

**COMM4150 Senior Research Project  
2025-2026**  
**School of Journalism and Communication**  
**The Chinese University of Hong Kong**

**1. Course Description**

Students are required to finish a final-year project (FYP) on selected topics related to current journalism and communication phenomena under the supervision of a faculty member. Depending on the type of project, the work should include, for example, literature review, framework and strategy, research questions, technique used, data collection and report writing, etc.

All projects should basically be carried out individually. If students wish to form a small group (not more than three students) to do a group project, they have to submit a very detailed proposal to outline why a group is necessary, what they want to do, the roles and duties of each member, and the length and format of the output. They should submit the proposal one month earlier for teachers' consideration. If it is rejected, they have to submit another proposal for their own individual work. Group projects will be evaluated according to their collective nature, and factors like the amount of work, manpower and division of labor will be considered when grading is done.

**2. Contact Information of Teaching Member**

<b>Instructor:</b>	
Name:	Prof. Donna Chu
Telephone:	3943 1908
Email:	donnachu@cuhk.edu.hk
Consultation Hours:	By appointment

**Note:**

Prof. Donna Chu is the coordinator for the course. A faculty member will be assigned to each student as supervisor by the end of August 2025. Once assigned, students should contact their supervisors for advice and enquiries. Students may change their FYP topic and/or format within first month of the semester with supervisor's endorsement. No change of supervisor is allowed.

**3. Expected Learning Goals and Outcomes**

Upon completion of this course, students shall be able to conduct a comprehensive project independently and produce evidence in tackling a communication-related issue.

**4. Learning Activities**

Students are required to join the briefing session (if any), hand in a student data form, a one-page proposal and final report upon the completion of the course. They will also have to contact their supervisors frequently to report on their research/work progress.

## **5. Formats of Proposal and Final Output**

There are 4 formats of final output: **1) academic essay, 2) in-depth report, 3) public relations & advertising-related (PRA) project and 4) multimedia production.** All outputs have to be fresh and original.

When submitting proposals, students should provide the below content according to each category's criteria:

### **A. Academic Essay**

- i. Title/Topic
- ii. Research objective(s)
- iii. Data collection method(s)
- iv. Research significance
- v. Work schedule

### **B. In-depth Report**

- i. Title/Topic
- ii. Why this topic?
- iii. What research will be done or what information to be collected
- iv. Framework for the study (e.g., a series of news stories/reports)
- v. Angle and analysis for each story
- vi. Work schedule

### **C. PRA Project**

- i. Title/Topic
- ii. Why this topic?
- iii. What consumer research/analysis will be done
- iv. What strategy will be used
- v. What communication deliverables/mock-up will be submitted
- vi. Work schedule

### **D. Multimedia Production**

- i. Title/Topic
- ii. Length of proposed output (say 15min video)
- iii. Why this topic?
- iv. What research will be done
- v. What presentation skills/filming techniques will be used
- vi. Work schedule

## **6. Assessment Scheme (For reference only)**

There are four types of final output, i.e. academic essay, in-depth report, PRA project and multimedia production. Marking scheme for each kind of output is as follows:

### **(A) Academic Essay:**

Grading Criteria	%
i. Progress Report	15
ii. Literature Review and Conceptualization	25
iii. Data Collection and Analysis	25
iv. Research Significance, Originality and Insight	25
v. Language and Organization	10
Total:	100

(B) In-depth Report:

Grading Criteria	%
i. Originality	10
ii. Reporting and Research	40
iii. Writing	20
iv. Structure and Organization	20
v. Learning Attitude	10
Total:	100

(C) PRA Project:

Grading Criteria	%
i. Proposal & Progress Report	20
ii. Consumer/Market Analysis, Strategy Development & Implementation Plan	35
iii. Output: Organization, Language, Presentation, Insight, Creativity	35
iv. Learning Attitude	10
Total:	100

(D) Multimedia Production:

Grading Criteria	%
i. Pre-production Research	30
ii. Organization and Planning, Progress Report, Production Execution	10
iii. Output Quality:	
a. Originality & Creativity	20
b. Depth of Studies/Insight	20
c. Technical Competence/Skills	10
d. Self-evaluation/Self-reflection	10
Total:	100

**Notes:**

- When submitting the proposal, students also have to fill out a student data form (google form) to indicate the topic/title, format, language of the project and their preferred supervisors (up to three full-time teachers only) and semester (Term 1 or Term 2).  
**Submission deadline for FYP proposal: 23 June 2025 (for individual project) or 9 June 2025 (for group project)**
- Submission deadline for final output: 15 December 2025 (Term 1) or 6 May 2026 (Term 2)**
- Assignments must be submitted to the supervisor on time. Late submissions will be penalized.

## **7. Grade Descriptors**

<b>Grade</b>	<b>Overall course</b>
A	Outstanding performance on all learning outcomes.
A-	Generally outstanding performance on all (or almost all) learning outcomes.
B *	Substantial performance on all learning outcomes, OR high performance on some learning outcomes which compensates for less satisfactory performance on others, resulting in overall substantial performance.
C*	Satisfactory performance on the majority of learning outcomes, possibly with a few weaknesses.
D*	Barely satisfactory performance on a number of learning outcomes
F	Unsatisfactory performance on a number of learning outcomes, OR failure to meet specified assessment requirements.

\*Sub-division (i.e. B+, B, B-, C+, C, C-, D+) will still be used.

## **8. Learning Resources**

Students should seek advice from their supervisors to obtain learning resources for their projects.

Past excellent FYPs can be found here for reference:  
<http://jlm.com.cuhk.edu.hk/comm4150-jlm/> (password: jlm-4150)

To view the page, you need to **connect to CUHK VPN**.

## **9. References on Academic Honesty and Plagiarism**

Attention is drawn to University policy and regulations on honesty in academic work, and to the disciplinary guidelines and procedures applicable to breaches of such policy and regulations. Details may be found at <http://www.cuhk.edu.hk/policy/academichonesty/>.

With each assignment, students will be required to submit a signed declaration that they are aware of these policies, regulations, guidelines and procedures. For assignments in the form of a computer-generated document that is principally text-based and submitted via VeriGuide, the statement, in the form of a receipt, will be issued by the system upon students' uploading of the soft copy of the assignment. Assignments without the properly signed declaration will not be graded by teachers. Only the final version of the assignment should be submitted via VeriGuide.

The submission of a piece of work, or a part of a piece of work, for more than one purpose (e.g. to satisfy the requirements in two different courses) without declaration to this effect shall be regarded as having committed undeclared multiple submission. It is common and acceptable to reuse a turn of phrase or a sentence or two from one's own work; but wholesale reuse is problematic. In any case, agreement from the course teacher(s) concerned should be obtained prior to the submission of the piece of work.

The declaration form to be attached to assignments can be found at:  
[http://www.cuhk.edu.hk/policy/academichonesty/Eng\\_htm\\_files\\_\(2013-14\)/p10.htm](http://www.cuhk.edu.hk/policy/academichonesty/Eng_htm_files_(2013-14)/p10.htm)

## **10. Use of Generative Artificial Intelligence (AI) Tools**

As a general principle, students are expected to complete all coursework, formative and summative assessments independently without the use of AI tools or other forms of unauthorized assistance, unless specifically permitted. However, depending on the nature of the final-year project and supervisors' recommendations, different approaches can be adopted. Please seek your supervisor's advice beforehand.

**If explicit acknowledgement and proper citations of the input from AI tools have to be made, please refer to the examples below.**

### **Acknowledging support from AI tools**

Students are required to acknowledge all functional uses of a generative AI tool and cite it when they paraphrase, quote, or incorporate into their own work any content (whether it is text, image, data, or other format) that was created by it.

i. An example of acknowledgement

*'I acknowledge the use of (name of AI tool – e.g. ChatGPT (<https://chat.openai.com/>) to (specify the support, e.g. plan my essay, generate some ideas for the content, ask for examples of data collection instruments, get the dates of historical events, etc.).*

ii. An example of citation

OpenAI. (2023). ChatGPT (Mar 20 version). <https://chat.openai.com/chat>

(Students are reminded that due to the rapid developments of generative AI tools, some citation formats may be updated regularly.)

iii. An example of including texts generated by an AI tool in their work

"The following text was generated by an AI tool / language model (ChatGPT):" [Insert the text generated by ChatGPT here.]

iv. An example of including texts generated by an AI tool and the prompts that were used to elicit the text from the AI tool

"[The prompt], as generated by an AI language model (ChatGPT):"

[Insert the text generated by ChatGPT in response to the prompt.]

For more information, please visit: <https://libguides.lib.cuhk.edu.hk/c.php?g=566638&p=7102001>

Students should use the AI tools responsibly and ethically and be aware of the limitations.

**Students are reminded to clarify with their supervisors and obtain their permission before they use any AI tools in assignments.**