

Bachelor of Social Sciences (Honours) in MEDIA AND SOCIAL COMMUNICATION

媒體及社會傳播社會科學學士 (榮譽) 學位課程

PROGRAMME FEATURES 課程特色

This programme combines training of multimedia practical skills (including audio video production, data visualisation, new media innovations, audio video broadcasting, media campaigning, and computer graphic design) with conceptual understanding of media and society for students who aspire to be media professionals in the age of new and social media.

- Develops students' understanding of media communication processes in the context of changing society, media environment and the trend of globalisation;
- Develops students' social consciousness and their sensitivity to the social, cultural and environmental issues in the changing society with both local and global communication perspectives;
- Develops students' ability to use media and communication strategies to promote the well-being of humans, thus contributing actively to positive social change;
- Develops students' specific skills required for planning, organising and implementing communication activities for good social causes;
- Develops students' ability to identify opportunities for corporations, public agencies and volunteer organisations to initiate communication projects related to corporate social responsibility and positive development of society.

本課程訓練同學各項多媒體的實用技能，包括影片製作、數據視覺化、新媒體創作、影片廣播、媒體宣傳及電腦圖像設計等，並深入探討媒體和社會關係，裝備同學成為全方位的新媒體及社交媒體專才。

- 培養同學在日益變化的社會環境、媒體生態及全球化趨勢下對媒體傳播的理解能力；
- 加強同學的社會觸覺，建立本地及全球視野，提升對社會、文化及環境問題的敏感度；
- 增強同學應用媒體和傳播策略的能力，為人類謀福祉，促進社會進步；
- 訓練同學掌握社會傳訊活動所需的籌劃、組織及執行等專門技巧；
- 幫助同學發展潛能，把握機會為企業、公關公司及志願團體推動企業社會責任傳訊項目，促進社會發展。



CAREER PROSPECTS 就業前景

The programme equips graduates with academic training and advanced practical skills in media communication for pursuing careers in a wide array of professions. They include public relations officers specialising in corporate social responsibility; communicators in volunteer organisations and public agencies; editors, journalists and columnists in social news section; and welfare advocates and lobbyists of interest groups.

本課程的畢業生具備適用於不同行業的媒體傳播學術知識與進階的應用技能，可擔任專責推行企業社會責任計劃的公共關係主任、志願團體及公營機構的傳訊人員、編輯、記者、專欄作家，以及遊說專家等工作。

PROGRAMME STRUCTURE 課程結構

MAJOR CORE COURSES (54 UNITS)

- Cases and Issues in Social Communication
- Digital Graphic Production
- Globalization and Social Change
- Health Communication
- Media and Integrated Marketing Communication
- Audio and Video Production for New Media
- Media Professional Practices
- Writing for Media and Community Resources
- Data Analysis and Visualization
- Communication Campaign Planning and Practices
- Media and Social Communication Honours Project I
- Media and Social Communication Honours Project II
- Communication Research Methods
- Media Consumption
- Public Opinion and Social Communication
- Communication Theory
- Media Law
- New Media Communication

MAJOR ELECTIVE COURSES (9 UNITS)

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| • Media Ethics | • Audio and Video Production for Commercial Purposes |
| • Children, Elderly and Communication | • Data Analysis with Python |
| • Computer Animation | • Studies in Film and Television Classics [^] |
| • Digital Photography | • Special Topics in Hollywood Cinema [^] |
| • Gender and Communication | • Special Topics in Hong Kong Cinema [^] |
| • Negotiation and Lobbying | • Studies in Non-Fiction Films [^] |
| • Communication for Professional Purposes | • Media Business Environment [^] |
| • Media Practicum | • Television and Hong Kong Society [^] |
| • Analytical and Opinion Writing for Chinese Media | • Financial Literacy [^] |
| • AI and Digital Communication | • Strategic Public Relations Management [^] |
| • MSC Internship | |
| • Social Media Marketing | |

[^] The course is offered by Bachelor of Arts (Honours) in Creative Writing for Film, Television and New Media or Bachelor of Social Sciences (Honours) in Integrated Communication Management.

GENERAL EDUCATION CAPSTONE COURSE (3 UNITS)

- One of the courses offered by other self-funded undergraduate programmes

Remarks:

1. This course has been included in the list of reimbursable courses under the Continuing Education Fund. This course is recognised under the Qualifications Framework (QF Level 5).
2. Individual courses may use Chinese due to particular course requirements. Either Cantonese or Putonghua may be used, depending on particular pedagogical strategy.
3. The College reserves the right to make changes to these courses without prior notice.

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ALUMNI SHARING 校友分享



LAM KING MAN
(GRADUATE OF 2022)

I have been enjoying every fascinating lecture. Apart from the knowledge in the course, the MSC programme also teaches me the conduct of life. I know that these knowledge and memories are the wealth of my life forever.

TUITION FEE 學費

For local applicants:
本地生申請:

HK\$44,963

per semester 學期

Students are required to complete 66 units in two years at HK\$2,725 per unit.

同學須於2年內完成 66 學分，
每學分為 HK\$2,725。

For non-local applicants:
非本地生申請:

HK\$51,909 per semester 學期;
at HK\$3,146 per unit 學分