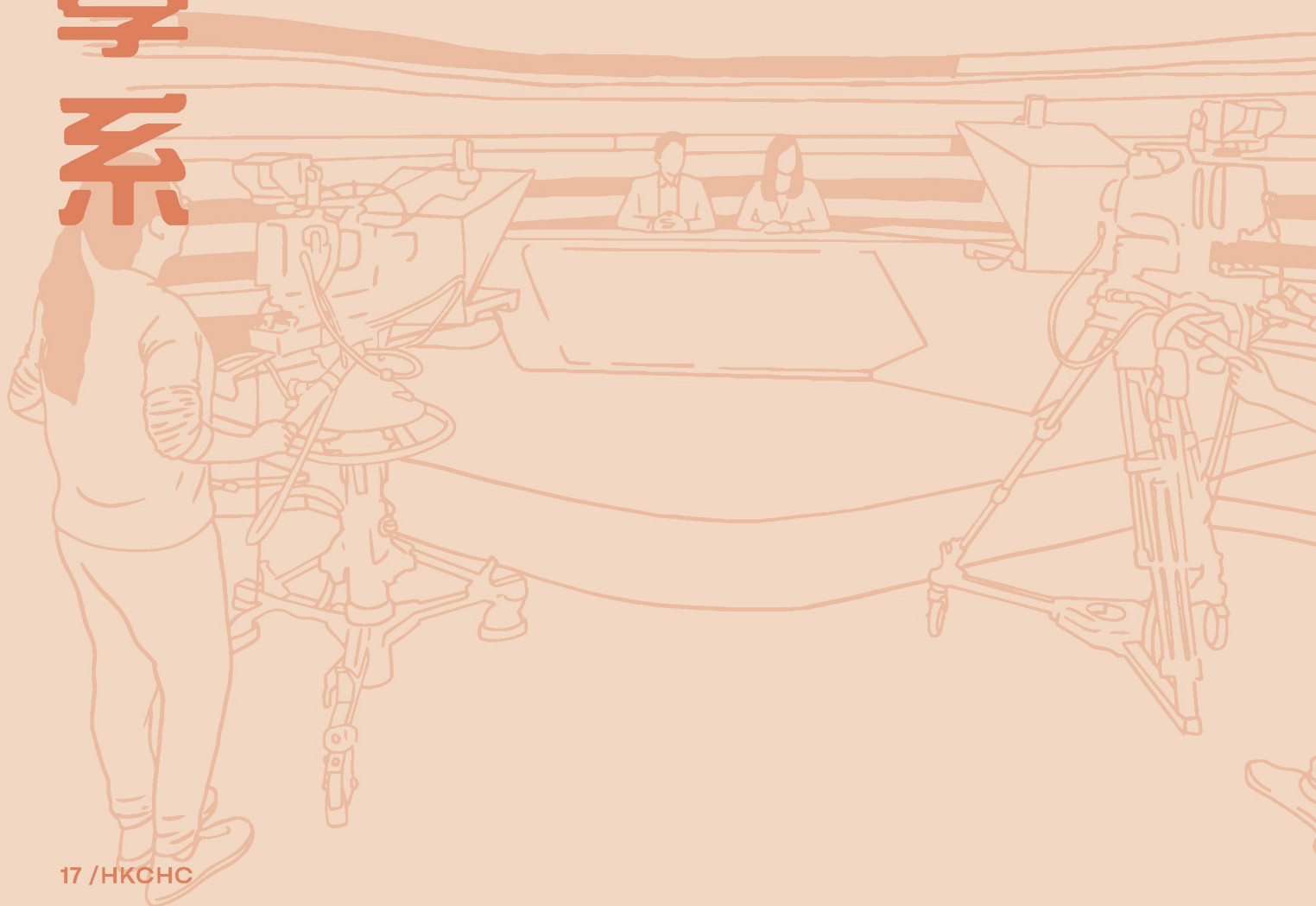


新聞及傳播學系

DEPARTMENT OF JOURNALISM
AND COMMUNICATION





傳播及數碼媒體(榮譽)學士課程

Bachelor of Arts (Hons) in Communication and Digital Media



課程簡介及宗旨

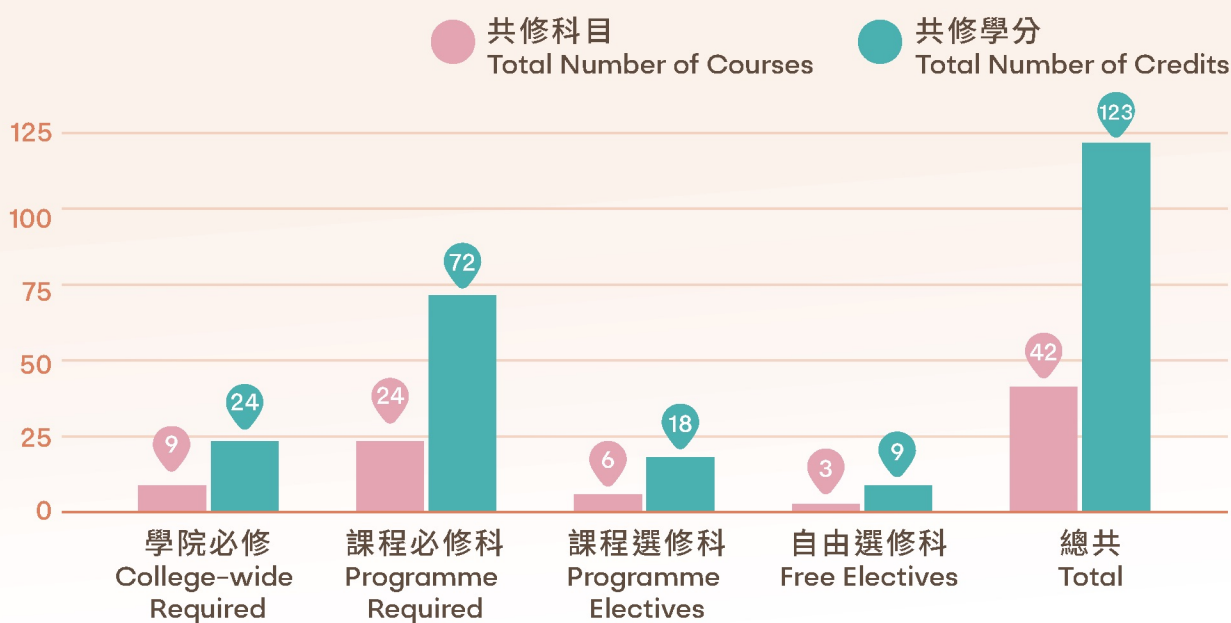
Course Introduction and Purpose

全球各地傳媒形態不斷變化，為此，本學系亦與時並進，在2025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、提升寫作和人際溝通，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 ever-changing media landscape, our Department has therefore launched for a new programme, the Bachelor of Arts (Hons) in Communication and Digital Media in 2025. The new programme is designed 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

Career Prospects and Further Studies



學科 Subjects



期末報告
Final Year Project

民意與
媒體影響力
Public Opinions
and Media
Influence

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

創意產業人工
智能專業應用
Application of
AI Technology
for Creative
Media

病毒廣告
及互動營銷
Viral Advertising
and Interactive
Marketing

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

流動及
數碼傳播
Mobile and
Digital
Communication



新聞及傳播學系在2025學年，仍然提供三個課程，供二、三年級的轉學生入讀
In the 2025 academic year, the Department of Journalism and Communication will still offer three courses for second and third-year transfer students.



新聞及傳播(榮譽)文學士學位課程

Bachelor of Arts (Hons) in Journalism and Communication

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

Bachelor of Arts (Hons) in Advertising and Corporate Communication

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，服務於不同行業。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

Bachelor of Arts (Hons) in Communication and Crossmedia

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



企業實習 Internships

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，例如政府新聞處、電視廣播有限公司、香港電台、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 SAR Information Services Departments, TVB, RTHK, Sony (HK). Overseas media internship opportunities mainly come from Fairchild Radio (Toronto), Chinese Weekly (Malaysia) and a couple of Taiwanese media organisations.



謝旻恩 TSE Man Yan

我在2024年得到了由香港新聞教育基金、中央媒體協辦的北京媒體實習機會。在2024年6月至8月期間，我在中國新聞社的中國新聞網實習，負責海外新聞編譯。過程中，嘗試了剪片、編譯。當我完成編譯工作後，導師會修改並指出錯誤的地方，讓我可以從錯誤中學習。另外，在編譯時也遇到了不少的問題，例如：新聞用詞的不同、說話的口音和語速。在北京實習期間，身邊的同事都對我很親切，會教導我新聞編譯的技巧，並會耐心地跟我溝通，甚至向我介紹北京的美食，讓我更快的適應在北京的實習工作和生活。

I obtained a media internship opportunity in Beijing co-organized by Journalism Education Foundation and Beijing Central Media Organization in 2024. From June to August 2024, I interned at the ECNS.CN of China News, responsible for translating overseas news. During the process, I tried video editing and translating. After completing the translation work, the supervisor would make revisions and point out errors, allowing me to learn from my mistakes. In addition, I encountered many challenges during the translation process, such as differences in news terminology, accents, and speaking speed. During the internship in Beijing, my colleagues were very kind to me, teaching me news translation skills, patiently communicating with me, and even introducing me to Beijing's cuisine, helping me adapt more quickly to the internship and life in Beijing.



戴欣兒 TAI Yan Yee

在2023年的6月到8月，我分別在香港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 was 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，我在新城電台實習。實習期間每天都有不同的採訪任務，工作量頗大。雖然辛苦，但能短時間累積寫作及報道經驗，記者的技能及知識迅速提升，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 did an internship at Metro Radio. 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 haven't done well enough, but it's also a good opportunity to learn from mistakes. In addition, I have also learned to humbly ask for advice from colleagues and other reporters from other news organizations, which has 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.



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!



在2022/23學年畢業於傳播及跨媒體（榮譽）文學士學位課程的廖嘉俊同學所執導的作品《哪個空間；那個事件；哪個人》，奪得2024年度第十一屆微電影「創+作」支援計劃＜最受歡迎微電影＞大獎，該計劃是香港特別行政區政府「創意香港」（「創意香港」）資助，由香港互動市務商會舉辦。廖嘉俊同學在2024/25學年亦是我們新聞及傳播學系創意產業應用科技文學碩士課程的碩士生。

LIU Ka Chun, a 2023 Bachelor of Arts (Hons) in Communication and Crossmedia graduate of the Department of Journalism and Communication, achieved the "11th Microfilm Production Support Scheme Most Popular Microfilm Award" for the film "Where? What? Who..." The support scheme is organized by the Hong Kong Association of Interactive Marketing ("AIM"), with Create Hong Kong ("CreateHK") of the Government of the Hong Kong Special Administrative Region ("HKSAR") as the Lead Sponsor.

Additionally, LIU Ka Chun is a student of AY2024/25 the Master of Arts in Innovative Application for Creative Industries of our Department of Journalism and Communication.

香港珠海學院新聞及傳播系一年級學生謝旻恩，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.



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.

學生活動 Student Activities

參觀 K11 MUSEA . Visiting K11 MUSEA

新聞及傳播系學生參觀K11 MUSEA主辦的沉浸式互動多媒體展覽及導賞，期望增強了學生對中國藝術及當代藝術科技 (Arts-tech) 的理解和欣賞。

Journalism and Communication students visited the immersive interactive multimedia exhibition and guided tour organized by K11 MUSEA, with the aim of enhancing students' understanding and appreciation of Chinese art and contemporary arts technology.



參觀TVB Visiting TVB

學生參觀香港無線電視台，學習綜藝節目之製作。

Students visited HKTVB, learning the production of variety shows.



參觀葵青劇院後台 Visiting Kwai Ching Theater

學生參觀葵青劇院後台，以了解先進之藝術科技。

Students visited Kwai Ching Theater, understanding the state-of-the-art technology.



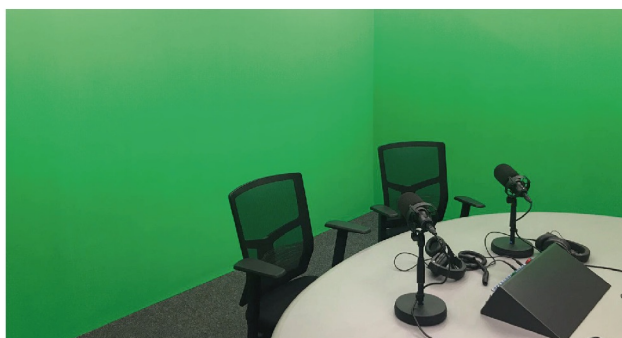
學系設施 Facilities



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