

ADMISSION BROCHURE

招生簡章 2025 - 2026



MASTER OF ARTS IN GLOBAL COMMUNICATION

环球传播文学硕士

一年全日制或两年兼读制 One-Year Full-Time or Two-Year Part-Time



课程概述和目标 Programme Overview and Aims

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:

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

- 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;
- 培养学生在实务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。
- 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.



授课语言 Medium of Instruction

英语授课,实务科目辅以中文解说。

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



课程修读模式 Mode of Study

一年全日制 One-Year Full-Time

两年兼读制(只适用于本地生) Two-Year Part-Time (Local applicants only)



入学要求 Admission Requirements

- 持有认可学士学位或同等学历
- 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;网路考试不低于79分)
 - IELTS(学术)(总分不低于6)
 - 中华人民共和国大学英语考试第六级(CET-6);或
 - 同等成绩
- A recognised Bachelor degree, or an equivalent qualification;
- 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;
 - Overall score of 430 in Level 6 of the College English Test (CET); or
 - Equivalent.



课程结构 Programme Structure

课程采用学分制。课程共修27学分,分为核心科目(15学分,为必修课)及选修科目(至少选修12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)在中东阿拉伯联合大王国(U.A.E.)首都阿布扎比的CNN学院,进行一个短期学习;在2024-25学年,这个学习之旅于2024年12月中旬举行。

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 boot camp 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 Academic Year 2024-25, the CNN Study Tour was scheduled to take place in mid-December 2024.

核心科目(15学分)	学分	Core Courses (15 credits)	Credit
全球传播应用研究	3	Applied Research for Global Communication	3
环球跨文化传播	3	Intercultural Communication in the Global Context	3
CNN全球新闻学工作坊	3	CNN Global Journalism Workshop	3
新媒体工作坊	3	New Media Workshop	3
CNN学习之旅 (Boot Camp)	3	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.

选修科目(12学分) (可选择以下四门课程)	学分	Elective courses (12 credits) (Choose any four of the following courses)	Credit
国际政治与传播	3	International Politics and Communication	3
媒体策略管理	3	Strategic Media Management	3
大湾区媒体与传播	3	Media and Communication in the Greater Bay Area	3
大数据与传播	3	Big Data and Communication	3
企业传播的热点问题	3	Topical Issues in Corporate Communication	3
国际政治经济学	3	International Political Economy	3
大中亚的地缘政治	3	Geopolitics of the Greater Central Asia	3
10加3 – 东盟与中日韩的经济与政治	3	10 Plus 3 – Economics and Politics of ASEAN and China, Japan and Korea	3
跨文化管理:区域范围	3	Cross-cultural Management: Regional Context	3
国际商务交易中的风险管理	3	Risk Management in International Business Transactions	3

学费 Tuition Fee

一年全日制課程 One-year full-time

港币155,000元正,分两期缴交。
HK\$155,000 payable in 2 installments.

两年兼读制课程 Two-year part-time

港币155,000元正,分四期缴交。
HK\$155,000 payable in 4 installments.

本地生及非本地生学费相同,如修读超过课程所需学分,需则须另缴费用。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网页)。

Tuition fees are the same for local students and non-local students. Students taking more than the minimum credits required for graduation will be charged on a per-credit basis. 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 web page.



报名费 Application Fee

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)。

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 non-local applicants. For payment methods, please visit the Finance Office web page.



报名日期 Application Periods

2025/26 学年秋季入学 :

[本地生及非本地生]

第一轮:2024年11月1日至2025年1月24日

第二轮:2025年2月10日至2025年5月30日

(额满即止)

For Fall Intake, 2025/26 Academic Year :

[Local applicants and Non-local applicants]

First Round: 1 November 2024 to 24 January 2025

Second Round: 10 February 2025 to 30 May 2025

(The admission will be closed when the enrollment is full)



课程查询 Programme Enquiries :

香港珠海學院新聞及傳播學系
Department of Journalism and Communication

电话 Tel: (852)2972 7302/ 2972 7287

电邮 Email: deptjc@chuhai.edu.hk

报名查询 Application Enquiries :

香港珠海学院入学组
Admissions Unit

电话 Tel: (852)2972 7200

电邮 Email: chmagc@chuhai.edu.hk