

課程簡介 General Information



院長寄語 Dean's Message 院長寄語 Dean's Message

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珠海學院文學與社會科學院院長

鄧昭祺教授

Professor

Chiu Kay TANG

Dean, Faculty of Arts and Social Sciences MBBS, BA (Hons), MPhil and PhD (HKU) 文學與社會科學院是由一群熱心教學的教師組成。他們致力於培養能夠適應不同類型工作的人才。學院共有三個學系:中國文學、英國語文、新聞及傳播。學院為學生所提供的多種多樣課程,是因應社會需要而設,畢業生不但可以找到理想工作,而且都是實踐終身學習的良好市民。

學院與世界一流大學有極深厚的學術聯繫及交流活動,因而近年來聲名鵲起。這些大學包括北京大學、南京大學、國立政治大學、德國波茨坦大學。

中國文學系的宗旨是通過精研古代及現代文學經典,培養能夠純熟運用中文及對古典和現代文學有透徹認識的人才。

英國語文學系所開辦的課程,讓學生對英國語文及西方文化有深入的認識。學系並替學生安排實習,讓學生能有更多機會練習專業英語。

新聞及傳播學系創立於1968年,總共培養了超過2,500名畢業生。學系為學生提供最先進的跨媒體及流動傳播知識,並透過暑期實習計劃,讓他們有機會到本港、北京、臺灣、加拿大等地的大機構實習。

如欲進一步了解學院內各學系、研究中心、本科及研究生課程,請瀏覽我們的網站。

The Faculty of Arts and Social Sciences is a community of dedicated teachers whose teaching prepares students for wide-ranging careers. It consists of three Departments: Chinese Literature, English, Journalism and Communication. We offer diverse and innovative curricula that respond to the needs of society and help students become both employable graduates and responsible citizens committed to lifelong learning.

The Faculty is gaining international recognition through its strong academic links with first-tier universities. It has established academic cooperation and exchange activities with Peking University, Nanjing University, National Chengchi University, and University of Potsdam in Germany.

The Department of Chinese Literature aims to foster students with proficient language abilities and a sound knowledge of classical and modern Chinese literature through in-depth studies of ancient and modern classics.

The Department of English offers a programme that allows students to gain a deeper understanding of the English language and Western culture and arranges internships that give students more opportunities to actively practise professional English.

The Department of Journalism and Communication was established in 1968 and has nurtured more than 2,500 graduates. Its programmes provide state-of-theart knowledge of crossmedia and mobile communication. The Department has been running a summer internship scheme in which students are scheduled to work in large organisations in Hong Kong, Beijing, Taiwan, and Canada.

I invite you to browse our website to explore our departments, our research centres, undergraduate and postgraduate programmes.



文學與社會科學院透過珠海學院的國際學術網絡提供眾多交流計劃,讓同學出外擴闊國際視野。

The Faculty of Arts and Social Sciences, in line with the policy of Chu Hai College of Higher Education, offers an Exchange Programme that covers countries from Asia to Europe to provide students with the opportunities to gain global exposure.

中國文學系

Department of Chinese Literature

中國文學系與國內北京大學、南京大學,台灣政治大學、東海大學、逢甲大學等,皆有協議,定期安排互相訪問交流及任教,學生更可申請作交換生,前赴彼校修讀一個學期課程。另外,每年亦舉辦到各地進行文化考察及交流的活動,增廣見聞。









英國語文學系

Department of English

Our main exchange partner, University of Potsdam, offers an excellent English-speaking environment and internationally renowned English programme.



University of Potsdam



Getting ready for a cross-cultural experience



Teaching and learning with German students

新聞及傳播學系

Department of Journalism and Communication



管嘉雯 Ka-Man KOON

新聞及傳播學系 到中國傳媒大學當交換生

Journalism and Communication outbound exchange student to Communication University of China

「到北京的中國傳媒大學交換了一個學期,除了有更多機會了解內地媒體的製作,亦可更貼地跟內地同學交流,了解彼此的文化、背景、想法。」

"Going on an exchange at the Communication University of China has given me lots of chances to learn much more about media production in China by attending classes. Interacting with local students had also allowed me to understand each other's culture, background and way of thinking."

新聞及傳播學系學生參加上海蘇州學術交流團。

Journalism and Communication students broadened their insights on exchange visit to Shanghai.







新聞及傳播學系學生於大馬新聞資訊學院作媒體觀摩及學習。

Journalism and Communication students earned valuable experience in Akademi Kewartawanan & Informasi Taima, Malaysia.



中國文學系

Department of Chinese Literature

中國文學系系會舉辦各種活動,如迎新、春茗、漂書、讀書分享會等,讓同學於課堂外,加強彼此的聯繫與認識,更藉此增加與老師分享及討論的機會。







同學於設計新穎的校園內討論功課、分享心得及計劃活動等。





英國語文學系

Department of English

Students work closely with their teachers, often on a one-to-one basis. This highly interactive and personal approach creates a harmonious learning experience.



Interpretation training at the Language Laboratory



Technical Communication in action



Visit to Hong Kong Museum of History



Visit to RTHK



English Speaking Workshop



Teacher and students: Music gathering

新聞及傳播學系

Department of Journalism and Communication

企業實習

Internship

新聞及傳播學系為本系同學安排不同實習機會,讓同學在職場中獲取寶貴經驗,實踐所長。實習同學有機會於暑假期間,到不同支持機構接受二至三個月實習訓練。實習機構包括電視廣播有限公司、香港電台、蘋果日報及Sony等。

The Department Internship Programme offers our students the opportunities to gain valuable experiences in the real media environment or public relations organizations. Interns would have the chance to work full time at the supporting organizations for 2-3 months during summer holidays. Our supporting organizations include TVB, RTHK, Apple Daily, Sony, etc.



新聞及傳播學系學生葉洋恩 於北京人民廣播電台實習。

Journalism student, Ms. Yip Yeung Yan, worked in the China National Radio as an intern.

參與校外比賽和活動

Participation in Competitions and Activities

新聞及傳播學系鼓勵同學參與不同業界比賽,發揮所學,如TVB大專紀實短片 比賽及中國日報校園學報新聞獎。

Participating in competitions provide students a platform to show their talent. Our students are encouraged to participate in different competitions in the media industry. For examples, TVB Inter-Collegiate Documentary Competition and Campus Newspaper Awards by China Daily.



新聞及傳播學系學生勇奪2017 TVB大專紀實短片比賽評審大 獎。

Journalism students won "Grand Award" in the 2017 TVB Inter-Collegiate Documentary Competition.

新聞及傳播學系學生於2015-16中國日報主辦的「校園學報新聞獎」中獲得多個獎項。

Journalism students won various awards in Campus Newspaper Awards 2015-16 organized by China Daily.





新聞及傳播學系兩名學生參加由香港體育記者協會主辦之「第三屆亞洲青年體育記者培訓營」。

Two Journalism students participated in Asian Youth Sports Reporter Training Camp 2017.





我們的校友 Our Alumni 我們的校友 Our Alumni



中國文學系

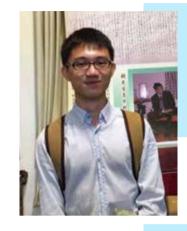
Department of Chinese Literature



朱鴻林

本校文史系、文學研究所畢業, 負笈美國普林 斯頓大學,獲東亞學博士學位。現任香港理工 大學中國文化學系講座教授、人文學院院長、 香港孔子學院院長、長江學者講座教授(中國 古代史), 專攻中國近世歷史與文化, 為國際 著名學者。

畢業感言



輔仁大學中國文學研究所

「珠海中文系的學術取向與其他大學不同,更 加著重古典傳統的根底, 尤其是文字、聲韻、 訓詁,這三門備受忽略的學科,正正是幫助我 在研究所學習的最好工具。珠海學院中文系的 課程設計大致與台灣各大學研究所相銜接,對 有意赴台升學大有幫助,即使留港或回國內升 學,深厚札實的基本工夫亦對學業極有益處。」



陳泳延

南京大學古典文獻學專業 碩士研究生

「能赴南京大學繼續深造, 母校中國文學系功 不可沒。我系課程設計緊密,能紮實根基。每 學期又安排兩岸知名學府如北京大學、南京大 學、國立政治大學等知名學者造訪,使能擴潤 知識領域, 吸取不同觀點, 甚至使我能在當中 找到自己心儀的學術範疇,實在受益良深。」



2016年畢業

「珠海學院中國文學系以傳統中文為主, 但又 兼顧實用性, 對於在行政部門工作的我非常 有幫助,如書信來往、撰寫報告等都能得心應 手。我在珠海學院就讀四年,不但學習到良好 公司行政部專案副主任的語言文學知識,又受到老師循循善誘,絕對 學習愉快, 受益良多。」



林曉慧

「中國文學系課程帶領我們從古代文學的源頭 與基石,循序漸進摸索到現代英華,同時重視 創作及應用中文知識,旁及中外歷史及諸子哲 學。我喜歡全面而有序的課程編排,既能兼顧 興趣的發展,也對我的工作大有裨益。|

我們的校友 Our Alumni 我們的校友 Our Alumni

英國語文學系

Department of English

With a comprehensive education in professional English, our graduates enter the world of work well equipped to meet life's challenges.

Message from Our Graduates



Sadia LIMA Graduate. Class of 2016



Joshua WONG Graduate. Class of 2017

Summer internship at South China Morning Post

"I interned with South China Morning Post during the summer of my senior year in college. By then, I had completed my four years as an undergraduate at Chu Hai College on the BAPEC, so I could focus completely on my internship and learn more thoroughly from the experience.

Interning at SCMP was one of my best experiences ever. Not only did I learn a lot about the ins and outs of journalism, I figured what it really meant to work under a team of professionals in that field. From attending workshops and seminars by veteran journalists and editors to interviewing people for stories that we pitched ourselves, there was always something happening around us. There never seemed to be a dull moment.

Perhaps what made it such an incredible experience was the independence we got while working there. This one wasn't the kind of internship where we made coffee and learned by observation, but the type that encouraged us to be active and learn by participation. We attended meetings and pitched story ideas, found potential interviewees and contacted them, conducted interviews, wrote and sub-edited our stories before submitting them to editors. Since I was with the Culture Desk and wrote features, I also had the liberty to take more time with my stories as they were longer news stories with more details and content.

I would always be grateful to my lecturers at Chu Hai College as they helped me attain this one-of-a-kind opportunity to write for SCMP. Without their help and references, it would have been difficult to gain this invaluable experience.

A knowledge-enriching and life-changing experience

"Studying the BAEPC programme at Chu Hai College of Higher Education, for me, is a knowledge-enriching and life-changing experience, a milestone in my life. Throughout the four-year university experience, I witnessed the growth of not only the department, but also my intellectual self. "Though small, perfectly formed": I could get the best out of the former campus. Studying at Chu Hai, I particularly seized every opportunity to learn. The pragmatic nature of the courses enabled me to learn outside the classroom.

The department is replete with friendliness of people, as well as the rapport between teachers and students. All of my professors were willing to answer my questions whenever I faced difficulties, which I enjoyed and appreciated the most. My professors are my life coaches, instructing me how to embrace all adversity and prepare for my career life. With their unfailing and unswerving support, I managed to acquire a multitude of practical communication and life skills. I am now happily employed in the educational sector.

Many thanks to Chu Hai, the BAEPC programme and all of my dearest professors! The English Department is where I truly became mature. Nowhere else can I find such a memorable place in the world!"

新聞及傳播學系

Department of Journalism and Communication



伍家謙

NG Ka-Him. Vincent 2004年畢業 Graduate of 2004

現為多媒體工作者,曾任TVB高級體育記者

Former anchor and sports journalist at TVB News [2003-2015]

Now cross-media practitioner



殷啟淳

2006年畢業 Graduate of 2006

高級分部經理 中銀集團人壽保險有限公司

YAN Kai Shun Senior Division Manager BOC Group Life Assurance Company Limited



張文采

CHEUNG Man Tsoi 2008年畢業 Graduate of 2008

首席報道員及記者 電視廣播有限公司

Principal Anchor & Reporter TVB News



CHEUNG Ka Ying 2008年畢業 Graduate of 2008

記者及編導 有線電視

Reporter and Producer i-Cable



報道員及記者 電視廣播有限公司

Kam Ying, Liz 2012年畢業 Graduate of 2012

Anchor & Reporter TVB News



在珠海學院,同學有機會藉著參與國際 學術會議和研究講座向知名學者學習。 透過研究講座和學術會議,文學與社會 科學院期望教職員能夠接觸到特定範疇 的卓越研究、提升研究實力、營造研究 氛圍和促進研究活動。文學與社會科學 院設有三個研究中心和一個研究所:

- •亞洲研究中心
- 佛學研究中心
- 香港歷史文化研究中心
- •中國文學及歷史研究所

At Chu Hai College, you have the opportunity to learn from renowned scholars through seminars and distinguished lectures. Through research seminars and international conferences, the Faculty also seeks to connect our faculty members with the leading research in certain targeted fields, enhance our research capacity, foster a research culture, and promote research activities. Related to the research of our Faculty are three research centres and one research institute. They are:

- Center for Asian Studies
- Centre of Buddhist Studies
- Centre for Hong Kong History and Culture Studies
- Research Institute of Chinese Literature and History

中國文學系

Department of Chinese Literature

中國文學學系教授近年獲研究資助局撥款資助的研究計劃:

- 「《昭文明選》分三體七十六類研究」,獲撥款港幣491,625, 2014年9月起,為期二年。
- 「二十世紀上葉粵籍移民在越南之會館與齋堂」,獲撥款港幣415,380,2014年9月起,為期二年。
- •「梁佩蘭詩文集校注及其人與明末清初嶺南文化及歷史研究」, 獲撥款港幣495,068,2015年9月起,為期三年。

英國語文學系

Department of English

In response to the College's Mission, Vision and Strategic and Academic Development Plans and the Head of Department's suggestion in the 2012-2013 Performance Review to draft a proposal to undertake teaching-related research, teaching staff of the English Department applied for the Competitive Research Funding for Local Self-financing Degree Sector managed by the University Grants Committee (UGC) and Research Grants Council (RGC). Thanks to the support of the College, one of the teaching staff was granted HK\$671,379 under the Faculty Development Scheme (FDS) for a research project in Sociolinguistics. This funded research project started on 1 January 2015 and is the first of its kind in the College. The project is particularly relevant to teaching and learning as Phase 1 involved the active involvement of students in the Sociolinguistics class. As part of the course work, students worked as researchers and went out to 'the field' to interview individual participants. Students said they greatly enjoyed this experience. Phase 2 of the project involved interviews with Hong Kong families, whereas Phase 3 was a microscopic linguistic study of the language features that had been collected.



Sociolinguistics student interviewing a Filipina Domestic Helper



Interview with a family with a Filipina Domestic Helper



珠海學院文學與社會科學院提供六個四年全日制本科課程,包括:

The Faculty of Arts and Social Sciences offers six 4-year full-time undergraduate programmes, namely:

學系 Department	課程 Programme
中國文學系 Department of Chinese Literature	中國文學(榮譽)文學士學位課程 Bachelor of Arts (Hons) in Chinese Literature
	中文文藝創作(榮譽)文學士學位課程 Bachelor of Arts (Hons) in Creation in Chinese Literary Arts
英國語文學系 Department of English	專業英語傳意(榮譽)文學士學位課程 Bachelor of Arts (Hons) in English for Professional Communication
	新聞及傳播(榮譽)文學士學位課程 Bachelor of Arts (Hons) in Journalism and Communication
新聞及傳播學系 Department of Journalism and Communication	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
	傳播及跨媒體(榮譽)文學士學位課程 Bachelor of Arts (Hons) in Communication and Crossmedia

中國文學系 Department of Chinese Literature 課程編號 Programme Code 501101

中國文學 (榮譽) 文學士學位課程

Bachelor of Arts (Hons) in Chinese Literature

課程編號 Programme Code 501102

中文文藝創作(榮譽)文學士學位課程

Bachelor of Arts (Hons) in Creation in Chinese Literary Arts

課程多元 古今並重 新舊並融 經典知識配合創新課程

珠海學院中國文學系已有七十年歷史,一直以來,沿用四年制大學課程,同學有充分時間學習。課程涵蓋文、史、哲、藝,且古典與現代並重,俾同學修文習藝,出古入今,並得受中國文化的沾溉,提高文學素養,同時亦提高道德品格的素養。數十年來,培育不少傑出人才,在學術界、教育界、新聞界、出版界、宗教界、中醫界等專業範疇,皆有出色表現。

因應社會變化,中國文學系課程不斷整合創新。現系內開設兩個課程:中國文學(榮譽)文學士課程、中文文藝創作(榮譽)文學士課程。課程的內容,備有共同必修的文、史、哲等學科,以打好中國文化之基礎。又有現代的文學藝術創意科目,以發揮及提高同學的創意,並收通識之效。

chi.chuhai.edu.hk

課程結構

課程內容涵蓋五大範疇:

• 中國文學 • 語言文字

• 文藝創作

• 哲學思想

• 歷史和文化



中國文學(榮譽)文學士課程宗旨

- 培養學生深入認識中國語言文學之本質
- 掌握中國語文運用之能力
- 承傳與發揚中國優良文化

科目類別	共修學分
院校共同必修及通識學科	24
學系必修	21
課程必修	45
特定範圍必修	3
學系選修	18
自由選修	12
總數	123

註: 如非特別註明,所有科目均為3學分。

中文文藝創作(榮譽)文學士課程宗旨

- 配合社會各範疇不同之中文需求
- 培育駕馭各種體裁寫作能力
- •訓練用創新思維以創作各類文藝作品
- •發掘創作潛能,開啟時代觸覺

科目類別	共修學分
院校共同必修及通識學科	24
學系必修	21
課程必修	42
學系選修	18
自由選修	18
總數	123

註: 如非特別註明, 所有科目均為3學分。

多元化的升學及就業出路

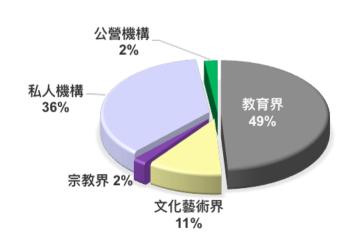
畢業生可從事以下工作:

- 教育
- 文化藝術
- 出版
- 公私營機構

畢業生曾升讀以下碩士課程:

- 中國傳統文化
- 中國文學、語言及文化
- 歷史
- 幼兒教育

中文系學生從事行業比率:



英國語文學系 Department of English 課程編號 Programme Code: 501201

eng.chuhai.edu.hk

專業英語傳意(榮譽)文學士學位課程

Bachelor of Arts (Hons) in English for Professional Communication

The BA (Hons) in English for Professional Communication (BAEPC), introduces you to linguistics, literature, critical thinking, philosophy, elements of western civilisation, and the fine arts. Practical areas include: publishing and editing skills, media presentation skills, awareness of global issues and more. You learn the basics and then specialize in one of two streams. There is also an opportunity to acquire other languages (French, German, Japanese, Korean and Spanish), enhanced by our varied student exchange programmes with overseas partner universities in Germany, Austria, France, the United States, Australia, Canada, Japan and South Korea.

Programme Structure

Selecting one of the two streams:

Foundation Stage + Electives

i. Busniness and Technical Communication ii. Media Communication

Course Category	Credits
College-wide Required and General Education Courses	24
Programme Required	72
Programme Electives	21
Free Electives	6
Total	123

Note: All courses carry 3 credits unless otherwise stated.

What does the BAEPC programme help you achieve?

- Improve your English language to a high level
- Appreciate western literature, linguistics, history, philosophy and art
- Give a working knowledge of how commerce, industry, media, and publishing work in practice
- Turn you into a lifelong learner

So what's different about the BAEPC?

Two focal points:

- Traditional skills in English language and culture
- Professional training in Business, Technical Writing, Media and Publishing

There's more:

Opportunities for Further Studies & Overseas Exchange

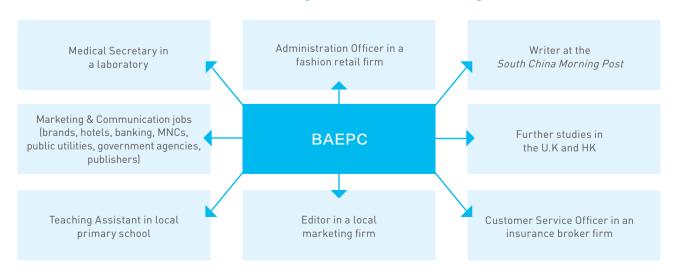
- Graduates can apply for admission to a master's programme offered by a local or an overseas university
- Our active partner University of Potsdam in Germany (Department of English and American Studies) welcomes our graduates to further their studies
- Our other partner, University of Vienna (Department of English and American Studies), likewise welcomes our graduates to apply for admission to read a master's degree

English Opens Doors to New Realities

Degrees in English give you opportunities in a variety of work environments

- Commercial Firms and Organisations need people with good language skills
- Advertising and Event Management Companies communication skills are vital
- Legal Firms English is key
- Publishing Houses superior English is greatly valued
- The Media, including TV and Radio Stations and News Agencies, function in English to a large extent
- Banks, Insurance Companies and Financial Organisations -- need graduates with excellent English
- The Executive and Administrative Grade in the Civil Service need graduates with strong English and well-rounded skills

Take a look at what some of our recent graduates are now doing!



新聞及傳播學系 Department of Journalism and Communication 課程編號 Programme Code: 501401

新聞及傳播(榮譽)文學士學位課程

Bachelor of Arts (Hons) in Journalism and Communication

此歷史悠久的課程在新世代,採取嶄新方向,來培育新一代的新聞及傳播從業員具備視野及內涵,本課程强調準確及不偏不倚的新聞以獲取公信。學生會獲得專業知識及跨學科的培訓,為未來的出路打下基礎。

The programme adopts a unique approach to nurture a new generation of journalism and communication practitioners with perspectives and insights. It emphasizes accurate and impartial journalism to earn trust in an era of barrier-free communication. Students will receive professional knowledge and an interdisciplinary training to pave the way for their future.

icm.chuhai.edu.hk

課程宗旨

- 灌輸最尖端的跨媒體及流動傳播知識
- 強調培養世界視野和適應力,以應對瞬息萬變的 後現代社會
- 著重新聞及傳播教育包含對社會及環球發展的認知
- 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 the state-of-the-art knowledge of crossmedia and mobile communication
- Fostering a global perspective for students to adapt to the rapidly changing post-modern society
- Consolidation of journalism and communication education with a highlight of an in-depth understanding of society and global development
- Development of the perspectives of cross-sector, cross-culture, and cross-territory with an emphasis on interdisciplinary knowledge

課程結構 Programme Structure

本課程內容涵蓋五大範疇:

The programme covers five major areas:



科目類別 Course Category	共修學分 Credits
院校共同必修與通識學科 College-wide Required and General Education Courses	24
文學及社會科學院必修 Faculty Required	3
課程必修 Programme Required	63
課程選修 Programme Electives	24
自由選修 Free Electives	9
總共 Total	123

註: 如非特別註明, 所有科目均為3學分。

Note: All courses carry 3 credits unless otherwise stated.

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新聞及傳播學系 Department of Journalism and Communication journalism programme Code: 501402

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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

此課程為一整合廣告、公共關係,以及企業傳播的專業學科,旨在培育有能力跨越媒體界限的新一代傳播工作者。整個課程最獨特之處是採取「解難為本」的課程結構。學生修畢本課程時,將具有足夠能力,服務於提供廣告、公關、企業傳播整合服務,或解決方案予公私營機構的公司。

課程宗旨

- 培育新一代有創意的傳媒及傳播工作者,具備跨越界限理念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服務
- 統合及提供跨行業和跨領域的傳訊專業知識和技能,促進各方了解及對企業形象的認知

This programme is aimed at integrating advertising, public relations and corporate communication into one unified domain of professional studies that nurtures a new generation of media practitioners with an ability of breaking down barriers of lines of work and communication. One of the unique characteristics of this new programme is its emphasis of "solution-based". On completion of the programme, graduates will be able to work well for the agency or corporation that provides an integrated service or solution of advertising, public relations and communication to private or public entities.

Programme Aims

- Nurture a creative generation of media and communication practitioners of advertising and corporate communication with a mindset of cross-boundary
- 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
- Bridge communications of all aspects across sectors and territories

課程結構 Programme Structure

本課程內容涵蓋六大範疇:

The programme covers six major areas:



科目類別 Course Category	共修學分 Credits
院校共同必修與通識學科 College-wide Required and General Education Courses	24
文學及社會科學院必修 Faculty Required	3
課程必修 Programme Required	63
課程選修 Programme Electives	24
自由選修 Free Electives	9
總共 Total	123

註: 如非特別註明,所有科目均為3學分。

Note: All courses carry 3 credits unless otherwise stated.

新聞及傳播學系 Department of Journalism and Communication 課程編號 Programme Code: 501403

傳播及跨媒體(榮譽)文學士學位課程

Bachelor of Arts (Hons) in Communication and Crossmedia

本課程是主力新媒體創作,最大特色為強調「無界限」及「跨越類型」的傳播方法及媒體製作。此課程傳授最尖端的數碼攝錄及製作技術,培養跨媒體人才,從事傳播工作及媒體創作。

The programme offers a new approach to the application of communication theories and media techniques for communication and media production. The programme will provide an extensive training and exploration on production skills that emphasize "crossovers" of media contents and formats of any kinds. On completion of the programme, graduates will be able to pursue a sound career in communication and media production across media contents and platforms.

icm.chuhai.edu.hk

課程宗旨

- 提供堅實的教育,應用於跨越目的和類別的 無界限傳訊和媒體製作
- 教育新一代的傳媒工作者,有創意地運用各類型數碼器材,創作跨界及跨格式的內容, 作不同用途的傳訊
- 培育具有跨界思維能力的流動媒體工作者, 從事跨媒體平臺的內容和製作

Programme Aims

- To provide a solid education on the application of border-free communication and media production that cuts across genres and purposes
- To educate a creative generation of media practitioners capable of handling digital devices to make up crossover contents and formats for communication of all purposes
- To contribute mobile media practitioners with a crossover mindset and ability of working out the production and contents on convergent media platforms

課程結構 Programme Structure

本課程內容涵蓋五大範疇:

The programme covers five major areas:



科目類別 Course Category	共修學分 Credits
院校共同必修與通識學科 College-wide Required and General Education Courses	24
文學及社會科學院必修 Faculty Required	3
課程必修 Programme Required	63
課程選修 Programme Electives	24
自由選修 Free Electives	9
總共 Total	123

註: 如非特別註明, 所有科目均為3學分。

Note: All courses carry 3 credits unless otherwise stated.

就業方面 Career Prospects

畢業生可從事以下工作:

Graduates could potentially embark upon careers in the following fields:

新聞及傳播(榮譽)文學士	廣告及企業傳播 (榮譽)文學士	傳播及跨媒體(榮譽)文學士
BA (Hons) in Journalism	BA (Hons) in Advertising and	BA (Hons) in Communication
and Communication	Corporate Communication	and Crossmedia
新聞傳播媒體	廣告設計及製作	媒體內容製作
Journalism and Communication	Advertising Design and Production	Production House
公關及企業傳訊	廣告及公關解難方案	廣告製作
Public Relations	Advertising and PR Solutions	Advertising Production
電視製作	傳訊解難方案	傳訊服務
TV Production	Communication Solution Services	Communication Services
政團幹事	市場分析及營銷	流動媒體編輯
Politics	Market Analysis and Marketing	Mobile Media Editor
金融	公關及企業傳訊	網絡媒體解難方案
Finance	Public Relations	Webmedia Solutions
教育	網絡媒體解難方案	跨媒體製作
Education	Webmedia Solutions	Crossmedia Production
社會服務	流動媒體	流動媒體
Social Services	Mobile Media	Mobile Media
	公私營機構企業內部傳訊 Public or Private Company Corporate Communication	流動媒體內容建構 Mobile Media Architecturing
	項目或事務管理協調/推廣 Event Management/Coordinator/Promotion	非政府組織、學校、企業 媒體項目製作 Media project Production of NGOs, Schools and Corporations
		電視製作 TV Production



設施 Facilities



跨媒體播放室 Crossmedia Screening Suite



跨媒體影像製作室 Crossmedia Visual Production



跨媒體劇院 Crossmedia Multipurpose Theatre



跨媒體音像製作控制室 Crossmedia Audio Studio Control Centre



跨媒體音像製作室 Crossmedia Visual Production Studio



珠海學院

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