

Associate Degree 副學士

# MEDIA COMMUNICATION

## 媒體傳播

This area of Concentration Studies allows students to explore the vast world of media and communication and gain exposure in various media sectors. The curriculum trains students to follow through media operation, from planning to execution of media content. With broad-based training in various scopes of media communications, students are equipped to be media generalists in order to cope with the convergent media environment.

本專修旨在讓同學探索傳媒世界的不同領域。課程幫助同學認識傳媒的運作，了解從籌劃至實行的具體過程。透過涵蓋傳媒各範疇的全面訓練，同學將成為媒體傳播的通才，以應對今日變化萬千、日趨融合的傳媒生態。



### DISTINCTIVE FEATURES

#### 課程特色

- A broad-based approach equips students with both academic knowledge and practical skills across various media channels.
- Students will be acquainted with the emergent media development of social media and other creative media.
- Students can gain experience in the comprehensive process of media content production from research, planning, to execution in terms of writing and visualisation.
- 理論與技巧並重，為同學提供全面的傳媒訓練。
- 同學將認識新興媒體如社交媒體及不同創意媒體的發展趨勢。
- 同學可從資料搜集、籌畫，以至用文字及圖像執行概念的經驗中掌握傳媒製作流程。



### CURRICULUM

#### 課程

##### General Education Courses

- Essentials of Information Management Technology
- Ethical Challenges in Hong Kong / Issues of Life and Death (Values and Meaning of Life)
- Mathematics in Everyday Life / Understanding Statistical Data (Numeracy)
- Physical Education
- Popular Culture in Contemporary China\* / The Making of Hong Kong (1842-1997) (History and Civilization)
- Public Speaking
- Thought and Writing I
- Thought and Writing II
- Written and Spoken Modern Chinese\* / Elementary Chinese^
- Literary Appreciation (Distribution Requirements course from Arts area)
- Distribution Requirements course from Business area\*
- Distribution Requirements course from Science area\*
- Distribution Requirements course from Social Sciences area\*

##### Discipline Specific Courses

- Creative and Social Media
- Interpersonal Communication
- Introduction to Communication Theory
- Introduction to Mass Communication
- Media Inquiry
- Principles and Practices of Media Communication
- Visual Communication in Multimedia
- Writing and Editing for Media

### PROFESSIONAL TRAINING AND WORKSHOP

#### 專業訓練及工作坊

- Field Visit to Media Organisation
- Professional Workshops on Media Campaign Development and on Creative Usage of Social Media
- Professional Talks
- Media Study Tour
- Research Workshop

\* taught in Cantonese

^ for non-Chinese speaking students, taught in Putonghua

\* Please refer to P.11 for the selection of Distribution Requirements.

The course list is for reference only. The College reserves the right to make changes without prior notice.

### ARTICULATION OPPORTUNITIES

#### 升學機會

- HKBU is offering a number of two-year Self-funded Undergraduate Programmes suitable for graduates of this Concentration Studies. Please refer to P.7 for details.
- Graduates can apply through the non-JUPAS scheme for programmes offered by local universities in areas of Strategic Communication, Social Communication, Advertising, Public Relations, Media Content Production, and other communication-related disciplines.
- Graduates can pursue undergraduate programmes at local or overseas universities.
- 香港浸會大學開辦多個兩年制自資學士學位課程，適合本專修範圍的畢業生報讀，詳情請參看第7頁。
- 畢業生可經大學非聯招途徑，申請報讀本港各大學的策略傳播、社會傳播、廣告、公關、媒體製作或相關學系所開辦的學士課程。
- 可報讀本港或海外大學的相關學士課程。

This is a new area of Concentration Studies launched in 2014, and thus information on graduates' further studies is not available at the moment.

24 學分  
units  
Discipline Specific  
專業科目

+

38 學分  
units  
General Education  
通識教育科目

## Associate Degree Programme Structure

### 副學士課程結構

The HKBU AD Programme is a 62-unit programme which normally requires two years of full time studies.

修讀浸大副學士課程的同學一般於兩年內修讀62個學分。

#### DISCIPLINE SPECIFIC COURSES 專業科目

24 units  
學分

##### Concentration Studies 專修科目

15 units  
學分

Course details are available on the page designated for each area of Concentration Studies.

詳情列於各專修科目的內頁。

##### Elective Studies 選修科目

9 units  
學分

Each of the following is a 3-unit course and subject to Discipline Specific Studies arrangement. Details are available on the page designated for each area of Concentration Studies.

每科目為3個學分，以個別專修科目的安排為準，詳情參看各專修科目的內頁。

• Abnormal Psychology	• General Chemistry
• Advanced Practical Putonghua++	• General Toxicology
• Art Direction<->	• Industry Attachment
• Biochemistry and Techniques	• Intermediate Business Putonghua++
• Business Communications	• Internship for Environment, Conservation and Ecotourism
• Business Ethics and Corporate Social Responsibility	• Internship for Food Safety, Nutrition and Health Education
• Calculus	• Introduction to Communication Theory
• Child Psychology	• Introduction to Environmental Health and Toxicology
• Chinese News Writing and Reporting+	• Introduction to Mass Communication
• Chinese Public Speaking+	• Introduction to Philosophy
• Computer Networking<->	• Introduction to Scientific and Quantitative Methods in Psychology
• Conservation and Ecotourism	• Journalism and Society+
• Consumer Behaviour	• Management Information Systems
• Creative Chinese Writing Workshop+	• Marketing Communications
• Creative Digital Imaging and Publishing	• Marketing Principles
• Creative English Writing Workshop	• Microbiology and Laboratory
• Digital Animation Fundamentals	• Mobile Computing and Applications Development
• Digital Storytelling<->	• Multimedia Technology and Applications
• Elementary Putonghua++	• Organizational Behaviour
• English for Business	• Principles of Accounting I (Financial Accounting)
• Environmental Health Assessment and Management	• Principles of Accounting II (Management Accounting)
• Essentials of Food Chemistry	• Principles of Financial Management
• Event Management	• Principles of Macroeconomics
• Financial Planning	• Principles of Microeconomics
• Food Safety and Quality Management	• Social Psychology
• Fundamentals of Applied Statistics in Scientific Research<->	• Television Studio Production
• Fundamental Principles of Law	• Web Design and Development
• General Biology	

+ taught in Cantonese

++ taught in Putonghua

^ for non-Chinese speaking students, taught in Putonghua

\* double-listed Interdisciplinary GE courses

<-> new elective course, subject to approval

\*\* Students should complete one course in each of the four areas outside their own area of Concentration Studies, except for Professional Accountancy.

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#### GENERAL EDUCATION COURSES 通識教育科目

38 units  
學分

##### Core Requirements 核心科目

26 units  
學分

Students should complete all of the following courses:

同學須修讀以下科目：

- Thought and Writing I
- Thought and Writing II
- Written and Spoken Modern Chinese+ / Elementary Chinese\*
- Public Speaking
- Essentials of Information Management Technology
- Mathematics in Everyday Life / Understanding Statistical Data
- Physical Education
- Popular Culture in Contemporary China+ / The Making of Hong Kong (1842 -1997)
- Ethical Challenges in Hong Kong / Issues of Life and Death

##### Distribution Requirements 分類選修科目

12 units  
學分

Students should complete at least ONE course from any four areas\*\*.

同學須選取四個範疇並於每個範疇內修讀最少一科\*\*。

##### ARTS

- Appreciation of Modern and Contemporary Chinese Literature+
- Critical Reasoning
- Literary Appreciation
- Understanding Chinese Thoughts and Culture (for non-Chinese students)
- Urban Society and Modern Chinese Narratives\*

##### BUSINESS

- Developing Leadership and Management Skills
- Exploring Business Enterprise
- Understanding Economics in Current Affairs
- Understanding Investment Management

##### COMMUNICATION / VISUAL ARTS

- Graphic Design and Visual Communication
- Interpersonal Communication
- Media Inquiry
- Film Appreciation
- Public Relations and Advertising Practices

##### SCIENCE

- Environmental Issues and Society\*
- Food, Nutrition and Society\*
- Wonders of the Environment
- You and Your Health

##### SOCIAL SCIENCES

- Career Development and Personal Planning+
- Environmental Issues and Society\*
- Essentials of Psychology
- Food, Nutrition and Society\*
- Pacific-rim Asian Societies
- Personal Growth and Development+
- Urban Society and Modern Chinese Narratives\*