Multimedia Workshops
Module 3, 2017/18

Course Information

Instructor: Dr. Jing MENG
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Classes:
Lectures: TBD
Venue: PHBS Building, Room TBD

Course Website:
If any.

1. Course Description

1.1 Context
Course overview:

The objective of this course is to equip the students with practical skills of multi-media news reporting. This course is practice-based and will invite professionals from the field to give instructions to the students. The students will be required to produce their own multi-media works.

Prerequisites:

N/A

1.2 Textbooks and Reading Materials

N/A

2. Learning Outcomes

2.1 Intended Learning Outcomes

Learning Goals	Objectives	Assessment (YES with details or NO)
1. Our graduates will be	1.1. Our students will produce quality	**YES**

effective communicators.	business and research-oriented documents.	
	1.2. Students are able to professionally present their ideas and also logically explain and defend their argument.	**YES**
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**
	2.2. Students will be able to apply leadership theories and related skills.	**YES**
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

To build up practical skills for multi-media news reporting by using words, photos, videos, data and etc.

2.3 Assessment/Grading Details

Group presentation   30%
Personal work   70%

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.

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

3. Topics, Teaching and Assessment Schedule

week	Time	Contents
1	4 Nov	News Reporting in New Media Environment I
2	11 Nov	News Reporting in New Media Environment II
3	5-26 Jan	Reporting the European Parliament
4	TBD	Online Video News Reporting
5	TBD	Using Drone for Reporting

The due time for assessments to be announced in at the beginning of the course

4. Miscellaneous