

# 新聞及傳播學系 Department Of Journalism And Communication



## 新聞及傳播（榮譽）文學士學位課程

Bachelor of Arts (Hons) in Journalism and Communication

課程編號: 501401

PROGRAMME CODE : 501401

全球各地傳媒形態在不斷變化，為此，本學系亦與時並進，在2020年革新了新聞及傳播（榮譽）文學士課程。本課程的必修科目總數減少了40%，學生因此可選修更多感興趣的選修科目，副學士或高級文憑的畢業生亦因此較容易銜接本學院的學士學位課程。為了讓學生接受更多實際訓練，暑期實習計劃已成為三年級學生的必修科，而四年級學生則必須參與「畢業專題研習」中的工作實習計劃，在課程最後一年期間於某家媒體公司或與新聞有關的機構兼職工作。同時，學生須在工作實習計劃最後階段時完成一份研究報告（報告專題於「畢業專題研習」課程開始時指定）。

To keep ourselves abreast with the world's ever-changing media landscape, our Department has therefore revamped the Bachelor of Arts (Hons) in Journalism and Communication programme in 2020. We have cut down the total number of Programme Core Courses by 40%, allowing students to select more programme electives that are of interest to them, and making it easier for AD/HD graduates to have a top-up degree from CHCHE. In order to let our students have more practical training, the Summer Internship programme has been made compulsory for all year 3 students, and a Work Attachment programme (under the Final Year Capstone Project) has been scheduled for all year 4 students, who have to take up a part-time job at a media company or news-related organisations during their final year of study. Meanwhile, students have to complete a research paper (topics assigned at the beginning of the Final Year Project) at the conclusion of the work attachment programme.



文學與社會科學院  
Faculty of Arts and Social Sciences



## 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

課程編號: 501402

PROGRAMME CODE : 501402

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，服務於不同領域。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.



## 傳播及跨媒體（榮譽）文學士學位課程

Bachelor of Arts (Hons) in Communication and Crossmedia

課程編號: 501403

PROGRAMME CODE : 501403

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.



新聞及傳播系六個同學於2019年暑期在三藩市實習了六個星期。這個暑期實習計劃是由珠海學院美西舊生會發起和贊助，並獲得星島日報美西版支持。

星島日報美西版社長兼總編輯梁建鋒（圖中），與珠海學院新傳系六位同學合照。同學們抵達三藩市後，隨即轉達新傳系主任黃俊東教授給梁社長的感謝狀。這六位參加美國實習計劃的同學（圖片左至右），分別是：徐英銘、張豐元、尹櫻霖（右四）、徐惠琦（右三）、莫嘉嘉（右二）、及張淑茵（右一）。

With the help of the Chu Hai Alumni Association of the US Western Region and the Western US Edition of Sing Tao Daily News, the Department was able to offer six internship positions to our JCM students for a six-week internship to San Francisco, USA in the summer of 2019.

Mr. Joseph LEUNG (Centre in the picture), Publisher/Editor-in-Chief of Sing Tao Daily (San Francisco) Ltd., took a picture with our JCM students after receiving a Certificate of Appreciation from our Department Head, Prof. David WONG and souvenirs from the group. The six students who participated in the US Internship were: (From left to right) XU Yingming, ZHANG Fengyuan, WAN Ying Lam, CHUI Wai Ki, MOK Ka Ka, and CHEUNG Shuk Yan.



## .01

香港政府亦有提供實習職位給新傳系同學。何嘉禧同學在2021年的暑假期間，獲派往香港政府新聞處的宣傳事務組進行實習。

The Hong Kong Government offers internship placement to our Department every year. Year 3 student HO Ka Hei had a chance to work in the Promotions Sub-division of the Information Services Department in the summer of 2021.



## .02

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.



## .03

陳漪莉同學2021年暑假期間在now TV實習，學習採訪本地新聞以及財經新聞。

CHAN I Lee worked as an intern reporter in now TV in the summer of 2021. She learnt how to report local news and finance news.



### 參與校外比賽 Participation in Open Competitions



新聞及傳播學系同學參與比賽，年來在各項比賽中表現出色，屢獲佳績。

Competitions enable students to enhance their skills and enrich their portfolios of professional experience. Our students have, over the years, won numerous awards in various open competitions.

鄧明諭在《中國日報》主辦的「2020年大學新聞獎」中獲得「最佳短視頻」組別的季軍。

TANG Ming Yee Jenny won the second runner-up of Best in Short Video Reporting in 2020 Campus News Awards organised by China Daily.

新傳系學生梁錦麟、唐健豐、鄭葦義（由左至右），在學期間所做的新聞專題，獲得第20屆「消費權益新聞報道獎」校園組的銅獎。

A team of three JCM students, namely Leung Kam Lun, TONG Kin Fung, and CHENG Wai Yi (from left to right), won the Bronze Award in the Campus Category of the 20th Consumer Rights Reporting Competition.

傳播及跨媒體課程同學周軒栢（右一）製作的微電影《負親》於2019廈門大學國際影展中，獲大會頒發入圍獎狀。

JCC student Boris CHOU (R1), director of microfilm "Lost Family", was awarded the Finalist Certificate at Xiamen University 2019 Film Festival.

傳播及跨媒體課程同學製作的微電影《生命之花》於2018國際影展中，獲Hong Kong Film Art頒發「最佳短片男主角特別表揚獎」。

Hong Kong Film Art granted JCC students the award of "Special Mention -The Best Short Film Actor" for the film "Flowers of Life" in the International Film Festival 2018.

廣告及企業傳播課程同學在全港創意公關大賽2019中脫穎而出，獲得大專組的評審大獎及大專組優異獎。

JAC students won both the Jury Prize and Merit Prize of the Hong Kong Creative PR Competition 2019.



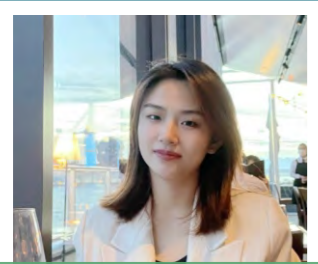


## 校友感言

Message from Alumni

作為畢業生，回首這四年在珠海學院的大學生活，發現自己改變了很多，獲益也不少。透過珠海學院的課程和參與每年暑假的微電影攝製，我了解到現時跨媒體製作的流程和行業生態，讓我在就業前對媒體製作有一定的認識。做人要追夢，為理想飛翔，但首先要充實自己，裝飾自己的羽翼，而這裡是邁向理想，振翅高飛的階梯。

I am one of the 2019 graduates of the Bachelor of Arts (Hons) in Communication and Crossmedia programme. Through the four-year programme and the benchmark microfilm production, I have not only learnt the all-round knowledge of media production, such as drone videography, tabletized content architecting and design, but also broadened my horizons, keeping me up with the times on new media communication and production. Chu Hai College is an ideal platform from which you



張豐元 新聞及傳播（榮譽）文學士學位課程  
ZHANG Fengyuan Bachelor of Arts (Hons) in Journalism and Communication

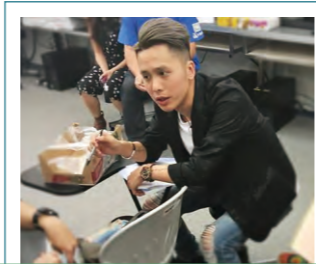
我是張豐元，是珠海學院新聞及傳播學系2020年一級榮譽畢業生。我畢業後就讀中文大學全球政治經濟專業，現是駐港央企的一名員工。

在珠海讀書期間，我有幸去美國舊金山的星島日報參與實習，讓我有機會了解並體驗到美國的人文和當地華人的生活。我很幸運遇到許多優秀的老師，他們除了傳授了我很多專業知識外，更多是教會了我一種思考問題的角度，這個辯證思維讓我在接下來的學習和工作中，起到了關鍵性的作用。此外，珠海的老師給予我的鼓勵也是讓我終身難忘。感謝珠海帶給我的蛻變，讓我更有勇氣和動力去追求夢想。

My name is ZHANG Fengyuan and I am a graduate (first class honors) of the Department of Journalism and Communication of Chu Hai College of Higher Education in 2020. I am now working for a central enterprise and am stationed in Hong Kong. While studying in Chu Hai, I was fortunate to join an overseas internship programme and worked for Sing Tao Daily in San Francisco during the summer holiday. This precious experience provided me with an opportunity to understand the US culture and the lifestyle of the local Chinese. I was so lucky to meet many excellent teachers, who not only taught me a lot of professional knowledge, but also various thinking perspectives. In addition, the encouragement given to me by the teachers in Chu Hai is also unforgettable in my life. Thanks to the transformation that Chu Hai has brought to me, which gives me more courage and motivation to pursue my dreams.

這四年的課程內容相當豐富，例如有活動管理學、危機管理等等，學習的過程極具挑戰性。雖然本校學生人數較少，但教師能更集中地教授內容，加強學生與教師間的溝通，能讓我們更好地學習。學院亦提供很多國外交流的機會，我亦於去年前赴台灣的公關公司實習，獲益良多

The four-year JAC programme is rich. We learnt event management, crisis management and others. The learning process was extremely challenging and interesting. Since the number of students in the school is small, teachers can focus on teaching content and strengthen the communication with students. Therefore, we could learn well. The college also offers many opportunities for foreign exchanges. I also benefited from an internship at a public relations firm in Taiwan



蔡正彥 傳播及跨媒體（榮譽）文學士學位課程  
Lewis CHOI Bachelor of Arts (Hons) in Communication and Crossmedia



校園剪影  
Coup doeil of Campus Life

傳播及跨媒體課程畢業生鄭汶雅繼續於浸會大學進修，浸會大學碩士畢業後，現在正忙於撰寫劇情電影劇本，準備參加創意香港首次劇情片比賽。

Harley CHENG pursued her study in Master's Degree of Film and Television at Baptist University after graduating from JCC. After her one year full-time study in Baptist University, she is now preparing a story for bidding a HK 5 million sponsorship for making a 90-minute feature film in CreateHK's First Feature Film Initiative (FFFI) Competition (the Higher Education Institution Group).



跨媒體課程鄧東明及馬文現老師連同本課程同學，獲邀參與香港弦樂團-賽馬會的音樂能量計劃全為愛音樂會專輯拍攝工作。

JCC teachers lead students to film musical performance at the Chu Hai campus

新聞及傳播學系同學享受航拍課程。  
JCM students enjoy a drone videography session.



新聞及傳播學系同學湯駿顯（左一）參加經濟合作與發展組織在巴黎舉辦的政策會議，討論未來的教育架構。

JCM student TONG Chun Hin (L1), as a youth delegate from Hong Kong, attends an OECD Conference in Paris to give his insights on future education development.

傳播及跨媒體課程同學們學以致用，參加首次劇情片大專組比賽。  
JCC students participate in the First Feature Film Initiative Competition.



傳播及跨媒體課程同學蔡正彥（左）為D100電臺製作校園節目。

JCC student Lewis CHOI (left) produces a campus programme for D100 Radio.

廣告及企業傳播課程與傳播及跨媒體課程的師生們參加全亞洲最大規模的香港國際影視展2019。

JAC and JCC students, accompanied by teaching staff, visit FILMART 2019, the largest entertainment exhibition in Asia.



廣告及企業傳播課程同學研習大數據在業界的應用。

JAC students keep up with the times on big data advancement.





新聞及傳播課程同學進行電視新聞節目製作練習。  
JCM students practice TV News Production.



傳播及跨媒體課程同學周德禮參與  
打開屯門@西九計劃的影視製作，  
獲屯門區議會頒發感謝狀。

JCC student Andrew CHOU is awarded a  
Certificate of Appreciation for his  
contribution to Open Up Tuen Mun @  
West Kowloon.



校園剪影  
Coup doeil of Campus Life



# 入學申請 ADMISSIONS

## 入學要求 Entry Requirements

### 一年級入學 Year 1 Entry

#### 香港中學文憑試學生

Hong Kong Diploma of Secondary Education Examination (HKDSE) students

科目 Subject	所需成績 Level Requirement
中國語文* Chinese Language*	第 3 級 Level 3
英國語文 English Language	第 3 級 Level 3
數學 Mathematics	第 2 級 Level 2
通識教育 Liberal Studies	第 2 級 Level 2
選修科目 Elective subject	一科達第 2 級 Level 2 in one subject

\* 非華語學生可憑以下學歷作為香港中學文憑試中國語文科資歷：

- 應用學習中文：達標或以上
- GCSE / IGCSE：達 C 級或4 或以上
- GCE A-level：達 E 級或以上

\* Non-Chinese speaking (NCS) applicants may use one of the following Chinese Language qualifications as the equivalent of HKDSE Chinese Language:

- Applied Learning Chinese: Attained or above
- GCSE / IGCSE : Grade C or 4 or above
- GCE A-level: Grade E or above

### 二或三年級入學 Year 2 or 3 Entry

#### 副學士及高級文憑持有人

Associate Degree and Higher Diploma (AD/HD) holders

- 持有本地院校經評審的副學士 / 高級文憑
- Completed an accredited Associate Degree / Higher Diploma from local educational institutions

如申請人持有同等學歷，申請將作個別考慮。

Candidates with equivalent qualifications will be considered on a case-by-case basis.

### 本地生須知 Useful Information for Local Students

申請期 Application Period	報名費 Application Fee	2023-2024 學士學位課程學費 Tuition Fee For Undergraduate Programmes		
2022年11月1日至 2023年8月31日 1 November 2022 to 31 August 2023	報名費港幣二百元 (錄取與否概不退還) A non-refundable application fee of \$200	一、二年級 Year 1 & Year 2	\$70,320	每年 per year
		三、四年級 Year 3 & Year 4	\$75,410	每年 per year

### 申請入學途徑 How to Apply

### 申請文件 Documents Required

### 其他學歷 Other Qualifications

#### 本地生申請手續

Application Procedures for Local Applicants

##### 珠海學院網上申請系統

CHC Online Application System

<https://apply.chuhai.edu.hk/>

應屆香港中學文憑試考生亦可透過下列途徑報名：

Current year HKDSE candidates may also apply through the following channels:

- 自資課程：  
Self-financing programmes:  
專上課程電子預先報名平台 (E-APP)  
Electronic Advanced Application System for Post-secondary Programmes  
<https://www.eapp.gov.hk>
- 指定專業／界別課程資助計劃課程：  
Study Subsidy Scheme for Designated Professions / Sectors (SSSDP) programmes:  
大學聯合招生辦法 (JUPAS)  
Joint University Programmes Admissions System  
<https://www.jupas.edu.hk>

- 最近護照相片一張  
One recent passport-size photo
- 繳驗香港身份證及繳交香港身份證影印本  
Hong Kong Identity Card and its photocopy
- 繳驗原校畢業證書、學歷成績證明書、公開考試成績證明書及繳交其影印本  
Hong Kong Identity Card and its photocopy
- 學生學習概覽 (SLP)、學校推薦信 (如適用)  
Student Learning Profile (SLP), recommendation letter from the applicant's school (if applicable).

合適的申請人須接受面試，有關安排會以電郵方式通知。

Selected applicants will receive an invitation for an interview via email.

持有內地或國際學歷的申請人，可掃描下列二維碼查閱相關入學要求及申請手續：  
Applicants holding mainland or international qualifications may scan the following QR codes to learn about the respective entry requirements and application procedures:

內地高考  
Mainland Qualification: Gaokao



國際學歷  
International Qualifications

