

# 新聞及傳播學系

## Department Of Journalism And Communication



**文學與社會科學院**  
Faculty of Arts and Social Sciences



## 傳播及數碼媒體（榮譽）學士課程

### Bachelor of Arts (Hons) in Communication and Digital Media

課程編號：501404  
PROGRAMME CODE: 501404  
Subject to final approved of HKCAAVQ

## 課程簡介及宗旨

### Course Introduction and Purpose

全球各地傳媒形態不斷變化，為此，本學系亦與時並進，在 2024 學年開始，開辦傳播及數碼媒體（榮譽）學士課程。本課程旨在培養同學在內容創作和媒體製作方面的技能，包括音視頻錄製和編輯、平面設計和網頁開發；訓練學生在不同場合能展示出有效的溝通技巧，包括公開演講、寫作和人際溝通，並深入理解媒體研究和傳播方面的理論。另外，亦會致力培養同學在媒體內容和項目的開發中，應用創意思維和解難的技巧，以及學習在傳播和創意媒體行業中團隊合作和專業操守的重要性。

To keep ourselves abreast with the world's ev-changing media landscape, our Department has therefore launched for a new programme, the Bachelor of Arts (Hons) in Communication and Digital Media in 2024. The new programme is designated to develop technical skills in content creation and media production, including audio-visual recording and editing, graphic design, and web development; Demonstrate effective communication skills in diverse settings, including public speaking, writing, and interpersonal communication. Develop an understanding of the theoretical approaches to media studies and communication. Apply creative thinking and problem-solving techniques in the development of media content and projects. Articulate the importance of teamwork spirit and professional ethics in the communication and creative media industry.

## 課程結構概覽

### Programme Structure Overview

科目類別 Course Category	共修科目 Total Number of Courses	共修學分 Total Number of Credits
學院必修 College-wide Required	9	34
課程必修科 Programme Required	24	72
課程選修科 Programme Electives	6	18
自由選修科 Free Electives	3	9
總共 Total	42	123

## 學科 Subjects

期末報告  
Final Year Project

民意與媒體影響力  
Opinions and Media Influence

流動及數碼傳播  
Mobile and Digital Communication

數碼媒體導演及拍攝  
Directing and Shooting for Digital Media

敘事策略  
Storytelling Tactics

虛擬實景與增擴實境的數碼應用  
VR-AR Application for Digital Media

社交媒體和傳播  
Social Media and Communication

錄影室操控  
Studio Management

視覺編輯：藝術與技術  
Visual Editing: Art and Techniques



在 2024 學年，以下三個課程只供二及三年級申請入學。

In the 2024 academic year, the programme below will be offered for second and third-year admissions.



## 新聞及傳播（榮譽）文學士學位課程

### Bachelor of Arts (Hons) in Journalism and Communication

課程編號：501401  
PROGRAMME CODE: 501401

此課程以堅實的新聞學理論為基礎，並緊貼傳媒行業的發展，培養同學具備新世代傳媒所需的知識和技能。在資訊流通瞬息萬變的傳媒行業中，成為具批判思維和國際視野的新一代新聞從業員。本課程亦著重於專業傳播技巧的培訓，學生獲取相關的知識後，日後可以在不同傳播領域一展所長。

The programme will provide students with a solid foundation of journalism theories and sufficient media knowledge to help equip them well in this rapid changing media industry. This programme will also allow students to explore both the practical and theoretical dimensions of journalism. Students will benefit from teaching delivered by expert academic practitioners with the aim to train them with critical thinking and global vision.

## 課程宗旨

- 教授跨媒體及流動傳播知識
- 強調培養國際視野和適應能力，以應對瞬息萬變的社會
- 著重新聞及傳播教育，包括對社會及環球傳媒生態的認知
- 重視跨領域知識以強調跨行業、跨文化及跨地域視野

### Programme Aims

- Providing state-of-the-art knowledge of media and dynamic applications of communication
- Fostering a global perspective for students to adapt to the rapidly changing society
- Consolidation of journalism and communication education with a highlight on an in-depth understanding of social and global media development
- Emphasising interdisciplinary knowledge by incorporating new perspectives of cross-sector, cross-culture, and cross-territory





## 廣告及企業傳播（榮譽）文學士學位課程

課程編號：501402  
PROGRAMME CODE: 501402

課程整合了廣告、公共關係以及企業傳播的全面培訓，旨在培育具跨越媒體界限的新世代傳播工作者。課程最獨特之處是採取「解難為本」的課程結構，畢業生將具有足夠能力，服務於不同領域。畢業生可從事廣告設計及製作、公共關係、市場分析及營銷、公私營機構企業內部傳訊，及項目或事務管理協調／推廣。

This programme integrates advertising, public relations and corporate communication into one unified domain of professional studies. It aims to nurture a new generation of media practitioners with an ability to break down barriers of lines in work and communication. One unique characteristic of this programme is its emphasis on a "solution-based" approach. Graduates can potentially embark upon careers in Advertising Design and Production, Public Relations, Market Analysis and Marketing. Public or Private Company Corporate Communications, Event Management / Coordination / Promotion, etc.

### 課程宗旨

- 培育新一代具創意的傳媒及傳播工作者，主要從事廣告及企業傳訊工作
- 提供廣告、公關及投資者關係等範疇的實務技能整合訓練，為公私營機構提供傳訊策略和解決方案
- 提供跨行業和跨領域的傳訊專業知識和技能，促進各方對企業形象的認知

#### Programme Aims

- To nurture a new generation of media and communication practitioners of advertising and corporate communication with a mindset of cross-boundary
- To provide an integrated training of practical skills of advertising, public and investor relations to serve and offer communication strategies and solutions to private and public entities
- To bridge understanding and communication of all aspects across sectors and territories



## 傳播及跨媒體（榮譽）文學士學位課程

課程編號：501403  
PROGRAMME CODE: 501403

本課程著重新媒體創作，最大特色為強調創意媒體的傳播方法及媒體製作。此課程傳授最尖端的跨媒體數碼攝錄及電影、電視製作技術，培養跨媒體人才。畢業生可從事跨媒體製作、傳訊服務、流動媒體內容建構、電影製作、電視製作、以及非政府組織、學校、企業媒體項目製作。

The programme offers a new approach to the application of communication theories and new media techniques for communication and media production. It provides an extensive training and exploration on production skills that emphasise "crossovers" of media contents and formats of any kinds. Graduates can potentially embark upon careers in Crossmedia Production, Communication Services, TV Production, Mobile Media Architecturing, Media Project Production, Film Production, NGOs, School and Corporation new media projects.

### 課程宗旨

- 提供與前線接軌的新媒體製作體驗
- 教育新一代的傳媒工作者運用各類型的數碼器材，創作具質素的新媒體內容
- 培育學生從事跨媒體製作，培養他們的創意與跨界思維能力

#### Programme Aims

- To provide an integrated training of practical skills of new media production
- To nurture the new generation of new media application so as to produce a quality new media outlet.
- To teach the students crossmedia production and help the students develop their creativity and a mindset of cross-boundary.

## 學習與校園生活

Learning and campus life

## 企業實習

Internship

新聞及傳播學系為同學安排實習機會，讓同學透過實踐，早日了解行業運作和獲取寶貴實戰經驗。實習同學可獲安排在暑假期間，到本地或海外機構實習。同學可按自己的能力和興趣，申請在傳媒、公關、製作等領域進行兩到三個月的實習。為我們提供本地實習職位的機構包括多家主流媒體，例如電視廣播有限公司、香港電台、明報、蘋果日報、Sony 香港集團等。同學亦可申請前往海外實習，過去分別有同學到加拿大的 Fairchild 電台、馬來西亞的華人周刊以及台灣多家媒體實習。

The Department offers internship opportunities to our students for them to get exposure to real projects and challenges in a real world. They will be granted the chance to work as interns in local or overseas organisations for two to three months during the summer holiday. Local mainstream media that offers us internship opportunities include TVB, RTHK, Ming Pao Newspapers Limited, Apple Daily, Sony (HK). Overseas media internship opportunities mainly come from Fairchild Radio (Toronto), Chinese Weekly (Malaysia) and a couple of Taiwanese media organisations.

### 戴欣兒 TAI YAN YEE

在 2023 年的 6 月到 8 月，我分別在香港特別行區的政府新聞處的本地宣傳事務組及媒體研究組實習。首先，我在本地宣傳事務組期間參與了不少會議。在這些會議的過程中，我了解到表達自己觀點的技巧，先正面認可他人，再提個人的建議，這樣就能使對方更願意接受自己的觀點和建議。另外，我亦提醒自己要繼續深化專業知識，這樣更能提供準確而又有說服力的建議。在媒體研究組期間，我需要將一些重要的新聞歸納。起初我很難掌握哪些內容能夠拋棄，因此每一次全職同事幫我校對完後，我都會接受他們的建議並進行調整，而與此同時，我的寫作技巧亦隨之而提升。

From June to August, 2023, During my internship at the Local Promotion Sub-division and the Media Research Sub-division of the SAR Information Services Department, I have gained valuable experience with a deep understanding on how a government-run communication agency plays a role in coordination with all other government bodies to facilitate effective, positive and accurate communications locally and abroad.

In the ISD' s Local Promotion Sub-division, I participated in various meetings from which I learnt much effective communication skills. During which, I discovered that by acknowledging others' viewpoints and then presenting my understanding and suggestions, people were more inclined to accept my ideas. Also, I reminded myself that the importance of deepening my professional knowledge would provide accurate and persuasive recommendation during the meeting.

In the Media Research Sub-division, my main task was summarizing important news articles. Initially, it was challenging for me to determine which content is suitable for deleting. However, with the guidance of experienced colleagues, I learnt how to identify the key information and eliminate unnecessary texts. Each time after the supervisor proofread my summaries, I learnt quick to make appropriate adjustments. This iterative process not only improved my ability to summarize news effectively but also enhanced my writing skills.







陳婉琪 CHAN YUEN KEI

在 2023 年的暑假，我在新城電台暑假實習。實習期間每天都有不同的採訪任務，工作量都頗大。雖然辛苦，但能短時間累積寫作及報道經驗，作為記者的技能及知識迅速累積，可謂得益良多。過程中當然有做得不好的地方，但這也是從錯誤中學習的好機會。另外，我也學會了多向同事及行家虛心求教，令我的工作順利了很多。

In the summer of 2023, I went to Metro Radio for internship. During the internship, there were different interview tasks every day, and the workload was quite heavy. Although it is busy, I can gain a lot of experience in writing and reporting in a short period of time, and I can quickly accumulate skills and knowledge as a journalist. Of course there are things I didn't do good enough, but this is also a good opportunity to learn from error. In addition, I also learned to humbly seek advice from colleagues and other reporters who were working with me, which made my work much smoother.



梁晉穎 LEUNG Chun Wing

對體育新聞十分有興趣的梁晉穎同學，2021 年暑期在有線電視實習時，終於可以一嚐做體育記者的滋味。

LEUNG Chun Wing, who is very interested in sports news, had a chance to become a sports reporter when he was working at Cable News as an intern in the summer of 2021.



陳漪莉 CHAN I Lee

陳漪莉同學 2021 年暑假期間在 now TV 實習，學習採訪本地新聞以及財經新聞。

CHAN I Lee worked as an intern reporter in now TV in the summer of 2021. She learnt how to report local news and finance news.

## 參與校外比賽 Participation in Competitions

同學的作品在校外參賽，是對同學的挑戰和考驗，而如果獲得獎項，便是外界對我們的認同和肯定。新聞及傳播學系鼓勵同學透過參與不同業界比賽去磨鍊自己，同學表現出色，在不同的比賽中都獲得良好成績。

Competitions offer a chance for participants to gain substantial experience and motivate students to perform and excel. With this in mind, the Department encourages our students to participate in various competitions. And our students are being recognised!

謝旻恩 Macy, Tse Man Yan

香港珠海學院新聞系及傳播一年級學生謝旻恩，拍攝的短片「饒宗頤文化館一日遊」，於 2023 年五月在內地媒體《南方周末》舉辦的「探寶覓踪—尋找灣區民間文化力量」短視頻徵集賽中，獲得優秀獎。

Macy, Tse Man Yan, a first-year student of the Journalism and Communication Department of Hong Kong Chu Hai College, produced a short film, "A Day Tour of Jao Tsung-I Academy" has won the Honorable Mention in the "Finding the Folk Museums in Greater Bay Area" Short Video Solicitation Competition which was jointly launched by Southern Metropolis Daily and N Video App and co-hosted by the Guangdong Folk Literature and Art Association.



彭永曦 Pang Wing Hei

新聞及傳播學系學生彭永曦拍攝的短片「疫流下健身」獲得《中國日報》主辦的 2022「大學新聞獎」最佳新聞視頻季軍的榮譽，內容主要是講述在疫情下健身教練如何營生。

The short film "Fitness under the Pandemic" filmed by Pang Wing Hei, a student of the Department of Journalism and Communication, won the honor of the third runner-up of the 2022 Campus Newspaper Award organized by China Daily Hong Kong Edition.



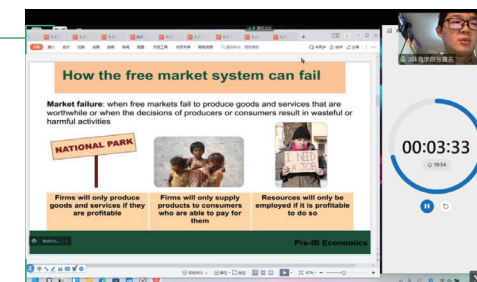
張震東 Zhang Zhendong

新聞及傳播學系學生張震東獲得「Powerpoint Karaoke」比賽個人組冠軍，這個比賽由七所大專院校的內地生聯合會合辦，5 月 21-22 日在線上舉行。

要贏得這項比賽需要有良好的應變能力，及充足的知識儲備，因為參賽者要在固定時間內講述 PPT 所展示的內容，而這些內容是隨機拼接、沒有關聯的，參賽者事前並不知道，要做到言之有物並面面俱到，才能在 36 個選手中脫穎而出。

Zhang Zhendong, a student from the Department of Journalism and Communication, won the championship in the individual category of the "Powerpoint Karaoke" competition. This competition was co-organized by the Mainland Students Association of seven tertiary institutions and was held online from May 21 to 22.

To win this competition, you need to have good adaptability and sufficient knowledge reserves, because the participants have to tell the content displayed in the PPT within a fixed time, and these contents are randomly spliced and unrelated, and the participants do not know in advance, to be able to stand out among the 36 contestants, you must be meaningful and comprehensive.





## 校友

Alumni



張豐元 Ms. ZHANG Fengyuan (2020)

珠海學院新聞及傳播學系 2020 年一級榮譽畢業生。畢業後就讀中文大學全球政治經濟專業，現是駐港央企員工。

A graduate (first class honors) of the Department of Journalism and Communication of Chu Hai College of Higher Education in 2020. She is now working for a central enterprise and am stationed in Hong Kong.



張文采 Ms. Cheung Man Tsoi (2008)

無線電視新聞部前首席主播及首席記者 (2009-2019)。現時從事自由職業，包括擔任活動司儀、主持人、亦為知名的 KOL。

Former chief anchor and chief reporter of TVB News Department (2009-2019). Currently engaged in freelance work, including serving as event emcee, host, and also a well-known KOL.



伍家謙 Mr. Vincent Ng Ka Him (2004)

前無線電視體育記者 (2003-2015)，現時為多媒體工作者。

Former anchor and sports journalist at TVB News (2003-2015). Now cross-media practitioner.



趙漢榮 Mr. Chiu Hon Wing (1994)

傑出的新聞攝影師，目前在美國為洛杉磯時報、美聯社等大型傳媒機構服務，曾贏得不少國際攝影獎項，包括：

He is an outstanding photojournalist with Los Angeles Times, Associated Press and won many photo awards, including:

- 2021 Pulitzer Prize (普立茲獎) of Breaking News Photography
- Los Angeles Press Club's 2013 Southern California Photojournalist of the Year,
- Canada's Photojournalism Photography Award Winner in Applied Arts Magazine Annual Contest 2007



熊麗萍 Ms. Hung Lai Ping (1983)

資深的財經分析師，曾為多間傳媒機構的財經節目擔任嘉賓。

Famous Stock Analyst with a High Frequency of Media Exposure.

## 學系設施

Facilities



跨媒體影像製作室  
Crossmedia Visual Production Studio



跨媒體音像製作控制室  
Crossmedia Audio Studio Control Centre



跨媒體播放室  
Crossmedia Screening Suite



跨媒體劇院  
Crossmedia Multipurpose Theatre

