



珠海學院

CHU HAI COLLEGE
OF HIGHER EDUCATION



2020/2021

**MASTER OF ARTS IN
GLOBAL COMMUNICATION**

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.

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 boot camp) to the CNN Headquarters in Atlanta, Georgia, USA.

| A | Core courses: (15 credits) |
|----|---|
| 1 | Applied Research for Global Communication (3 credits) |
| 2 | Intercultural Communication in the Global Context (3 credits) |
| 3 | CNN Global Journalism Workshop (3 credits) |
| 4 | New Media Workshop (3 credits) |
| 5 | CNN Study Tour (Boot camp) (3 credits) |
| B | Elective courses: (12 credits) (Choose any four of the following courses) |
| 1 | International Politics and Communication (3 credits) |
| 2 | Strategic Media Management (3 credits) |
| 3 | Media and Communication in the Greater Bay Area (3 credits) |
| 4 | Big Data and Communication (3 credits) |
| 5 | Topical Issues in Corporate Communication (3 credits) |
| 6 | International Political Economy (3 credits)* |
| 7 | Geopolitics of the Greater Central Asia (3 credits)* |
| 8 | 10 Plus 3 – Economics and Politics of ASEAN and China, Japan and Korea (3 credits)* |
| 9 | Cross-cultural Management: Regional Context (3 credits)* |
| 10 | Risk Management in International Business Transactions (3 credits)* |

* Courses to be offered by One Belt One Road Research Institute, CHCHE, in their newly approved MSocSc in International Business Management and MSocSc in International Relations programmes.

Medium of Instruction

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

Mode of Study

Full-time: 12 Months

Part-time: 24 Months

Admissions Requirements

1. A recognised Bachelor degree, or an equivalent qualification;
2. 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;
 - level 6 of the Chinese English Test (CET); or
 - equivalent.

Application Procedures

Applicants should submit the following documents to the Admissions Unit of the College:

Admissions Unit (MA in Global Communication 2020)
Chu Hai College of Higher Education
80 Castle Peak Road, Castle Peak Bay, Tuen Mun, N.T. Hong Kong

Please bring along the original or a certified copy from the issuing authority of the following documents to your admissions interview for verification:

- A completed application form duly signed by the applicant;
- One recent photo (photo size: 1.5 inch);
- Photocopy of Identity Card / Passport;
- 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:

Admissions Unit (MA in Global Communication 2020)
Chu Hai College of Higher Education
E102, 80 Castle Peak Road, Castle Peak Bay, Tuen Mun, N.T. Hong Kong

- Photocopy of Degree Certificates^;
- ^Applicants who obtained 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
 - ~ an 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);
- The College may request for an Assessment Report from the Hong Kong Council for Accreditation of Academic & Vocational Qualifications (HKCAAVQ) on the level of qualification obtained, if necessary;
- Photocopy of English Proficiency Certificate for qualifications obtained from an institution of which the medium of instruction is not English, if applicable;
- Two letters of recommendation;
- Proof of working experience, such as employers' letters (if applicable).

Application Fee

A non-refundable application fee of HK\$300 for local applicant or HK\$600 for non-local applicant (For payment methods, please refer to the Finance Office webpage (<https://www.chuhai.edu.hk/tuition-application-and-other-fees>) for details).

Tuition Fee

HK\$135,000 per year for full-time students

HK\$67,500 per year for part-time students (for 2 years)

Application Deadline

Local applicants: 31 July 2020

Non-local applicants: 10 July 2020

Commencement

September 2020

Enquiry

Admissions Unit

Telephone: 2972 7200

Email: info@chuhai.edu.hk



Chu Hai College of Higher Education

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

+852 2972 7200 | info@chuhai.edu.hk

www.chuhai.edu.hk | jcm.chuhai.edu.hk | www.facebook.com/chuhai.edu