



# 环球传播文学硕士

MASTER OF ARTS IN  
GLOBAL COMMUNICATION

2024-2025  
招生简章

(一年全日制或二年兼读制)

[jcm.chuhai.edu.hk](http://jcm.chuhai.edu.hk)

(852) 2972 7200

香港新界屯门青山公路青山湾段80号  
香港珠海学院



## 课程概述和目标

环球传播文学硕士课程是一个在新媒体时代下以全球传播为主轴的跨学科课程：

- 使学生对进阶传播理论有严谨的理解，以及掌握媒体专业技能的实务知识；
- 训练学生发展具有全球视野的分析与判断能力；
- 培养学生在实践中运用传播理论的能力；
- 扩大学生对各种文化的认识，为他们在国际化的职场工作做好准备；
- 透过在全球各地发生的新闻开拓学生对全球政治和经济的视野。

## Programme Overview and Aims

The Master of Arts in Global Communication is an interdisciplinary programme focusing on the global aspects of communication in the new media era:

- To equip students with a critical understanding of advanced communication theories and a practical knowledge of media professional skills;
- To train students to develop analytical and critical evaluation skills with global perspectives;
- To develop students' ability of applying communication theories in practice;
- To broaden students' awareness of various cultures to prepare them to work in a global workplace;
- To broaden students' horizons in the global political and economic perspectives of news events happening around the world.

## 环球传播文学硕士

### Master of Arts in Global Communication

#### 课程修读模式

课程编号：601401

全日制课程：一年

课程编号：611401

兼读制课程：二年（只适用于本地生）

#### 授课语言

英语授课，实务科目辅以中文解说。

#### 学费

一年全日制：港币十五万五千元正，分两期缴交。

二年兼读制：港币十五万五千元正，分四期缴交。

本地生及非本地生学费相同，如修读超过课程所需学分，则须另缴费用。凡透过电子付款途径产生的银行手续费将由支付者承担。已缴交之费用不设退款机制（付款方式详情请参阅财务处网页）。

#### 报名日期

本地生：

第一轮：2023年11月1日至2024年1月31日

第二轮：2024年2月19日至2024年6月29日

非本地生：

第一轮：2023年11月1日至2024年1月31日

第二轮：2024年2月19日至2024年4月30日

#### 报名费

本地生港币300元、非本地生港币600元，凡透过电子付款途径产生的银行手续费将由支付者承担。已缴交之费用不设退款机制（付款方式详情请参阅财务处网页）。

#### Mode of Study

##### Programme Code: 601401

One-year Full-time Programme

##### Programme Code: 611401

Two-year Part-time Programme

(local students only)

#### Medium of Instruction

Medium of instruction is English, but for practicum courses, it will be supplemented with Chinese.

#### Tuition Fee

One-year full-time: HK\$155,000 payable in two instalments.

Two-year part-time: HK\$155,000 payable in four instalments.

Bank transaction fees incurred through electronic payment channels will be borne by the payer. The paid tuition fee can not be refund or transferable. For payment methods, please visit the Finance Office webpage.

#### Application Periods

##### Local applicants:

First Round: 1 November 2023 to 31 January 2024

Second Round: 19 February 2024 to 29 June 2024

##### Non-local applicants:

First Round: 1 November 2023 to 31 January 2024

Second Round: 19 February 2024 to 30 April 2024

#### Application Fees

Bank transaction fees incurred through electronic payment channels will be borne by the payer. Non-refundable application fee of HK\$300 for local applicants or HK\$600 for each programme. For payment methods, please visit the Finance Office webpage.

## 入学要求

1. 持有认可学士学位或同等学历
2. 英语能力要求，持有以英语为教学语言的大  
学或学院颁发学位。如未能达到上述要求，  
便需要符合以下其中一项：
  - TOEFL ( 笔试一般不低于550分；  
网络考试不低于79分 )
  - IELTS ( 学术 ) ( 总评分不低于6 )
  - 中华人民共和国之学英语六级考试  
( CET-6 ) 或
  - 同等成绩

## Admissions Requirements

1. A recognised Bachelor degree, or an  
equivalent qualification;
2. An applicant, seeking admission on the basis of  
a qualification from a university or institution of  
which the medium of instruction and/or the  
language used in examinations is not English,  
shall satisfy one of the following language  
requirements:
  - a minimum TOEFL score of 79 in internet  
based test or 550 in paper-based test;
  - a minimum overall score of 6 in IELTS Academic;
  - level 6 of the College English Test  
(CET);
  - or equivalent.

## 课程结构

课程采用学分制。课程共修27个学  
分,分为核心科目(15个学分,为必修  
课)和选修科目(至少选修12个学  
分)。其中一门核心科目,CNN学习之  
旅,为前往美国有线电视新闻网  
(CNN)在中东阿拉伯联合酋长国  
(U.A.E.)首都阿布扎比的CNN学院,  
进行一个短期学习;而 2023-24 学  
年,这个学习之旅将于2023年12月4日  
至9日举行。

### 核心科目 ( 15 学分 ) Core Courses (15 credits)

1.	全球传播应用研究	Applied Research for Global Communication	3
2.	环球跨文化传播	Intercultural Communication in the Global Context	3
3.	CNN 全球新闻学工作坊	CNN Global Journalism Workshop	3
4.	新媒体工作坊	New Media Workshop	3
5.	CNN 学习之旅 *	CNN Study Tour (Boot camp)	3

\* CNN 学习之旅，学生须负责个人前往目的地的来回机票及住宿开支。

\* Return air-tickets and accommodation charges to be paid for by the student for the CNN Study Tour.

## Programme Structure

The programme is designed to offer a comprehensive curriculum consisting of a total of 27 credits. These credits will be divided into two main categories: core courses and elective courses. The core courses, which are mandatory, account for 15 credits. On the other hand, students will have the freedom to select a minimum of 12 credits from a range of elective courses.

One of the core courses, known as the CNN Study Tour, will provide students with a unique opportunity to participate in a study tour or bootcamp at the prestigious CNN Academy in Abu Dhabi, U.A.E. This immersive experience will allow students to gain firsthand knowledge and practical skills in the field. For the upcoming Academic Year 2023-24, the CNN Study Tour is scheduled to take place from December 4 to December 9, 2023.



## 选修科目（12 学分）（在以下列表中选修其中四科）

Elective Courses (12 credits) (Choose any four of the following courses)

1.	国际政治与传播	International Politics and Communication	3
2.	媒体策略管理	Strategic Media Management	3
3.	大湾区媒体与传播	Media and Communication in the Greater Bay Area	3
4.	大数据与传播	Big Data and Communication	3
5.	企业传播的热点问题	Topical Issues in Corporate Communication	3
6.	国际政治经济学 *	International Political Economy *	3
7.	大中亚的地缘政治 *	Geopolitics of the Greater Central Asia *	3
8.	10 加 3 — 东盟与中日韩的经济与政治 *	10 Plus 3 – Economics and Politics of ASEAN and China, Japan and Korea	3
9.	跨文化管理：区域范围 *	Cross-cultural Management: Regional Context *	3
10.	国际商务交易中的风险管理 *	Risk Management in International Business Transactions	3

\*課程由香港珠海學院一帶一路研究所的國際工商管理社會科學碩士及國際關係社會科學碩士提供

\*Courses to be offered by One Belt One Road Research Institute, HKCHC, in their MSocSc in International Business Management and MSocSc in International Relations Programmes.

## 查詢

### 報名查詢：

香港珠海學院

電話：(852) 2972 7200

電郵：chmagc@chuhai.edu.hk

網站：<https://www.chuhai.edu.hk>

### 課程查詢：

香港珠海學院新聞及傳播學系

電話：(852) 2972 7287

電郵：deptjc@chuhai.edu.hk

網站：<https://jcm.chuhai.edu.hk>

