



# Associate of Arts in **Media, Cultural and Creative Studies**

## 文學副學士 **媒體、文化及創意**

Advertising and Communications  
 廣告及傳意

Creative Media and Industries  
 創意媒體及產業

Media and Cultural Studies  
 媒體及文化研究

Music  
 音樂

“ Look deeply at community  
 through Culture, Media, Arts and  
 Creativity ”





3416 6338



2305 5315



aamccs@hkuspace.hku.hk

# Media, Cultural and Creative Studies (AAMCCS)

## 媒體、文化及創意

Media, Cultural and Creative Studies are for those inquisitive about culture and community, with desire to engage critically with media, and take part in creative and cultural industries. The programme's courses integrate humanities & arts with the social sciences and provide you with flexible pathways to university training in humanities & arts, social sciences, and media & communication. Come build your knowledge and experience with us through studying relevant, timely and exciting subjects in "Advertising and Communications," "Creative Media and Industries," and "Media and Cultural Studies."

### Why choose AAMCCS?



# 1

#### High recognition!

The first AD to offer media and cultural studies since 2000, and we are one of the most recognised programmes in Hong Kong!

# 2

#### Track record proves! High progression rate to local degree studies!

Exceptionally high rates of entrance to UGC-funded university programmes, particularly in the fields of Arts, Humanities, Media, Culture, Communications, Languages, Education and Advertising.

2022 Overall Progression Rate: **83%**

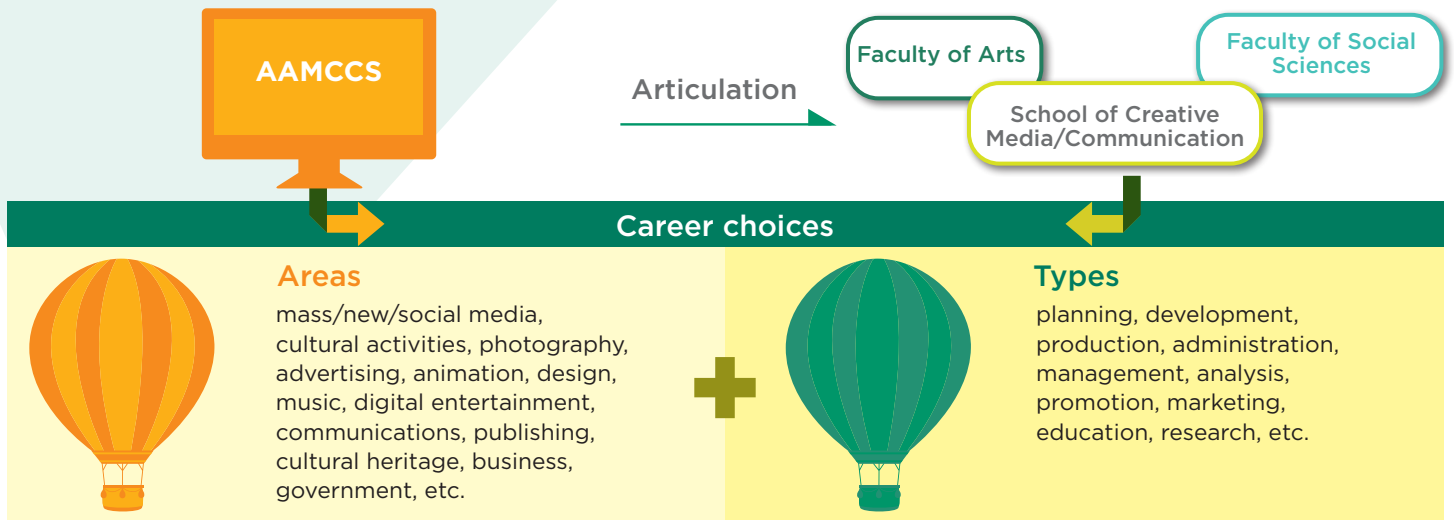


# 3

## Wide range of articulation choices! Our graduates articulated to:

<b>HKU</b> <b>Arts</b> Comparative Literature, English, Chinese, Hong Kong Studies, Global Creative Industries, Philosophy, Fine Art, Music, Gender Studies, Humanities, Digital Technologies <b>Education</b> Language Education Double Degree <b>Journalism</b> <b>Social Sciences</b> Psychology, Sociology Social Data Science <b>Science</b> Molecular Biology & Biotechnology <b>Nursing</b> , etc.	<b>CUHK</b> <b>Arts</b> Cultural Studies, Cultural Management, Anthropology, English, Chinese Language & Literature, Philosophy, Religious Studies, History, Music, Fine Arts <b>Social Science</b> Sociology, Global Studies, Journalism & Communication, Gender Studies <b>Education</b> , etc.	<b>HKBU</b> <b>Arts</b> Humanities, History, Geography, English Language & Literature, Translation, Creative Writing for Film Television & New Media, Creative & Professional Writing, Religious Studies, Music <b>Social Sciences</b> Communication, Public Relations & Advertising, Integrated Communication Management, Social Policy, China Studies - Economic, International Journalism, Public Relations & Advertising, Film & Television, Game Design & Animation <b>Education</b> , etc.	<b>CityU</b> <b>Arts</b> Media & Communication, Creative Media, Digital Television & Broadcasting, English Studies, English Studies, English for the Professions, Language Studies, Integrated Strategic Communication, Culture & Heritage Management <b>Social Sciences</b> Asian & International Studies, Criminology, Environmental Policy, Public Policy Management & Politics, Applied Sociology <b>Creative Media</b>
<b>LingnanU</b> <b>Arts</b> Cultural Studies, Creative Media Industries, Visual Studies Philosophy, etc.	<b>PolyU</b> <b>Arts</b> Advertising Design, Communication Design, English Studies for the Professions, Language & Culture, Bilingual Interdisciplinary Chinese Studies, Scheme in Design, Scheme in Fashion & Textiles, Social Design <b>Science</b> Nursing	<b>EdU</b> <b>Arts</b> Creative Arts and Culture [Visual Arts, Music], Liberal Studies, Early Childhood Education, Language Studies, Chinese Language, Human & Organizational Development <b>Social Science Education</b> Greater China Studies <b>Music Education</b>	<b>Shue Yan</b> <b>Metropolitan U</b> <b>HKAPA</b> <b>Hang Seng</b>

## AA in Media, Cultural and Creative Studies made simple





## Students' Sharing

Articulation to disciplines related to cultural, media and creative studies



### Alexandra Chau

(AAMCCS, 2020-2022)

#### Offers Received in 2022:

- **HKU** Bachelor of Arts in **Gender Studies** Year 3
- **CUHK** Bachelor of Arts in **Cultural Studies** Year 3

Dear future AAMCCSers,

Uniqueness is your best sword in cultural studies. This is a place to practice self-love, reflect on your identity and express yourself.

Don't let others influence you. You be the influencer, be the inspiration, BE YOUR OWN MUSE.

Love,  
Alexandra



### Thomas Lai

(AAMCCS, 2020-2022)

#### Offers Received in 2022:

- **HKU** Bachelor of Arts in **Global Creative Industries** Year 3
- **HKBU** Bachelor of Communication (**Public Relations & Advertising**) Year 3
- **CityU** Bachelor of Arts in **Digital Television & Broadcasting** Year 3
- **PolyU** Bachelor of Business Administration in **Marketing** Year 3

Every lecture I learned and production I made in these two years in AAMCCS, such as visualizing skills, advertising campaigns, and magazine publishing are meaningful and memorable. AAMCCS has cultivated my creative mindset as well as the sense of observing cultural phenomena. Furthermore, our lecturers were kind to solve my misconceptions step by step and have inspired me to discover possibilities in my media career path. I will continue using the theories and skills I learned in AAMCCS to create more insightful projects to contribute to the community.



### Cheung Tsz Ying

(AAMCCS, 2020-2022)

#### Offers Received in 2022:

- **HKBU** Bachelor of Communication (**International Journalism**) Year 3
- **University of Sussex** Bachelor of Arts in **Journalism** Year 2
- **Newcastle University** Bachelor of Arts in **Journalism Media and Culture** Year 1
- **Lancaster University** Bachelor of Arts in **Media and Cultural Studies** Year 1

AAMCCS is less about memorising formulas and more about creating and applying ideas to real-life scenarios. Those cultural and media theories are staggeringly eye-opening and have altered how I should identify myself and others in society. The courses granted me a good grasp of media production, from media writing and photography to video making, allowing me to attempt everything and reassuring my interests in this field. I met passionate schoolmates and experienced lecturers who academically and emotionally assisted me on this journey.



### Stella Wong

(AAMCCS, 2020-2022)

#### Offers Received in 2022:

- **CityU** Bachelor of Arts in **Creative Media** Year 3
- **CityU** Bachelor of Arts in **Media & Communication** Year 3
- **HKU** Bachelor of Arts in **Global Creative Industries** Year 3
- **CUHK** Bachelor of Arts in **Cultural Studies** Year 1

優良師資與自由學習環境是本課程的瑰寶。我可以深入研究喜歡的文化研究和創意媒體，也能自訂作業主題。課程內容豐富又有趣味，同時讓我認清自己的興趣和目標，感恩終可獲得大學取錄。



### Zoie Lee

(AAMCCS, 2020-2022)

#### Offers Received in 2022:

- **CityU** Bachelor of Arts in **Media & Communication** Year 3
- **CityU** Bachelor of Arts in **Digital Television & Broadcasting** Year 3
- **CityU** Bachelor of Arts in **Chinese & History (History and Heritage Stream)** Year 3
- **HKBU** Bachelor of Arts in **Humanities** Year 3

AAMCCS的課程範圍廣泛又富有趣味，能啟發我對不同文化事物和媒體的興趣，有效培養我的多角度思考能力。課程涵蓋理論及實踐部份，使我時有啟發，又可應用在日常生活中。另外，學校和講師亦在升學上給予多方面支援，讓我們積極面對前路。



### Gigi Ng

(AAMCCS, 2020-2022)

#### Offers Received in 2022:

- **CUHK** Bachelor of Social Sciences in **Gender Studies** Year 1

AAMCCS的課程讓我透過分析不同社會現象和各種文本，從而深入了解各種文化的概念。感恩在這裏遇到良師，他們樂於解答課堂上的疑問，又樂於跟學生分享個人經驗，使我更了解自己的能力和確立未來方向。我記得《新不了情》裏面秦沛對劉青雲說：「我頂多埋怨自己運氣不好，從來沒有懷疑過自己的才華，記住你千萬不可以懷疑你自己。」行到水窮處，坐看雲起時，只要堅守自己的初衷，總有一天得雲開見月明。

## Programme Structure

### Year 1

- Understanding Culture and Everyday Life
- The Journey of Self-Discovery
- Introduction to Media and Communications

### Year 2

#### Choose a major + language and core curriculum

#### Specialism

##### **Common across all themes**

- Researching Culture and Media
- Visual Culture

##### **Advertising and Communications**

- Advertising: Principles and Practice
- Media Publishing Industry and Production
- Writing and Editing for Chinese Media

##### **Creative Media and Industries**

- Creativity and Creative Industries
- Introduction to Film Studies
- New Media Art

##### **Media and Cultural Studies**

- Cultural Spaces: Examining and Enabling People and Place
- Gender and Society
- Media, Identity and Consumer Culture

#### Generic Skills & Core Curriculum


- Advanced Chinese Language
- English for Academic Purposes I & II
- English for Arts and Humanities
- Information Technology Fundamentals
- Introduction to Academic English
- Elementary Statistics
- Critical Analysis and Reasoning in Discipline-based Studies
- Choose THREE courses from the Core Curriculum

#### Year 1 & Year 2

##### **Music Theme** (*applicants who wish to apply for this theme should submit a separate application*)

- Fundamentals of Tonal Music I & II
- Music in Western History (Baroque through Late Romantic Periods)
- Introduction to Musics of the World
- Introduction to Chinese Music
- Creativity and Creative Industries

- The Specialism Electives courses do not apply to Music Theme. Please refer to the College Website (<http://hkuspace.hku.hk/cc>) for details.
- Courses offered in each semester are subject to student enrolment and resources available.

 Selected module(s) of the programme have been included in the list of reimbursable courses for Continuing Education Fund (CEF) purpose. Details can be found in <http://www.wfsfaa.gov.hk/cef>



**We are AAMCCSers!**

## Advertising and Communications

Application Code **AD 109**

### Programme Aims & Features

- Focus of studies: Advertising, media studies, communications
- Acquire fundamental skills and knowledge of how advertising and media interact, with emphasis on the practical nature of the media industry and communication strategies
- To learn from practitioners in the local industries at experience sharing sessions of selected courses

### Career Prospects

Practical training and more choices: advertising, marketing, art management, public relations, media management, creative industries, publishing in both the public and private sectors.



Industry Sharing on "The Power of Film Production"

## Media and Cultural Studies

Application Code **AD 109**

### Programme Aims & Features

- Focus of studies: Media studies, cultural studies, gender studies
- To offer you inter-disciplinary knowledge of how media and culture interact and the methods used to examine them
- Covers university hot topics, such as the production and consumption of media and cultural products, popular culture, consumer culture, cultural identities, gender theories, social media, globalisation, etc.

### Career Prospects

This inter-disciplinary major prepares you for a wide array of careers, such as marketing research, management and public relations in both the public and business sectors; a significant number of graduates have chosen to pursue careers in advertising, journalism, marketing, publishing, and media management.



Cultural Filmmaking - 3 Days Filmmaking Workshop and Cultural Trip



## Creative Media and Industries

Application Code **AD 109**

### Programme Aims & Features

- Focus of studies: Creative studies, creative media, cultural industries
- An inter-disciplinary major that evaluates current issues and trends in creative media and industries, and equips you with practical knowledge for both university education and the job market
- To nurture your critical capacity, creative thinking and cultural sensitivity, all being key factors to succeed in the knowledge-based economy

### Career Prospects

The arts and creative industry are booming and you have diverse choices in cultural management (cultural practitioners/mediators of festivals, mega-events, community events & facilities, cultural heritage, etc.), creative industries, art and media administration, public relations and marketing, etc.



Visit to the Hong Kong News-Expo

## Music

Application Code **AD 110**



[aamccs-music@hkuspace.hku.hk](mailto:aamccs-music@hkuspace.hku.hk)

### Programme Aims & Features

- To build up your fundamental knowledge of music to prepare you for further studies in music or to pursue a music-related career
- Covers basic theory and practices ranging from western classical music to Chinese music and world music
- Content of the courses follows closely those offered in the first year of the music programme of local universities, in particular, HKU; successful graduates can apply for admission to the bachelor's degree programmes in music at HKU, CUHK, HKBU and EdUHK

### Career Prospects

There are a growing number of job opportunities in the creative industries, e.g., reporters and programme presenters with musical knowledge, and support staff in arts administration offices and performing arts companies. Students with practical strengths can serve as composers and arrangers for the pop music, TV and film industries, and so on.

### Special Entrance Requirement

In addition to the minimum entry requirements, applicants are also required to have obtained the certificate of the Associated Board of the Royal Schools of Music (ABRSM) music theory with Grade 5 or above, or equivalent.

Applicants who wish to apply for this theme should submit a separate application.

## Entrance Requirements

### Hong Kong Diploma of Secondary Education Examination (HKDSE)

- Level 2 or above in 5 subjects\* (including English Language and Chinese Language#);

OR

### Other Qualifications

- Diploma in Foundation Studies; or
- Diploma Yi Jin; or
- Equivalent qualifications (e.g. HKALE, GCE A-level, International A-level, IB Diploma, SAT) will be considered by the College.

Applicants who do not possess the above academic qualifications but are aged 21 or above with relevant working experience will be considered on individual merit.

- \* Applicants are allowed to use not more than two Applied Learning (ApL) subjects in the application. The recognition of the ApL subjects is as follows:
- "Attained with Distinction (II)" is deemed equivalent to Level 4 or above in the HKDSE Examination;
  - "Attained with Distinction (I)" is deemed equivalent to Level 3 in the HKDSE Examination; and
  - "Attained" is deemed equivalent to Level 2 in the HKDSE Examination.


# ApL Chinese (for non-Chinese speaking students) would be accepted as an alternative Chinese Language qualification.

## Tuition Fee

The tuition fee for newly admitted students in the academic year 2023-24: HK\$59,000

Fees will be paid annually in two equal instalments and are subject to annual revision.

## Financial Assistance

- Government's Grants and Loans
  - Financial Assistance Scheme for Post-secondary Students
  - Non-means-tested Loan Scheme for Post-secondary Students
- Continuing Education Fund 

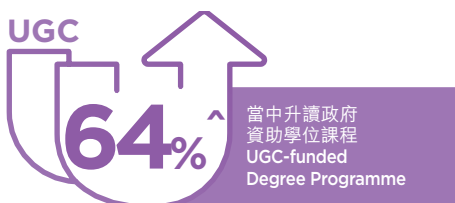
## Scholarships for New Students

The value of each scholarship is up to **HK\$15,000**. Please refer to the College website for details.

## How to Apply

Applicants can submit the application via the College website <https://apply.hkustspace.hku.hk/ccadm/onlineform.php>

## Progression Paths



The articulation rate to UGC-funded degree programmes is based on the number of graduates and students who progressed to full-time degree studies.



- University of the Arts London
- Edinburgh Napier University
- University of the West of England, Bristol
- University of Hull

- # Applicants who wish to apply for music theme should submit a separate application.  
 \* The above list is not exhaustive and only shows some of the examples.  
 ^ Excluding Music theme.

**NCR**

These are exempted courses under the Non-Local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead.

根據《非本地高等及專業教育（規管）條例》，這些課程屬獲豁免課程。個別僱主可酌情決定是否承認這些課程可令學員獲取的任何資格。

## LOCAL 教資會資助大學 UGC-funded Universities

Some of our graduates/students are admitted to UGC-funded degree programmes every year. The list below shows the programmes that our graduates/students of recent years have articulated to\*:

The University of Hong Kong
BA / BA Conservation / BA Chinese
BA Comparative Literature / BA English
BA Fine Arts / BA Music
BA Gender Studies / Global Creative Industries
BA Humanities & Digital Technologies
BA and BEd Language Education - English (Double Degree)
BA and BSocSc Social Data Science
BA Hong Kong Studies / BA Philosophy
BJour/ BNurs
BSc Information Management
BSocSc / BSocSc Sociology
The Chinese University of Hong Kong
BA Anthropology / BA English / BA History
BA Chinese Language and Literature
BA Contemporary China Studies
BA Cultural Management / BA Cultural Studies
BA Fine Arts / BA Music
BSocSc / BSocSc Gender Studies
BSocSc Global Studies
BSocSc Journalism & Communication
BSocSc Psychology / BSocSc Sociology
City University of Hong Kong
BA Chinese & History
BA Creative Media / BA Digital TV & Broadcasting
BA Culture & Heritage Management
BA English / BA English for the Professions
BA Language Studies / BA Linguistics & Language Applications
BA Media & Communication / Translation & Interpretation
BAS New Media / BBA Management / BSc Creative Media
BSocSc Applied Sociology / BSocSc Criminology
BSocSc Asian & International Studies
BSocSc Environmental Policy / Public Policy & Politics
Hong Kong Baptist University
BA (Hons) / BA (Hons) English Language & Literature / BA (Hons) History / BA (Hons) Humanities / BA (Hons) Translation
BA (Hons) Creative & Professional Writing / BA (Hons) Creative Writing for Film TV & New Media
BA (Hons) Music / BA (Hons) Visual Arts
BA (Hons) Religion, Philosophy & Ethics
BA (Hons) English Language & Literature and BEd (Hons) English Language Teaching (Double Degree)
BComm (Hons) Film Major (Animation & Media Arts) / (Film & Television)
BComm (Hons) Public Relations & Advertising
BSocSc (Hons) China Studies - Economics / BSocSc (Hons) Geography
BSocSc (Hons) Integrated Communication Management
BSocSc (Hons) Social Policy / BSW (Hons)

The Hong Kong Polytechnic University
BA (Hons) Advertising Design / BA (Hons) Social Design / BA (Hons) Communication Design
BA (Hons) Bilingual Interdisciplinary Chinese Studies / BA (Hons) Eng Studies for the Professions / BA (Hons) Language & Culture
BA (Hons) Scheme in Fashion & Textiles Scheme in Design
BBA (Hons) Marketing
Bcomm (Hons) Game Design & Animation
BComm (Hons) Public Relations & Advertising Major (Advertising and Branding)
BEng (Hons) Product Engineering with Marketing
Broad Discipline of Computing
BSc (Hons) Nursing
The Education University of Hong Kong
BA (Hons) Creative Arts & Culture (Music) / (Visual Arts)
BA (Hons) Early Childhood Education
BA (Hons) Human & Organizational Development
BA (Hons) Language Studies (Chinese Major) / BA (Hons) Liberal Studies
BA (Hons) Creative Arts & Culture & BEd (Hons) Visual Arts (co-terminal double degree) / BA (Hons) Creative Arts & Culture & BEd (Hons) Music (co-terminal double degree)
BSocSc (Hons) Global & Hong Kong Studies / BSocSc (Hons) Greater China Studies
BSocSc (Hons) Policy Science & Management / BSocSc (Hons) Psychology
BEd (Hons) Chinese Language / BEd (Hons) (Secondary) English Language / BEd (Hons) Music
Lingnan University
BA (Hons) Creative Media Industries
BA (Hons) Cultural Studies / BA (Hons) Visual Studies
BA (Hons) Philosophy
BSocSc (Hons) Business Psychology
BSocSc (Hons) Psychology with Counselling Psychology Concentration

Please refer to the College website for information. 請瀏覽學院網頁以獲取更多資訊。

HKU SPACE is a non-profit making University company limited by guarantee. 香港大學專業進修學院乃非牟利擔保有限公司。

