pm (or email by appointment)

Teaching Assistant:

Phone:

Email:

Classes:

Lectures: Monday & Thursday 8:30am - 10:20am

Venue: PHBS Building, Room 229

Course Website:

<https://cms.phbs.pku.edu.cn/claroline/course/index.php?cid=AI229>

Enrolment key: AI229

1. Course Description

1.1 Context

Course overview: Artificial intelligence (AI) has advanced rapidly over the past decade, expanding human capabilities while also generating complex and sometimes unintended consequences. This graduate-level course examines how AI is shaping practice in journalism and communication. Students will gain an understanding of AI technologies and their social impacts; critically analyze AI-driven applications in news reporting, public relations, marketing, and advertising; and engage with key concepts and current debates in human-AI communication research. Over the semester, we will also explore strategies for communicating about AI and consider how journalists, communication professionals, policymakers, and citizens can foster the ethical and responsible use of AI.

Prerequisites: No prerequisites are required.

1.2 Textbooks and Reading Materials

No specific textbooks. Reading materials may include journal articles, popular media coverage, and industry reports. All readings are provided on the course website.

2. Learning Outcomes

2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment (YES with details or NO)
1. Our graduates will be effective communicators.	1.1. Our students will produce quality business and research-oriented documents.	Yes – evaluated by their final paper and presentation.
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	Yes – evaluated by their participation in class activities and discussions.
2. Our graduates will be skilled in team work and leadership.	2.1. Students will be able to lead and participate in group for projects, discussion, and presentation.	Yes – evaluated by their performance in group projects.
	2.2. Students will be able to apply leadership theories and related skills.	Yes – evaluated by their performance in group projects.
3. Our graduates will be trained in ethics.	3.1. In a case setting, students will use appropriate techniques to analyze business problems and identify the ethical aspects, provide a solution and defend it.	Yes
	3.2. Our students will practice ethics in the duration of the program.	Yes
4. Our graduates will have a global perspective.	4.1. Students will have an international exposure.	Yes
5. Our graduates will be skilled in problem-solving and critical thinking.	5.1. Our students will have a good understanding of fundamental theories in their fields.	Yes
	5.2. Our students will be prepared to face problems in various business settings and find solutions.	Yes
	5.3. Our students will demonstrate competency in critical thinking.	Yes

2.2 Course specific objectives

By the end of this course, students will be able to:

- Demonstrate a comprehensive understanding of how AI influences media and communications industry.
- Develop perspectives about ethical and responsible use of AI for communication practices.
- Evaluate various concepts and theoretical frameworks in human-machine communication.

2.3 Assessment/Grading Details

Grades in the class will be based on letter grades for each of the following assignments: (1) in-class participation and activities — 30%, (2) individual AI news project — 20%, (3) final group project — 50%.

In-class participation (30%)

- This course provides the opportunity to engage with course materials and discuss interesting topics with your peers and the instructor. Students are expected to attend class on a regular basis and make contributions to discussion that are informed by readings and other materials as well as personal experience, but not based merely on personal opinions.

- Throughout the semester, there are several in-class activities, including writing a news article with automated writing tools and developing a chatbot. These activities are designed to assess your understanding of the course materials and provide hands-on experience with AI tools. Students are expected to actively participate in these activities.

Individual project: Follow the news on AI (20%)

- Students are expected to stay updated on the latest news related to AI developments and present relevant examples in class. These developments can be from any industry of interest, such as media, finance, transportation, etc. During the five-minute presentation, students must (1) briefly describe the specific applications of AI discussed in the article, (2) discuss why these AI applications could be beneficial, and (3) examine any (un)intended consequences.

Final group project (50%):

- In groups of up to four, you will design a project that demonstrates how AI tools can enhance conventional journalism in finance or economics. The goal is to compare how a story might be reported through traditional journalistic methods (e.g., interviews, document review, manual data collection) with how the process and outcome can be expanded or improved using AI techniques such as data mining, LLM-assisted coding and analysis, chatbots, and automated writing systems.
- At the end of the semester, each group will deliver a 15-minute presentation supported by visuals or a demo. Your presentation should explain the newsworthy issue you investigated, show how you used both conventional and AI-assisted approaches, and reflect on what AI contributed to the reporting process as well as the challenges or limitations you encountered.

2.4 Academic Honesty and Plagiarism

It is important for a student's effort and credit to be recognized through class assessment. Credits earned for a student work due to efforts done by others are clearly unfair. Deliberate dishonesty is considered academic misconducts, which include plagiarism; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; or altering, forging, or misusing a University academic record; or fabricating or falsifying of data, research procedures, or data analysis.

All assessments are subject to academic misconduct check. Misconduct check may include reproducing the assessment, providing a copy to another member of faculty, and/or communicate a copy of this assignment to the PHBS Discipline Committee. A suspected plagiarized document/assignment submitted to a plagiarism checking service may be kept in its database for future reference purpose.

Where violation is suspected, penalties will be implemented. The penalties for academic misconduct may include: deduction of honour points, a mark of zero on the assessment, a fail grade for the whole course, and reference of the matter to the Peking University Registrar.

AI tools requirements:

Using AI tools to complete assignments or assessments without the approval of the course instructor will be regarded as an act of academic dishonesty. Depending on the severity of the situation, penalties will be implemented in accordance with the provisions of the Peking University Graduate Student Handbook.

For more information of plagiarism, please refer to *PHBS Student Handbook*.

3. Topics, Teaching and Assessment Schedule

This class meets for two 100-minute class periods each week over the module. During the in-depth lecture, the instructor will be reviewing theories and/or empirical research that serve as the foundational information. Additionally, the instructor will be leading discussions of readings and/or activities that apply the concepts or recognize them in the real world.

General Topic Schedule

Week 1 Overview

Week 2-3 AI in news reporting: Journalistic data mining

Week 4 AI in news reporting: Automated writing systems

Week 5 AI in news reporting: Newsbots and distribution algorithms

Week 6 AI in advertising industry

Week 7 AI in PR industry

Week 8 Human-machine interaction

Week 9 Final project workshops