

2027-2028 : ADMISSION BROCHURE
招 生 简 章



MASTER OF ARTS IN GLOBAL COMMUNICATION



环球传播文学硕士

一年全日制
ONE-YEAR FULL-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 work-place;
- 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

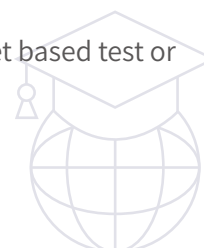
- 英语授课, 实务科目辅以中文解说。
Medium of instruction is English, but for practicum courses, it will be supplemented with Chinese.

课程修读模式 MODE OF STUDY

- 一年全日制
One-Year Full-Time

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;或新版评分4.0)
 - 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)430分;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 or 4.0 (new TOEFL iBT scoring system) 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。

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.

核心科目 (15 学分) Core Courses (15 credits)		学分 Credit
全球传播应用研究	Applied Research for Global Communication	3
环球跨文化传播	Intercultural Communication in the Global Context	3
CNN全球新闻学工作坊	CNN Global Journalism Workshop	3
新媒体工作坊	New Media Workshop	3
CNN学习之旅 (Boot Camp)	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) Elective courses (12 credits) (Choose any four of the following courses)		学分 Credit
国际政治与传播	International Politics and Communication	3
媒体策略管理	Strategic Media Management	3
大湾区媒体与传播	Media and Communication in the Greater Bay Area	3
大数据与传播	Big Data and Communication	3
企业传播的热点问题	Topical Issues in Corporate Communication	3
人工智能理论与全球传播应用	AI Theories and Application for Global Communication	3
*国际政治经济学	International Political Economy	3
*大中亚的地缘政治	Geopolitics of the Greater Central Asia	3
*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

*Course offered by Ng Teng Fong · Sino Group Belt and Road Research Institute.

*课程由黄廷方·信和一带一路研究院提供



一年全日制
One-year full-time

港币 \$155,000元, 分两期缴交
HK\$155,000 per year for two installments

本地生及非本地生学费相同, 如修读超过课程所需学分, 则需另缴费用。
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.



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

秋季入学

2027/2028 学年
[本地生及非本地生]

2026年10月12日至2027年5月31日 (额满即止)

For Fall Intake

2027/2028 Academic Year
[Local applicants and Non-local applicants]

12 October 2026 to 31 May 2027
(The admission will be closed when the enrollment is full)

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

课程查询
Programme Enquiries

香港珠海学院新闻及传播学系
Department of Journalism and Communication

电话 Tel : (852)2972 7302/ 2972 7287
电邮 Email: deptjc@chuhai.edu.hk