

# 環球傳播文學碩士

## MASTER OF ARTS IN GLOBAL COMMUNICATION



### 課程概述和目標

環球傳播文學碩士課程是一個在新媒體時代下以全球傳播為主軸的跨學科課程：

1. 使學生對進階傳播理論有嚴謹的理解，以及掌握媒體專業技能的實務知識；
2. 訓練學生發展具有全球視野的分析與判斷能力；
3. 培養學生在實踐中運用傳播理論的能力；
4. 擴大學生對各種文化的認識，為他們在國際化的職場工作做好準備；
5. 透過在全球各地發生的新聞開拓學生對全球政治和經濟的視野。

### 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:

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

### 環球傳播文學碩士 Master of Arts in Global Communication

#### 課程修讀模式

課程編號：601401  
全日制課程：一年

課程編號：611401  
兼讀制課程：二年  
(只適用於本地生)

#### 授課語言

英語授課，實務科目輔以中文解說。

#### 學費

港幣 \$135,000

本地生及非本地生學費相同，如修讀超過課程所需學分，則須另繳費用。

#### 截止報名日期

##### 本地生

第一輪：2022年2月28日  
第二輪：2022年6月30日

##### 非本地生

第一輪：2022年2月28日  
第二輪：2022年4月29日

#### 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

HK\$135,000

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.

#### Application Deadlines

##### Local applicants

First round: 28 February 2022  
Second round: 30 June 2022

##### Non-local applicants

First round: 28 February 2022  
Second round: 29 April 2022



## 課程結構

課程採用學分制。課程共修 27 個學分，分為核心科目（15 個學分，為必修課）和選修科目（至少選修 12 個學分）。其中一門核心科目為到美國佐治亞州阿特蘭大的有線電視新聞網（CNN）總部或倫敦的歐洲總部短期學習（Boot camp）。

## Programme Structure

The programme will comprise 27 credits dividing into core courses (15 credits), which are compulsory, and elective courses (minimum 12 credits), which the students can choose from. One of the core courses will be a study tour (or bootcamp) to the CNN Headquarters in Atlanta, Georgia, USA, or its regional headquarter in London.

### 核心科目 (15 學分)

#### Core Courses (15 credits)

全球傳播應用研究	Applied Research for Global Communication	3
環球跨文化傳播	Intercultural Communication in the Global Context	3
CNN 全球新聞學工作坊	CNN Global Journalism Workshop	3
新媒體工作坊	New Media Workshop	3
CNN 學習之旅	CNN Study Tour (Boot camp)	3

### 選修科目 (12 學分) (在以下列表中選修其中四科)

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

國際政治與傳播	International Politics and Communication	3
媒體策略管理	Strategic Media Management	3
大灣區媒體與傳播	Media and Communication in the Greater Bay Area	3
大數據與傳播	Big Data and Communication	3
企業傳播的熱點問題	Topical Issues in Corporate Communication	3
國際政治經濟學*	International Political Economy*	3
大中亞的地緣政治*	Geopolitics of the Greater Central Asia*	3
10 加 3 — 東盟與中日韓的經濟與政治*	10 Plus 3 – Economics and Politics of ASEAN and China, Japan and Korea*	3
跨文化管理：區域範圍*	Cross-cultural Management: Regional Context*	3
國際商務交易中的風險管理*	Risk Management in International Business Transactions*	3

\* 課程由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, CHCHE, in their MSocSc in International Business Management and MSocSc in International Relations programmes.

## 入學條件

- ❖ 持有認可學士學位或同等學歷。
- ❖ 英語能力要求，持有以英語為教學語言的大學或學院頒發之學位。如未能達到上述要求，便需要符合以下其中一項：
  - TOEFL（筆試一般不低於 550 分；網絡考試不低於 79 分）
  - IELTS（學術）（總評分不低於 6.5）
  - 中華人民共和國之大學英語六級考試（CET-6）
  - 或同等成績

## Entry Requirements

- ❖ A recognized 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 minimum language requirements:
  - a minimum TOEFL score of 79 in internet-based test or 550 in paper-based test
  - a minimum overall score of 6.5 in IELTS; or
  - level 6 of the College English Test (CET); or
  - equivalent.

## 課程查詢 Programme Enquiry

電話 Tel: (852) 2972 7200

電郵 Email: deptjc@chuhaai.edu.hk

網站 Website: <https://jcm.chuhaai.edu.hk>



# 報名及查詢 ADMISSIONS AND ENQUIRIES

## 申請手續 Application Procedures

### 申請入學途徑 How to Apply

- 1 珠海學院網上申請系統；或  
CHC Online Application System ; OR  
<https://apply.chuhai.edu.hk/>
- 2 郵寄  
By Post



### 報名費用 Application Fee

每項課程報名費：

本地生：港幣 300 元

非本地生：港幣 600 元

錄取與否概不退還（有關繳費方法，可參閱財務處網頁）

Non-refundable application fee of HK\$300 for local applicants or HK\$600 for non-local applicants for each programme.  
For payment methods, please visit the Finance Office webpage.



### 查詢 Inquiries

#### 入學查詢 Admissions

入學組（本地生）	Admissions Unit (Local Students)	<a href="mailto:admission@chuhai.edu.hk">admission@chuhai.edu.hk</a>
入學組（非本地生）	Admissions Unit (Non-local Students)	<a href="mailto:nlstudent@chuhai.edu.hk">nlstudent@chuhai.edu.hk</a>

#### 課程查詢 Programmes

應用佛學文學碩士	Master of Arts in Applied Buddhist Studies	<a href="mailto:chcbs@chuhai.edu.hk">chcbs@chuhai.edu.hk</a>
國學文學碩士	Master of Arts in Chinese Studies	<a href="mailto:chi@chuhai.edu.hk">chi@chuhai.edu.hk</a>
環球傳播文學碩士	Master of Arts in Global Communication	<a href="mailto:deptjc@chuhai.edu.hk">deptjc@chuhai.edu.hk</a>
社會科學碩士（一帶一路國家國際工商管理）	Master of Social Sciences in International Business Management for Belt and Road Countries	<a href="mailto:obor@chuhai.edu.hk">obor@chuhai.edu.hk</a>
社會科學碩士（一帶一路國家國際關係）	Master of Social Sciences in International Relations for Belt and Road Countries	
土木工程理學碩士（基礎建設建造及管理）	Master of Science in Civil Engineering (Infrastructure Construction and Management)	<a href="mailto:civ@chuhai.edu.hk">civ@chuhai.edu.hk</a>
建築學碩士	Master of Architecture	<a href="mailto:arch@chuhai.edu.hk">arch@chuhai.edu.hk</a>

## 申請文件 Documents Required

申請人可上載或郵寄下列文件至本校入學組：

Applicants should submit the following documents online or by post to the Admissions Unit of the College:

珠海學院入學組 [ 課程名稱 ] ,  
香港新界屯門青山公路青山灣段 80 號 E102 室  
Admissions Unit [ Programme Name ] ,  
Chu Hai College of Higher Education,  
E102, 80 Castle Peak Road, Castle Peak Bay, Tuen Mun, N.T. Hong Kong

- ① 填妥並簽署的報名表；  
A completed application form duly signed by the applicant ;
- ② 最近護照相片一張；  
One recent passport-size photo ;
- ③ 身份證／護照副本；  
Photocopy of Identity Card / Passport ;
- ④ 成績單正本或經院校註冊處發出的核證副本。文件需由發出院校以密封的形式寄往入學組，地址如下：  
An official transcript or a certified copy sent directly to the Admissions Unit in a sealed envelope by the issuing university to the following address  
珠海學院入學組 [ 課程名稱 ] ,  
香港新界屯門青山公路青山灣段 80 號 E102 室  
Admissions Unit [ Programme Name ] ,  
Chu Hai College of Higher Education,  
E102, 80 Castle Peak Road, Castle Peak Bay, Tuen Mun, N.T. Hong Kong
- ⑤ 學歷證明副本  
Photocopy of Degree Certificates^;  
^ 申請人如持有內地學歷，需提交：
  - 由相關院校發出的「學位證書」及「畢業證書」的核證副本；及
  - 由「學信網」或「學位網」發出的「教育部學歷證書電子註冊備案表」；  
^ Applicants with degrees from universities in Mainland China are required to provide:
  - a certified copy of **Degree Certificate (學位證書)** and **Graduation Diploma (畢業證書)** issued by a central unit (e.g. Registry or equivalent) of your home institution; and
  - the latest Online Verification Report of Higher Education Qualification Certificate (教育部學歷證書電子註冊備案表) issued by the CHESICC (學信網) or CDGDC (學位網) ;
- ⑥ 如有需要，學院會要求申請人提交由香港學術及職業資歷評審局發出的學歷評估報告；  
The College may request for an Assessment Report issued by the Hong Kong Council for Accreditation of Academic & Vocational Qualifications (HKCAAVQ) on the level of qualification obtained, if necessary;
- ⑦ 如持有學歷並非以英語授課，申請人須提交英語能力證明副本（如適用）；  
Photocopy of English Proficiency Certificate for qualifications obtained from an institution of which the medium of instruction is not English, if applicable.
- ⑧ 兩封推薦信（如適用）；  
Two letters of recommendation, if applicable;
- ⑨ 工作經驗證明，如雇主推薦信（如適用）；  
Proof of working experience, such as employers' letters, if applicable;
- ⑩ 相關的專業資格證明（如適用）。  
Proof of professional membership, such as membership certificate, if applicable.

合適的申請人須接受面試，有關安排會以電郵通知。  
Selected applicants will receive an interview invitation by email.

如欲了解詳細課程入學要求及報名所需文件，請瀏覽本校網頁：  
Please visit the Taught Postgraduate Programmes webpage for more information.







## Enquiries 查詢



## 珠海學院

### Chu Hai College of Higher Education

香港新界屯門青山公路青山灣段 80 號

80 Castle Peak Road, Castle Peak Bay, Tuen Mun, N.T. Hong Kong

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

[www.facebook.com/chuhai.edu](https://www.facebook.com/chuhai.edu)

2972 7200

[info@chuhai.edu.hk](mailto:info@chuhai.edu.hk)

本小冊子更新至 2022 年 1 月 10 日。珠海學院保留隨時更改入學安排而毋須另行通知之權利，敬請定期瀏覽珠海學院網頁獲取最新入學資訊。

This pamphlet is updated as of 10 January 2022. Chu Hai College of Higher Education reserves the right to change the admissions arrangements without prior notice. Please check the College's website regularly for up-to-date information.