

Department of Communication Studies

Department Meeting Minutes

4th Departmental Meeting

2022/2023

Date: 17 May 2023 (Wednesday)

Time: 10:30 a.m. – 11:20 a.m.

Venue: Zoom

Chairperson: Prof. Vivian Sheer (Head)

Participants: Dr. Jos Bartels Dr. Terri Chan
Dr. Henry Fung Dr. Timothy Fung
Prof. Kineta Hung Dr. Vivienne Leung
Dr. Keon Young Park Dr. Florin Serban
Dr. Elina Tachkova Dr. Stephanie Tsang
Dr. Dominic Yeo Dr. Vivien Zhou
Ms. Agnes Kwok Ms. Mimi Yip
(Recording Secretary)

Apologies: Prof. Kara Chan (on leave)
Dr. Leanne Chang (on sabbatical leave)
Dr. Regina Chen
Dr. Angela Mak

I. Grades Report

Members reported the following courses with irregularities:

AB courses

1. Dr. Vivienne Leung reported for Ms. Barbara Fu, a part-time lecturer of *PRAD3005 Content Creation in Advertising*, a Year 4 ORGC student Li Tsun Chai (18230016) would be given an “F” grade because the student never attended classes or submit any assignments. Dr. Leung also reported for Ms. Fu that the percentage of “A/A-” grades of *PRAD4037 Narrative and Brand Storytelling* slightly exceeded the Department regulations by 0.6 % due to a few groups receiving similar grades in group projects.
2. Dr. Vivien Zhou reported that an ORGC student, Lau Ka Yee (21223319) would be given an “F” grade for not submitting all assignments and not attending a mid-term examination in *COMM2007 Communication Research Method (Communication Studies)*.
3. No irregularity was reported for PRA Honours Project.

ORGC courses

4. Dr. Timothy Fung reported the percentage of “A/A-” grades of ORGC Honours Projects was 24%. An ORGC student Li Tsun Chai (18230016) would be given an “F” grade because the student never submitted the proposal/final project or attended the presentation. The Program had met the student when the semester began to discuss his study plan and emailed him every time before the submission deadlines but no response was received.
5. Dr. Fung also reported for Dr. Michelle Huang that the same ORGC student Li Tsun Chai (18230016) would be given an “F” grade in *ORGC3046 Writing for Professional Communication* because the student never attended classes or submitted any assignments.
6. Dr. Jos Bartels reported that two students, namely Li Tsun Chai (18230016) from ORGC and Lee Chun Sing (21237271) from BBA would be given an “F” grade in *PRAD3085 Social Media@ Work* because both students did not submit any assignments and respond to email. Dr. Bartels also reported the percentage of “A/A-” grades of *PRAD4065 Advanced Quantitative Communication Research* slightly exceeded the Department regulations by 1.3 % due to the small class size.
7. Dr. Dominic Yeo reported that an ORGC student, Viola Wong (19221983) who failed to submit an assignment which accounts for 30%, would receive a “D” grade in *PRAD4075 Comprehensive Management Trainee Assessment*.
8. Dr. Henry Fung reported that the same ORGC student Li Tsun Chai (18230016) would be given an “F” grade in *ORGC3007 Communication Training for Organizations* because the student never attended classes or submitted any assignments. Another Journalism student, Kwok Wing Lam (22239553) who was absent from the examination due to the Covid-19 would receive an “I” grade. A make-up examination would be arranged.

PR courses

9. Dr. Elina Tachkova reported for Dr. Regina Chen that 2 students from *PRAD3056 Campaign Planning and Management* would receive an “F” grade for missing the final examination and/or performing poorly in in-class quizzes and exercises.
10. Dr. Keonyoung Park reported that a PRA student, Wu Size (22257144) missed the final examination but he had submitted all assignments and attended a mid-term examination, and would receive a “D” grade in *PRAD2015 Principles and Practices of Public Relations*.

COMM & GE courses

11. Dr. Henry Fung reported that 2 students from *COMM2026 Human Communication* would receive an “F” grade for not submitting assignments or attending examinations/presentations.
12. Dr. Timothy Fung reported that 1 PRA student from *COMM2006 Communication Theory (Communication Studies)*, Xie Kwan Ling (22235558) who was absent from the examination had applied for a make-up examination, and would receive an “I” grade. Another PRA student, Lin Hing Kit (22235310) would receive an “F” grade for not submitting assignments and performing poorly in the final examination.
13. Dr. Fung also reported for Mr. Paul Wong, a part-time lecturer of *COMM1015 Studies in Communication, Media, and Journalism*, four non-major students who failed to attend quizzes or submit assignments, would be graded “F”.

II. Matters for Information and/or Discussion

1. Faculty additions

The Chair briefly introduced the background of the five new faculty members who would join the Department in the academic year 2023-2024, including Prof. Liu Meina, Prof. Wei Ran, Ms. Looi Jiemin, Dr. Chen Anfan and Ms. Xie Wanying. There would be a visiting Professor, Prof. Dave Centeno in the second semester as well.

2. Dean’s search updates

The Chair updated members that the University was still searching for a suitable candidate for the new Dean.

3. Exit Survey results

Dr. Vivienne Leung reported that the majority of AB students were satisfied with the curriculum and their learning experience. There were a few AB students who expressed concern that there was too much workload in doing Honours Project. Similar to previous years, AB students asked for more practical courses such as Design AI, Photoshop, video editing, and visualization. Those courses and elements had been added to the curriculum.

Dr. Elina Tachkova reported that the majority of PR students were satisfied with the PR curriculum. Many students found that campaign planning, advanced media design, and video editing were interesting and useful. The PR program had not received any comments on the Honours Project workload.

Dr. Timothy Fung reported that the majority of ORGC students were satisfied with the ORGC curriculum. Similar to last year, ORGC students asked for more practical courses such as event management, and design courses to prepare for their skills in the

workplace, which those courses had been added to the curriculum. Dr. Fung would like to thank Dr. Henry Fung and Dr. Jos Bartels for their effort and passion, students appreciated them very much.

III. Any Other Business

The Chair reported that the Quality Assurance Committee observed that there was a huge variation in the percentage of students getting 1st Class Honours among programmes in recent years. It advised the Faculties/Departments to review and monitor the trend of distribution of Honours Classification, in particular, the award of 1st Class Honours in March. The Department had undergone a thorough review of the graduate statistics and transcripts, and it found that more Non-JUPAS direct Year 3 students took levels 1 and 2 courses in Year 4 and received excellent grades for those introductory courses. No GPAs were counted for their Year 1 and Year 2 because courses were transferred, which pulled up the overall cGPA. While some students chose to receive “DT” (Distinction) & “S” (Satisfactory) grades during the pandemic years, they received credits but no grades, which propped up their cGPA as well. The Chair reminded faculty members to monitor the percentage of A’s in department-administered courses and would follow the university policy more closely.

The Chair added that Year 1 students would have a concentration selection for AB and PR concentration in June, the distribution quota for AB and PR would be 38% and 62% tentatively.

The team took the opportunity to thank Dr. Timothy Fung for serving as ORGC Program Director in the past years.

IV. Adjournment

There was no other business. The meeting adjourned at 11:20 a.m.