

**MINOR OFFERED BY  
THE SCHOOL OF FUTURE MEDIA**

**Minor in Journalism, Media and Artificial Intelligence**  
(applicable to students admitted in 2024-25 and thereafter)

**I. Objectives**

The Minor in Journalism, Media and Artificial Intelligence seeks to introduce students to the evolving intersections of journalism, media and technology. Designed for students from a wide range of disciplines, the minor provides foundational knowledge and experience for interpreting, creating and engaging with media in a digital and AI-driven world. On successful completion of the curriculum, students should be able to:

- describe the core functions of journalism, media and AI, and how they shape information and communication in global contexts;
- recognise how cultural backgrounds and ethical considerations influence media narratives, especially in the context of AI-assisted practices;
- demonstrate basic storytelling and content creation skills, using AI tools and emerging platforms to explore creative approaches to digital media;
- understand the foundational processes of gathering and verifying information from both human and digital sources; and
- reflect critically on media content, identifying bias, information gaps and how AI and digital technologies shape audience understanding.

**II. Programme structure**

| Component                                    | No. of credits |
|----------------------------------------------|----------------|
| A) Introductory courses - pre-requisites     | 18             |
| B) Advanced courses - disciplinary electives | 18             |

Candidates who wish to declare a minor (36 credits) in Journalism, Media and Artificial Intelligence must successfully complete:

**A) Introductory courses (18 credits – completed in years 1 & 2)**

JMSC1001. Journalism and contemporary media systems (6 credits);

JMSC1020. AI and digital technology for media (6 credits); **AND**

JMSC1021. Basic media writing (6 credits)

**B) Advanced courses – disciplinary electives (18 credits)**

Take three courses from the list below, with at least one course (6 credits) from each concentration within Year 2 to Year 4 (totaling 18 credits). All are 6-credit courses unless otherwise specified. While some courses are listed on more than one concentration<sup>#</sup>, successful completion of any one of these courses will count towards the requirement of one concentration only.

**Concentration: Artificial Intelligence**

| <u>Course</u> | <u>Title</u>                                              |
|---------------|-----------------------------------------------------------|
| JMSC2019.     | AI, digital media and society                             |
| JMSC2030.     | Generative AI in media applications                       |
| JMSC2032.     | Digital media analytics                                   |
| # JMSC2034.   | Data journalism                                           |
| # JMSC2040.   | Special topics in communication and AI I                  |
| # JMSC2041.   | Special topics in communication and AI II                 |
| # JMSC2046.   | Experimental storytelling: emerging technologies in media |
| JMSC2047.     | Media and artificial intelligence: theory and practice    |
| # JMSC2049.   | Immersive media technology in communication               |
| JMSC2051.     | AI-enhanced mobile filmmaking                             |
| JMSC3008.     | Media research: advanced techniques and AI                |

### **Concentration: Journalism and Media**

| <u>Course</u> | <u>Title</u>                                              |
|---------------|-----------------------------------------------------------|
| JMSC2001.     | Media law and ethics                                      |
| JMSC2002.     | Video production                                          |
| JMSC2003.     | Online journalism                                         |
| JMSC2005.     | Non-fiction writing                                       |
| JMSC2006.     | Chinese news and media writing                            |
| JMSC2007.     | Photography                                               |
| JMSC2008.     | Media research: an introduction                           |
| JMSC2009.     | Visual communication                                      |
| JMSC2010.     | Special topics in journalism I                            |
| JMSC2011.     | Special topics in journalism II                           |
| JMSC2012.     | Anchoring and studio production                           |
| JMSC2013.     | The press, politics and government                        |
| JMSC2015.     | Documentary film appreciation                             |
| JMSC2018.     | Podcasting                                                |
| JMSC2021.     | Strategic communication: theory and practice              |
| JMSC2022.     | Economics for journalists                                 |
| JMSC2031.     | Persuasive communication                                  |
| JMSC2033.     | The art of non-fictional camerawork                       |
| # JMSC2034.   | Data journalism                                           |
| # JMSC2040.   | Special topics in communication and AI I                  |
| # JMSC2041.   | Special topics in communication and AI II                 |
| JMSC2042.     | The business of sports journalism                         |
| JMSC2043.     | Health communication                                      |
| JMSC2044.     | Storytelling for public engagement                        |
| JMSC2045.     | Crisis communication                                      |
| # JMSC2046.   | Experimental storytelling: emerging technologies in media |
| JMSC2048.     | Fact-checking journalism                                  |
| # JMSC2049.   | Immersive media technology in communication               |
| JMSC2050.     | Covering culture and technology                           |
| JMSC3002.     | Reporting health and medicine                             |
| JMSC3003.     | Advanced online journalism                                |
| JMSC3004.     | Business and financial journalism                         |
| JMSC3005.     | Literary journalism                                       |
| JMSC3006.     | Covering the environment                                  |
| JMSC3009.     | Covering China                                            |
| JMSC3011.     | International news                                        |
| JMSC3013.     | Multimedia design                                         |
| JMSC3014.     | Advanced strategic communication                          |
| JMSC3015.     | Documentary video production                              |