

# Education (Docent Training)

## 教育(導賞員訓練)

### 青少年導賞員訓練課程

課程編號：GENE9068

S

報名代碼：2335-1109NW

☎ 2975 5685

✉ candy.nyc.liu@hkuspace.hku.hk

課程旨在加強有志成為青少年導賞員的認識。課程內容涵蓋多元導賞，包括認識香港各區的文化歷史、古蹟保育、自然生態及博物館導賞等基礎知識，進而掌握導賞員導賞技巧，了解成為社區導賞員的必備條件，課程將設一課戶外導賞(博物館或社區導賞)，並鼓勵學員參與導賞員推廣計劃，豐富其他學習經歷，增強自信心，有助提升溝通能力和領導才能。

R 申請人需年滿15歲或以上

\$ HK\$1,980

D 18小時

🇬🇧 粵語輔以英文

### 西方文化遺產及文物導賞員訓練

課程編號：GENE9075

☎ 2975 5685

✉ candy.nyc.liu@hkuspace.hku.hk

內容主要欣賞世界各地的古文明和早期文化，重大文物遺產發現，以及欣賞歐美各國博物館的重要文物藏品，從而增進導賞員對西方文化遺產發展與文物典藏的導賞知識。西方人對考古藝術研究源於文藝復興時期，當時貴族和富商對古典時期的歷史和散佈歐洲各地的文化遺產、古物和古蹟遺生了濃厚的興趣，後來的殖民主義擴張更將相關對探索古文明、收集和研究文物的行為拓展到全世界。課程列入「香港導賞員學會」的持續進修時數，集齊時數，可申請成為「認可導賞員」或「註冊導賞員」。詳情可到「香港導賞員學會」網頁瀏覽。

\$ HK\$1,860

D 4課-共12小時

🇬🇧 粵語輔以英文

## Media & Communication

### 媒體及傳播學

#### Postgraduate Diploma in Public Relations and Corporate Communication

Programme Code: MC010A

Application Code: 2280-MC010A

📖 6

☎ 3762 0868

✉ media\_comm@hkuspace.hku.hk

This programme aims to help students keep abreast of the contemporary concepts and practices of public relations and corporate communication.

With the multidisciplinary curriculum, students is exposed to the up-to-date knowledge of strategic planning, skills of influencing stakeholders, knowhow of managing crisis and reputation, as well as the many various communication challenges any for-profit, non-for-profit or government organization is facing today.

R Applicants shall:

- 1) hold a bachelor's degree awarded by a recognized institution and have 3 years of relevant work experience; or
- 2) have gained in the HKDSE Examination Level 3 in 5 subjects including English and Chinese Language and have 8 years of relevant work experience; or
- 3) have gained in the HKCEE grade D in 3 subjects, and Level 3 in English Language and Chinese Language and have 10 years of relevant work experience.

Applicants holding a bachelor degree must provide evidence of English proficiency (if the degree or equivalent qualification is from an institution where the language of teaching and assessment is not English) such as:

- i. an overall band of 6.0 with no subtests lower than 5.5 in the IELTS; or
- ii. a score of 550 in the paper-based TOEFL, or a score of 213 in the computer-based TOEFL, or a score of 80 in the internet-based TOEFL; or
- iii. HKALE Use of English at Grade E; or
- iv. HKDSE Examination English Language at Level 3; or
- v. equivalent qualifications.

Applicants with other qualifications will be considered on individual merit.

\$ HK\$40,976 per programme (To be paid in two instalments. Admin charge applies to course withdrawal.)

Application Fee: HK\$150

D Around 1 year and 6 months

🇬🇧 English

Q Level 6 (Reg. No.: 09/000167/6) Validity Period: 28 Mar 2009 - on-going

#### Postgraduate Certificate in Public Relations and Corporate Communication

Programme Code: MC009A

Application Code: 2280-MC009A

📖 6

☎ 3762 0868

✉ media\_comm@hkuspace.hku.hk

This Postgraduate Certificate in Public Relations and Corporate Communication focuses to link up students' conceptual thinking with hands-on processes for managing the key areas of contemporary public relations, corporate communication and media relations. Students will be equipped with updated knowledge and knowhow to analyse, plan, formulate and design practical and innovative solutions that help address the Public Relations, Corporate Communication or Media Relations challenges that organizations are facing nowadays. By influencing and building up mutual relationships with key stakeholders such as media professionals, customers and community, the organization will effectively achieve their business and brand goals.

R Applicants shall:

- 1) hold a bachelor's degree awarded by a recognized institution and have 3 years of relevant work experience; or
- 2) have gained in the HKDSE Examination Level 3 in 5 subjects including English and Chinese Language and have 8 years of relevant work experience; or
- 3) have gained in the HKCEE grade D in 3 subjects, and Level 3 in English Language and Chinese Language and have 10 years of relevant work experience.

Applicants holding a bachelor degree must provide evidence of English proficiency (if the degree or equivalent qualification is from an institution where the language of teaching and assessment is not English) such as:

- i. an overall band of 6.0 with no subtests lower than 5.5 in the IELTS; or
- ii. a score of 550 in the paper-based TOEFL, or a score of 213 in the computer-based TOEFL, or a score of 80 in the internet-based TOEFL; or
- iii. HKALE Use of English at Grade E; or
- iv. HKDSE Examination English Language at Level 3; or
- v. equivalent qualifications.

Applicants with other qualifications will be considered on individual merit.

\$ HK\$20,488 per programme (Admin charge applies to course withdrawal.)

Application Fee: HK\$150

D Around 9 months

🇬🇧 English

Q Level 6 (Reg. No.: 23/000610/L6) Validity Period: 20 Jun 2023 - on-going

See legend on page 031 圖說說明於第031頁

R Minimum Entry Requirements 基本入學要求 (P.017)

\$ Fee 學費

D Duration 修業期

🇬🇧 Medium of Instruction 教學語言

Q Qualifications Framework 資歷架構

E Exemption 豁免

S Short Course 短期課程

For more and latest programme information, please visit our website  
有關最新課程資訊及詳情，請瀏覽學院網站 [hkuspace.hku.hk](http://hkuspace.hku.hk)

### Certificate in Public Relations and Corporate Communication

Programme Code: MC018A

Application Code: 2280-MC018A



☎ 3762 0868

✉ media\_comm@hkuspace.hku.hk

The programme aims to develop students with knowledge of the public relations industry, and the basic idea underlining corporate communication. Students will be equipped with the skills to analyse, plan and implement PR and corporate brand communication campaigns and events that help achieve organizational goals. Students will examine how to build mutual relationships with key stakeholders such as employees, media and community leaders for addressing unique communication challenges. Students will also be trained with English and Chinese PR writing skills in typical publicity materials.

- R** Applicants shall:
- have gained in the HKDSE Examination Level 2 in 5 subjects including English Language and Chinese Language; or
  - have gained in the HKCEE Grade E in 3 subjects and Level 2 in Chinese Language and English Language;

AND

- possess 2 years of work experience

Applicants with other equivalent qualifications and relevant work experience will be considered on individual merit.

**\$** HK\$15,240

Application Fee: HK\$150

**D** 6 months

🇬🇧 English

**Q** Level 3 (Reg. No.: 19/000494/L3) Validity Period: 10 Apr 2019 - on-going

### Foundation Certificate in English PR Writing and Presentation

Programme Code: MC022A

Application Code: 2280-MC022A



☎ 3762 0868

✉ media\_comm@hkuspace.hku.hk

The programme is a PR course. It aims to equip students with knowledge and skills of English public relations writing for organizational media, such as newsletter, corporate report, website, blog, brochure and speechwriting. Students will learn the principles of effective writing and tips for persuasive presentation, such as public speech, in English.

- R** Applicants shall:
- have gained in the HKCEE Grade E or Level 2 in English Language; or
  - have gained in the HKDSE Examination Level 2 in English Language.
- Preference will be given to those who have worked in communication or related fields. Applicants with other equivalent qualifications will also be considered on individual merit.

**\$** HK\$9,380

**D** 13 weeks

🇬🇧 English

**Q** Level 2 (Reg. No.: 19/001058/L2) Validity Period: 01 Aug 2019 - on-going

### Certificate for Module (Public Affairs and Political PR)

Programme Code: MC039A

Application Code: 2270-MC039A



☎ 3762 0868

✉ media\_comm@hkuspace.hku.hk

This programme aims to equip students with the principles and concepts of communication in the government relations areas. The threats and issues in the political and non-political contexts, the management of the key stakeholders such as political actors, policy-makers, opinion leaders and the strategies, planning & implementation of a political PR campaign will be discussed.

- R** Applicants shall:
- hold a bachelor's degree awarded by a recognized institution and have 3 years of relevant work experience; or
  - have gained in the HKDSE Examination Level 3 in 5 subjects including English and Chinese Language and have 8 years of relevant work experience; or
  - have gained in the HKCEE grade D in 3 subjects, and Level 3 in English Language and Chinese Language and have 10 years of relevant work experience.

Applicants holding a bachelor degree must provide evidence of English proficiency (if the degree or equivalent qualification is from an institution where the language of teaching and assessment is not English) such as:

- an overall band of 6.0 with no subtests lower than 5.5 in the IELTS; or
  - a score of 550 in the paper-based TOEFL, or a score of 213 in the computer-based TOEFL, or a score of 80 in the internet-based TOEFL; or
  - HKALE Use of English at Grade E; or
  - HKDSE Examination English Language at Level 3; or
  - equivalent qualifications.
- Applicants with other qualifications will be considered on individual merit.

**\$** HK\$7,800 per programme

**D** 30 hours

**Q** Level 6 (Reg. No.: 23/000624/L6) Validity Period: 01 Jun 2023 - on-going

### Certificate for Module (Crisis and Reputation Management)

Programme Code: MC040A

Application Code: 2280-MC040A



☎ 3762 0868

✉ media\_comm@hkuspace.hku.hk

This programme aims to prepare students with the theories and practice of crisis management, from identification of crisis to the crisis communication. Key areas such as the crisis audit, the crisis cycle, the strategies and practice for dealing with crisis through corporate communication will be discussed.

- R** Applicants shall:
- hold a bachelor's degree awarded by a recognized institution and have 3 years of relevant work experience; or
  - have gained in the HKDSE Examination Level 3 in 5 subjects including English and Chinese Language and have 8 years of relevant work experience; or
  - have gained in the HKCEE grade D in 3 subjects, and Level 3 in English Language and Chinese Language and have 10 years of relevant work experience.

Applicants holding a bachelor degree must provide evidence of English proficiency (if the degree or equivalent qualification is from an institution where the language of teaching and assessment is not English) such as:

- an overall band of 6.0 with no subtests lower than 5.5 in the IELTS; or
  - a score of 550 in the paper-based TOEFL, or a score of 213 in the computer-based TOEFL, or a score of 80 in the internet-based TOEFL; or
  - HKALE Use of English at Grade E; or
  - HKDSE Examination English Language at Level 3; or
  - equivalent qualifications.
- Applicants with other qualifications will be considered on individual merit.

**\$** HK\$7,800 per programme

**D** 30 hours

**Q** Level 6 (Reg. No.: 23/000623/L6) Validity Period: 01 Jun 2023 - on-going

**NCR<sup>1</sup>**

This is an exempted course under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，本課程屬獲豁免課程。It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

**NCR<sup>2</sup>**

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

**NCR<sup>3</sup>**

The course operator is applying for exemption under the Non-local Higher and Professional Education (Regulation) Ordinance. 課程主辦人正根據《非本地高等及專業教育(規管)條例》辦理豁免註冊手續。It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

# Media & Communication

## 媒體及傳播學

### Certificate in Sustainable Communities

Programme Code: CS050A

Application Code: 2345-CS050A

☎ 3762 0868  
3917 4767

✉ media\_comm@hkuspace.hku.hk  
ruralsd@hku.hk



With theories, practices and real-life case studies, this programme provides students with the basic knowledge and skills in sustaining cultural landscape asset, including ecology, sustainable agriculture, community engagement and partnerships between different stakeholders and sectors.

💰 HK\$31,000

📅 10 months

📄 Level 3 (Reg. No.: 18/000784/L3) Validity Period: 11 Sep 2018 - on-going

### 紀錄片製作證書

課程編號: MC004A

☎ 3762 0868

✉ media\_comm@hkuspace.hku.hk



紀錄片是一種獨特的藝術形式，除了記錄各類型的個人及社會活動，亦讓製作人表達其願景及對事物的獨特見解。紀錄片無論在記錄歷史、洞察世情及喚起民眾關心各項社會議題等方面都有重要的意義及貢獻。課程教授紀錄片的歷史和傳統，以及紀錄片製作的基礎知識。學員透過觀賞及討論各類型的紀錄片，學習各項製作知識及技巧。

📄 申請人應該：

- (一) 於香港中學會考考獲3科E級及中國語文科和英國語文科考獲第2級或以上的成績\*；或
- (二) 於香港中學文憑考試考獲五科第2級或以上的成績(包括中國語文科及英國語文科)；或
- (三) 成功完成毅進文憑\*課程。

申請人若持有其他同等資格，學院將按表個別情況考慮。申請人或須參加面試及筆試。

\*自2007年起，香港大學專業進修學院對在香港中學會考考獲中國語文科及英國語文科(課程乙)E級成績(即英國語文科(課程甲)考獲C級)，均視作等同於香港中學會考這兩個科目考獲第2級的成績。

\*等同2011/12年或以前完成的毅進課程。

💰 HK\$13,900

報名費用: HK\$150

📅 33日

🗣️ 粵語輔以英語

📄 資歷架構級別: 3 資歷名冊登記號碼: 15/000097/L3  
資歷名冊登記有效期: 2015年1月26日 - 持續有效

### 社交網絡新趨勢及營銷計劃

課程編號: MEDS9001

☎ 3762 0868

✉ media\_comm@hkuspace.hku.hk

不爭的事，網絡社交媒體的崛起，大大改變了人與人、機構與受眾的溝通模式。網絡社交已成為生活的一部份，同時也對公關及企業傳訊，以致商業營銷模式帶來了新的衝擊及機會。本課程旨在透過探索網絡社交媒體的發展趨勢，啟發學員如何善用網絡社交媒體以作為新時代的公關，企業傳訊以致營銷方法。

💰 HK\$1,390

📅 5日

🗣️ 粵語輔以英語

### 微電影大故事

課程編號: FILM9001

☎ 3762 0868

✉ media\_comm@hkuspace.hku.hk

微電影已發展及轉變成新一代重要的行銷工具。本課程旨在探索戲劇的元素、角色人物性格、劇本結構和對話，讓學員瞭解怎樣利用影像帶出故事，以及如何把品牌精神與價值融入故事之中。學員將透過導師講解、研究劇本及影視作品，以及自行寫作，從而掌握微電影的創作技巧。

📄 劇本創作初學者

💰 HK\$2,370


📅 10日

🗣️ 粵語輔以英語

### Progression Path for Culture, Communication and Media programmes


Postgraduate Diploma in Media and Cultural Critique  6

awarded within the HKU system through HKU SPACE

BA Mass Communications, Advertising & Public Relations   
(Duration: 14 months) OR

BA (Hons) Contemporary Media Cultures   
(Duration: 24 months; Full-time)

awarded by UK universities\*

Advanced Diploma in Communication and Culture  4  
(Duration: 20 months)

awarded within the HKU system through HKU SPACE

\* BA Mass Communications, Advertising & Public Relations awarded by Edinburgh Napier University; BA (Hons) Contemporary Media Cultures awarded by University of the Arts London.

### Postgraduate Diploma in Media and Cultural Critique

Programme Code: DP012A

Application Code: 2245-DP012A

☎ 2910 7613

✉ pg.cad@hkuspace.hku.hk



The Postgraduate Diploma in Media and Cultural Critique programme aims to develop students' critical understanding of media and cultural institutions, ideologies and policies and their relationships with social and economic reality. This programme provides a grounding in the media and then visual, socio-cultural and economic content, and makes it possible for graduates to further study in media and cultural studies, creative industries, media management and advertising.

📄 Applicants should

- (a) hold a bachelor's degree in areas of Humanities, Social Sciences, IT or Business, or equivalent, awarded by a recognised institution;  
or  
(b) (i) hold a sub-degree or higher diploma awarded by a recognised institution;  
and  
(ii) have two years of recognised professional experience;

AND

- obtain a score of 6.5 in IELTS (no band less than 6.0), or equivalent (for those graduated from institutions where English is not the medium of instruction).

Applicants with other qualifications will be considered on individual merit.

💰 HK\$39,000 per programme  
Application Fee: HK\$150

📅 7 months

🗣️ English

📄 Level 6 (Reg. No.: 10/000058/6) Validity Period: 01 Sep 2010 - on-going

See legend on page 031 圖說說明於第031頁

📄 Minimum Entry Requirements 基本入學要求 (P.017)

💰 Fee 學費

📅 Duration 修業期

🗣️ Medium of Instruction 教學語言

📄 Qualifications Framework 資歷架構

📄 Exemption 豁免

📄 Short Course 短期課程

For more and latest programme information, please visit our website  
有關最新課程資訊及詳情，請瀏覽學院網站 [hkuspace.hku.hk](http://hkuspace.hku.hk)

### BA Mass Communications, Advertising & Public Relations

Programme Code: MC014A

Edinburgh Napier University, UK  
Application Code: 2345-MC014A



3762 0061

ug.comm@hkuspace.hku.hk

Committed first and foremost to producing effective and reflective practitioners, this programme is contemporary and cutting edge, focusing on providing students with the knowledge both theoretically and practically to have a successful career in advertising, corporate/organisational communication, media relations, branding, employee communication, and PR. Students will develop an excellent understanding of communication, advertising and PR principles. Working both on their own and as part of a team, students will also gain transferable skills and develop their confidence in presenting work and ideas to their peers, lecturers and professionals in the industry.

- R** Applicants shall
- 1.1 hold an Associate Degree\* in the area of Arts (e.g. Communication Studies, Media and Cultural Studies, Advertising and Creative Media, Corporate Communications and Management), or Applied Social Sciences (e.g. Public Relations and Journalism) with a minimum GPA of 2.0; or
  - 1.2 hold a Higher Diploma\* in the area of Communication Studies, Media and Cultural Studies, Corporate Communications and Management or Public Relations and Journalism with a minimum GPA of 2.0.

AND

2. Graduates of HKU SPACE Associate Degree/Higher Diploma awards, or an equivalent qualification from a recognised institution, are normally regarded as demonstrating the required English Proficiency. In other cases, IELTS 6.0 is required.
3. Applicants with other qualifications (or partial completion from a recognized tertiary institution/a private university) that are fitting preparation for this programme can also apply.

\* These may include, for example, Associate of Arts; Higher Diploma in Public Relations and Corporate Communications; Associate Degree/Higher Diploma in Business Administration; Higher Diploma in Translation and Interpretation; Associate of Applied Social Sciences in Communication, Public Relations and Journalism; and Associate Degree/Higher Diploma in Event Management/Tourism.

Sub-degree graduates without relevant academic background can still apply. They might be required to take one additional course (HK\$2,800).

**\$** HK\$83,100 (payable in 3 instalments);  
HK\$85,900 (with bridging module fee for students without strong media/marketing/PR background)

**D** 14 months

English

### Advanced Diploma in Communication and Culture

Programme Code: MC015A

Application Code: 2265-MC015A



2910 7613

ug.comm@hkuspace.hku.hk

The programme aims to provide students with a multi-disciplinary approach to the study of communication and culture with an emphasis on media and cultural studies. More specifically, it trains the students to be critical consumers and ethical communicators through discussions that allow them to understand the power of both mediated and non-mediated communication in specific cultural contexts. The programme also addresses how existing and emerging forms of new media construct identities and shape lives by examining the relationship between communication and cultures.

- R** Applicants shall:
1. have gained in the HKDSE Examination Level 2 or above in 5 subjects including English Language; OR
  2. have gained in the HKALE Grade E in 2 subjects including Use of English; OR
  3. have gained in the HKALE Grade E in Use of English, and have 2 years of relevant work experience in the communication or cultural industry; OR
  4. have gained in the HKCEE Grade E in 4 subjects, and Level 2 in English Language, and have 2 years of relevant work experience in the communication or cultural industry; OR
  5. have a diploma in communication studies, cultural studies, media studies or language studies from a recognised institution, OR
  6. be a mature student of at least 21 years of age by the start date of the programme and have at least 2 years of work experience.

Applicants must be able to demonstrate a good command of English, in particular in writing and reading. They may be required to attend an English written test if necessary. Applicants with other qualifications will be considered on individual merit.

(Note: Students who barely meet the English Language requirement of the programme (HKDSE Examination Level 2 in English Language, HKALE Grade E in Use of English, or HKCEE Grade E in English Language) are required to take the additional practical English writing course in the first trimester of the programme.)

**\$** HK\$38,000 (HK\$7,600 per instalment; 5 instalments in total)  
Application Fee: HK\$150

**D** 20 months

English

**Q** Level 4 (Reg. No.: 18/000891/L4) Validity Period: 01 Mar 2019 - on-going

**NCR1**

This is an exempted course under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，本課程屬獲豁免課程。

**NCR2**

It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

**NCR3**

These are exempted courses under the Non-Local Higher and Professional Education (Regulation) Ordinance. 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。 It is a matter of discretion for individual employers to recognize any qualification to which these courses may lead. 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。 The course operator is applying for exemption under the Non-local Higher and Professional Education (Regulation) Ordinance. 課程主辦人正根據《非本地高等及專業教育(規管)條例》辦理豁免註冊手續。 It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

### 數碼廣告(高中應用學習)證書

課程編號: MC042A

報名代碼: 2345-MC042A

2910 7627 / 3762 0061

ug.comm@hkuspace.hku.hk

本課程旨在培養學生對數碼廣告的理解，以及使用數碼媒體來實現產品宣傳目標的技能。本課程通過實務作業、專題研習、寫作報告、口頭匯報、測驗，讓學生了解並掌握專業數碼廣告的寫作技巧、數碼攝影和視頻製作及編輯原理，設計適當的傳播策略，以有效建立一個獨特的產品形象。

**R** 申請人必須為中三或中四學生。中三學生可以提前申請，但在應用學習課程開課時，他們必須是中四學生。而中四學生可以選擇在中四或中五時學習該課程。

**D** 2年

粵語

**Q** 資歷架構級別: 3 資歷名冊登記號碼: 24/000732/L3  
資歷名冊登記有效期: 2024年9月1日 - 2029年8月31日

### Certificate for Module (Science Communication)

Programme Code: MC024A

Application Code: 2265-MC024A



2910 7613 / 2910 7627

pg.cad@hkuspace.hku.hk

The programme is designed to give students an understanding of the methodologies and issues in engaging the public in science. It aims to explore the role played by culture and media in science communication and discuss ways to deliver content and utilise technology and digital media to facilitate effective communication of science to different audiences.

- R** Applicants should
- (a) hold a bachelor's degree in areas of Sciences, Humanities, Social Sciences, IT or Business, or equivalent, awarded by a recognised institution;
  - or
  - (b) (i) hold an Associate Degree or Higher Diploma awarded by a recognised institution in the same areas listed in (a); and
  - (ii) have at least four years of recognised professional experience;
- Applicants with either (a) or (b) qualifications awarded by institutions where English is not the medium of instruction should obtain a score of 6.5 in IELTS (no band less than 6.0) or equivalent
- Applicants with other qualifications will be considered on individual merit.

**\$** HK\$7,500  
Application Fee: HK\$150

**D** 30 hours

English

**Q** Level 6 (Reg. No.: 20/000705/L6) Validity Period: 01 Dec 2020 - on-going

### Certificate for Module (Analysing Media and Culture)

Programme Code: DP102B

Application Code: 2270-DP102B

29107607

pg.cad@hkuspace.hku.hk

The main objective of this programme is to introduce students to the dominant perspectives in media and cultural studies, and thus to help them develop the study of media and cultural institutions, ideologies and policies as part of social and economic reality. At the core of the programme is a set of selected scholarly readings that will provide students with an opportunity to review and criticise contesting theories and approaches to the understanding of media and cultural systems and contents in the academic field. The readings and class discussions will be synthesised through a number of presentations and written assignments.

**\$** HK\$10,000  
Application Fee: HK\$150

**D** 36 hours

English

**Q** Level 6 (Reg. No.: 21/000502/L6) Validity Period: 01 Sep 2021 - on-going



# Media & Communication

## 媒體及傳播學

### Certificate for Module (Researching Media and Culture)

Programme Code: DP101A

Application Code: 2270-DP101A



29107607

pg.cad@hkuspace.hku.hk

Through a combination of lectures, tutorials and student presentations, this programme enables students to define methodological terms, concepts, and processes in media and cultural studies. This helps students make critical judgments on researches commonly used in media and cultural industries, and to design and apply research methodologies to research on media messages, media production and consumption. The programme also aims to equip students with the independent research skills they will need to flourish in academic and vocational contexts, and to carry out basic research in order to produce a piece of academic writing.

HK\$10,000  
Application Fee: HK\$150

36 hours

English

Level 6 (Reg. No.: 19/000080/L6) Validity Period: 01 Feb 2019 - on-going

### Certificate for Module (Media and the City)

Programme Code: DP106A

Application Code: 2245-DP106A



29107607

pg.cad@hkuspace.hku.hk

This programme aims to develop an appreciation of the complex interplay between the media and urban areas in contemporary world. City imaging is nowadays supplemented and constructed by exposure to visual media rather than by direct sense experience of urban realms. The examination of how the media enhance individuals to mentally organise their own sensory experience of cities is thus the focus of the programme. Through evaluation of concepts and skills in the representation of cityscapes, the process of constructing written and visually-based narratives about the potential of places will be discussed.

HK\$10,000  
Application Fee: HK\$150

36 hours

English

Level 6 (Reg. No.: 19/000085/L6) Validity Period: 01 Feb 2019 - on-going

### Certificate for Module (Media and Popular Culture)

Programme Code: DP109A

Application Code: 2270-DP109A



2910 7607

pg.cad@hkuspace.hku.hk

This programme will focus on key debates on popular culture and cultural consumption in relation to the media. Issues of pleasure, politics, meaning and value will be raised in connection with a range of cultural forms. Situated historically in the twentieth century, the programme analyses the development of mass culture as a socio-economic form, and as a term emerging in relation to other media forms, such as Hollywood movies, television programmes, music, art, print and new media. A range of theoretical perspectives will inform the analysis. The consumption of popular culture is addressed through recent ethnographic and qualitative work on audiences.

Applicants should

- (a) hold a bachelor's degree in areas of Humanities, Social Sciences, IT or Business, or equivalent, awarded by a recognised institution; or
- (b) (i) hold a sub-degree or higher diploma awarded by a recognised institution; and (ii) have two years of recognised professional experience;

and

- obtain a score of 6.5 in IELTS (no band less than 6.0), or equivalent (for those graduated from institutions where English is not the medium of instruction).

Applicants with other qualifications will be considered on individual merit.

HK\$10,000  
Application Fee: HK\$150

36 hours

English

Level 6 (Reg. No.: 19/000088/L6) Validity Period: 01 Feb 2019 - on-going

### Certificate for Module (New Media)

Programme Code: DP107A

Application Code: 2270-DP107A



2910 7607

pg.cad@hkuspace.hku.hk

The main objective of this programme is to introduce students to the key theories, thinking and debates surrounding new media studies. This programme will also contextualise the social functions and cultural meanings of digital/ new media technologies and their changes in different social and historical environments. The programme will encourage students to explore different forms of new media experiences and participations, and equip students with practical digital media production skills by designing, producing and publishing creative new media projects.

Applicants should

- (a) hold a bachelor's degree in areas of Humanities, Social Sciences, IT or Business, or equivalent, awarded by a recognised institution; or
- (b) (i) hold a sub-degree or higher diploma awarded by a recognised institution; and (ii) have two years of recognised professional experience;

and

- obtain a score of 6.5 in IELTS (no band less than 6.0), or equivalent (for those graduated from institutions where English is not the medium of instruction).

Applicants with other qualifications will be considered on individual merit.

HK\$10,000  
Application Fee: HK\$150

36 hours

English

Level 6 (Reg. No.: 19/000086/L6) Validity Period: 01 Feb 2019 - on-going

### Certificate for Module (Digital Media Literacy)

Programme Code: DP105B

Application Code: DP105B



2910 7607

pg.cad@hkuspace.hku.hk

In this mediated network society, use of media increasingly becomes an essential part of people's everyday life. The media are therefore strategically employed as pedagogical tool by the teaching profession. This programme purposes to critically review the historical and contemporary development of media as a pedagogical tool. By evaluating different forms of media content, it applies principles and concepts related to media literacy for instructional and teaching purposes. The programme equips students with media professional knowledge with a view to assessing teaching effectiveness of media literacy classes.

HK\$10,000  
Application Fee: HK\$150

36 hours  
Level 6 (Reg. No.: 21/000503/L6) Validity Period: 01 Sep 2021 - on-going

### Certificate for Module (Visualising Cultures)

Programme Code: DP103A

Application Code: 2245-DP103A



2910 7607

pg.cad@hkuspace.hku.hk

This programme aims to introduce students to the key meanings and structures of visual culture and thus help them investigate the ways in which cultural meanings are articulated, interpreted and communicated through different forms of visual-cultural practices, such as films, photographs, advertisements and museum displays etc. This programme will also introduce a range of visual research methods and media production techniques which develop students' capacities in both analysing and creating visual-oriented projects.

Applicants should

- (a) hold a bachelor's degree in areas of Humanities, Social Sciences, IT or Business, or equivalent, awarded by a recognised institution; or
- (b) (i) hold a sub-degree or higher diploma awarded by a recognised institution; and (ii) have two years of recognised professional experience;

and

- obtain a score of 6.5 in IELTS (no band less than 6.0), or equivalent (for those graduated from institutions where English is not the medium of instruction).

Applicants with other qualifications will be considered on individual merit.

HK\$10,000  
Application Fee: HK\$150

36 hours

English

Level 6 (Reg. No.: 19/000082/L6) Validity Period: 01 Feb 2019 - on-going

See legend on page 031 圖像說明於第031頁

Minimum Entry Requirements 基本入學要求 (P.017)

Fee 學費

Duration 修業期

Medium of Instruction 教學語言

Qualifications Framework 資歷架構

Exemption 豁免

Short Course 短期課程

For more and latest programme information, please visit our website  
有關最新課程資訊及詳情, 請瀏覽學院網站 [hkuspace.hku.hk](http://hkuspace.hku.hk)

### Certificate for Module (Law for Media and Creative Industries Practitioners)

Programme Code: MC041A

Application Code: 2255-MC041A



☎ 2910 7613 / 2910 7627

✉ ug.comm@hkuspace.hku.hk

The programme is designed specifically for practitioners in the media and creative industries and the objective is to enhance their understanding of the legal issues that are relevant to their day-to-day activities and business operations. To create an immersive learning experience, a lively and engaging teaching approach will be adopted to encourage students to actively contribute to discussions throughout the programme. Real-case examples are used where appropriate to give students a practical understanding of how legal concepts apply in real-world scenarios.

Students who have no prior training in law and are now working in the media and creative industries or running their own media platforms will benefit most from the programme.

- R** Applicants shall
- have gained in the HKALE Grade E in 2 AL subjects; or
  - have gained in the HKDSE Examination Level 2 in 5 subjects including English Language; or
  - be aged 21 and above and with 3 years relevant work experience.
- Applicants with other qualifications will be considered on individual merit.

**\$** HK\$7,500

**D** 30 hours

English

**Q** Level 4 (Reg. No.: 24/000100/L4) Validity Period: 01 Feb 2024 - on-going

### Corporate Communication

Programme Code: COMM9005

**S**

Application Code: 2270-1645NW



☎ 3762 0061

✉ ug.comm@hkuspace.hku.hk

The driving questions for this course are: how, when, and why an organisation communicates with its public? This course provides an overview of the strategy and practice of corporation communication. Core communication and management principles, as well as critical research are discussed in the context of specific cases. The content will cover communication to both internal and external audiences. The fundamental distinctions between the methods and means of communication will be addressed and principles of integrated communication strategy discussed.

- R** Applicants shall
- hold an Associate Degree\* in the area of Arts (e.g. Communication Studies, Media and Cultural Studies, Advertising and Creative Media, Corporate Communications and Management), or Applied Social Sciences (e.g. Public Relations and Journalism) with a minimum GPA of 2.0; or
  - hold a Higher Diploma\* in the area of Communication Studies, Media and Cultural Studies, Corporate Communications and Management or Public Relations and Journalism with a minimum GPA of 2.0.

AND

2. Graduates of HKU SPACE Associate Degree/Higher Diploma awards, or an equivalent qualification from a recognised institution, are normally regarded as demonstrating the required English Proficiency. In other cases, IELTS 6.0 is required.

3. Applicants with other qualifications (or partial completion from a recognized tertiary institution/a private university) that are fitting preparation for this programme can also apply.

\* These may include, for example, Associate of Arts; Higher Diploma in Public Relations and Corporate Communications; Associate Degree/Higher Diploma in Business Administration; Higher Diploma in Translation and Interpretation; Associate of Applied Social Sciences in Communication, Public Relations and Journalism; and Associate Degree/Higher Diploma in Event Management/Tourism.

**\$** HK\$2,800

**D** 3 months

English

### KOL 速成班

課程編號：COMM9111

報名代碼：2292-1079NW

☎ 2910 7613 / 3416 6413

✉ summerschool@hkuspace.hku.hk

本課程以實踐為重，由香港大學專業進修學院教學人員和業界人士擔任導師，旨在通過教學和實踐，訓練學員的說話和表達能力，並教導拍攝、錄影和直播技巧，讓學員可以了解和掌握個人品牌製作和管理的知識。

**\$** HK\$1,800

**D** 15小時

粵語

## 輕鬆登入，享受個人化體驗

### 全新HKU SPACE 網站帳戶現已登場



- 快捷活動登記
- 加入書籤
- 比較課程
- 個人化課程推介

**NCR<sup>1</sup>**

This is an exempted course under the Non-Local Higher and Professional Education (Regulation) Ordinance. 根據《非本地高等及專業教育(規管)條例》，本課程屬獲豁免課程。It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。

**NCR<sup>2</sup>**

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

**NCR<sup>3</sup>**

The course operator is applying for exemption under the Non-local Higher and Professional Education (Regulation) Ordinance. 課程主辦人正根據《非本地高等及專業教育(規管)條例》辦理豁免註冊手續。It is a matter of discretion for individual employers to recognize any qualification to which this course may lead. 個別僱主可酌情決定是否承認本課程可令學員獲取的任何資格。