

Department of Communication Studies

Department Meeting Minutes

2nd Departmental Meeting

2023/2024

Date: 20 December 2023 (Wednesday)
Time: 10:45 a.m. – 11:20 a.m.
Venue: CVA1022
Chairperson: Prof. Vivian Sheer (Head)
Participants: Dr. Leanne Chang Prof. Regina Chen
 Dr. Anfan Chen Dr. Henry Fung
 Prof. Kineta Hung Prof. Meina Liu
 Dr. Jiemin Looi Dr. Florin Serban
 Prof. Wei Ran Dr. Lola Xie
 Dr. Dominic Yeo Ms. Agnes Kwok (Recording Secretary)
 Ms. Mimi Yip

Apologies: Dr. Jos Bartels
 Prof. Kara Chan (on annual leave)
 Dr. Elina Tachkova (on annual leave)
 Dr. Vivienne Leung (on annual leave)
 Dr. Angela Mak (on annual leave)
 Dr. Keon Young Park (on annual leave)
 Dr. Stephanie Tsang (on sabbatical leave)
 Dr. Vivien Zhou

I. Grades Report

Prof. Wei asked about the criteria when reporting the grades at the meeting, the Chair responded that faculty members would report abnormal grade distribution, particularly the high percentage of the A/A- range (i.e., exceeds 30%).

Dr. Dominic Yeo asked if there was any percentage restriction for the B+/B/B- range. Prof. Regina Chen replied that the grade was assessed by students' outcomes and performances. She supplemented that the University had asked the Faculties/Departments to review the distribution of Honours Classification, particularly 1st Class Honours. She reminded program directors and faculty members not to exceed the percentage of A/A- range. It was advised by the University committee that faculty members consider adding more individual assignments or tests to make a distinction among students.

Members reported the following courses with irregularities:

AB courses

1. Prof. Kineta Hung reported for Dr. Vivien Zhou, one student from *COMM2007 Communication Research Method*, was absent from the examination because of illness. A make-up examination would be arranged.
2. Prof. Hung reported that for her teaching class, *PRAD/PRAO4025 Branding Strategy and Communication* was the first time the non-AB students' section performed better than the AB students' section.

ORGC courses

1. Dr. Henry Fung reported for Dr. Kimmy Cheng, course instructor of *PRAD/PRAO3065 Organizational Event Planning and Management*, that a student Fung Ka Yan (21225648) from PR would have a make-up examination because of sickness.
2. Dr. Henry Fung reported for Dr. Jos Bartels that two students, Yu Pak Hei (22236619) from PR and Lui Enri (21233152) from ORGC would receive an "F" in *PRAD/PRAO2026 Organizational Communication* because both students did not hand in half of the assignments and Yu did not attend the examination.

PR courses

1. No irregularity was reported for PR courses.

COMM & GE courses

1. Dr. Henry Fung reported that one student, Mak Tsz Lam (23227761) from *COMM2026 Human Communication*, would be graded "F" for not attending the examination and submitting assignments.
2. Dr. Henry Fung reported for Mr. Paul Wong, a part-time lecturer of *UCHL1075 Communicating Health and Healthy Lifestyle*, a student, Li Hoi Ki (22235388) from FTV, had a poor class discussion and did not submit two assignments. She would be graded "F".

II. Matters for Information

1. Wall Painting

The Chair updated members that wall painting, the COMS logo and the new COMS website were in progress.

(*Post-meeting note*: The COMS logo and new website were launched in January 2024.)

2. Faculty sabbatical

The Chair informed members that Prof. Kara Chan and herself would be on sabbatical leave in the second semester of 2023-24.

III. Matters for Discussion

1. Faculty members agreed to endorse the proposed course revisions of the following courses, with effect from the second semester of the academic year 2023-24.

Course codes & title	Revisions
COMM2006 Communication Theory (Communication Studies)	<ul style="list-style-type: none"> • Assessment weighting • Reading list/ references/ textbooks
COMM2007 Communication Research Method (Communication Studies)	<ul style="list-style-type: none"> • Assessment weighting • Reading list/ references/ textbooks
PRAO2005 Introduction to Public Relations and Advertising	<ul style="list-style-type: none"> • Reading list/ references/ textbooks
PRAO2007 Principles and Practices of Advertising	<ul style="list-style-type: none"> • Assessment weighting • Reading list/ references/ textbooks
PRAO2015 Principles and Practices of Public Relations	<ul style="list-style-type: none"> • Assessment weighting • Reading list/ references/ textbooks
PRAO2036 Group Communication	<ul style="list-style-type: none"> • Assessment weighting • Reading list/ references/ textbooks
PRAO2045 Interviewing	<ul style="list-style-type: none"> • Assessment weighting • Assessment methods • Reading list/ references/ textbooks
PRAO2047 Media Design for Corporate Communication	<ul style="list-style-type: none"> • Reading list/ references/ textbooks
PRAO2055 Programming for Digital Communication	<ul style="list-style-type: none"> • Assessment weighting • Assessment methods • Reading list/ references/ textbooks
PRAO3015 Consumer Perspectives in Public Relations and Advertising	<ul style="list-style-type: none"> • Reading list/ references/ textbooks
PRAO3017 Digital Public Relations	<ul style="list-style-type: none"> • Reading list/ references/ textbooks
PRAO3035 Public Relations Writing	<ul style="list-style-type: none"> • Assessment weighting • Assessment methods • Reading list/ references/ textbooks
PRAO3047 Corporate Social Responsibility and Stakeholder Engagement	<ul style="list-style-type: none"> • Reading list/ references/ textbooks
PRAO3067 Health Communication and Information Campaigns	<ul style="list-style-type: none"> • Reading list/ references/ textbooks
PRAO3075 Intercultural Communication	<ul style="list-style-type: none"> • Reading list/ references/ textbooks
PRAO3085 Social Media @ Work	<ul style="list-style-type: none"> • Reading list/ references/ textbooks
PRAO3087 Organizational Communication Issues and Processes	<ul style="list-style-type: none"> • Reading list/ references/ textbooks
PRAO4006 Advanced Qualitative Communication Research	<ul style="list-style-type: none"> • Reading list/ references/ textbooks
PRAO4016 Strategic Issues and Crisis Management	<ul style="list-style-type: none"> • Reading list/ references/ textbooks
PRAO4027 Financial Public Relations	<ul style="list-style-type: none"> • Reading list/ references/ textbooks
PRAO4036 Social Communication and Advertising	<ul style="list-style-type: none"> • Reading list/ references/ textbooks
PRAO4037 Narrative and Brand Storytelling	<ul style="list-style-type: none"> • Reading list/ references/ textbooks
PRAO4045 Media Relations Writing and Training	<ul style="list-style-type: none"> • Assessment weighting

	<ul style="list-style-type: none"> • Assessment methods • Reading list/ references/ textbooks
PRAO4047 Services Experiences and Luxury Branding	<ul style="list-style-type: none"> • Reading list/ references/ textbooks
PRAO4066 Leadership Communication	<ul style="list-style-type: none"> • Reading list/ references/ textbooks
PRAO4075 Comprehensive Management Trainee Assessment	<ul style="list-style-type: none"> • Reading list/ references/ textbooks
PRAO4076 Conflict and Negotiation	<ul style="list-style-type: none"> • Reading list/ references/ textbooks
PRAO4077 Special Topics in Communication Studies	<ul style="list-style-type: none"> • Reading list/ references/ textbooks

IV. Any Other Business

Faculty members expressed concerns that more and more students encountered mental health issues, and it was agreed that faculty members to inform the course instructor concerned so that they could be alert when the students were in their class. The course instructor would refer the students to the University Psychological Counsellors for professional support and assistance.

Prof. Regina Chen suggested faculty members invite colleagues to review their course syllabus, attend their teaching class or invite clients/organizations for feedback, which would help upgrade the overall teaching effectiveness. The Chair supplemented this would be beneficial for promotion or tenure cases.

Prof. Chen took the opportunity to thank Prof. Vivian Sheer for serving as the Department Head in the past years.

V. Adjournment

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