

Media & Communication

媒體及傳播學

Political Sciences and Public Administration Programme Series

The Political and Public Administration Course Series includes four 1.5-hour online courses and three face-to-face Certificate for Modules (30 hours each) courses. In addition to university lecturers, secondary school teachers, parents, and ordinary citizens who are interested in Chinese politics, Hong Kong politics, and the economic integration of Greater China are all welcomed to enrol in these courses.

Politics, according to the father of the 1911 Chinese revolution, Sun Yat-sen, refers to "public affairs". Exactly because of the comprehensive scope of politics, it can be highly subjectively treated -- a situation of Hong Kong at the present. However, politics can be a highly objective academic discipline, backed up by rigorous literature review, accurate event descriptions, and objective political analyses. How can we achieve relative objectivity?

As a political scientist and an academic for 30 years, Professor Sonny Lo will offer some advice to us on how we can analyze, understand and cope with political topics and issues more skillfully and objectively. He will put forward some scenarios for students' thinking, suggested solutions, and discussions. Students will find these courses interesting, interactive, academic, practical, and rewarding.

Postgraduate Certificate in Public Relations and Corporate Communication

Programme Code: MC009A

Application Code: 2380-MC009A

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

E English

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

Certificate for Module (Crisis and Reputation Management)

Programme Code: MC040A

Application Code: 2380-MC040A

3762 0868

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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:
- 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\$7,800 per programme

D 30 hours

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

Certificate for Module (Public Affairs and Political PR)

Programme Code: MC039A

Application Code: 2380-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:
- 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\$7,800 per programme

D 30 hours

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

See legend on page 033 圖像說明於第033頁

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

\$ Fee 學費

D Duration 修業期

E 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

Certificate for Module (Contemporary Community Relations)

Programme Code: MC044A

Application Code: 2380-MC044A



3762 0868

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This programme aims to introduce students to the theories and practices of contemporary community relations. Key areas such as the advantages and purposes of community relations, the strategies and approaches, and the concept of corporate citizenship will be discussed.

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

AND

2) possess 5 years of work experience

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

\$ HK\$7,800 per programme

D 30 hours

Q Level 4 (Reg. No.: 25/000902/L4) Validity Period: 01 Oct 2025 - on-going

Foundation Certificate in English PR Writing and Presentation

Programme Code: MC022A

Application Code: 2380-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 in Public Relations and Corporate Communication

Programme Code: MC018A

Application Code: 2280-MC018A



3762 0868

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The programme aims to develop students with knowledge of the public relations industry, and the basic idea underlying 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.

\$ 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

紀錄片製作證書

課程編號: MC004A

報名代碼: 2385-MC004A



3762 0868

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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。

\$ HK\$13,900

報名費用: HK\$150

D 99小時

粵語輔以英語

Q 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

Certificate in Sustainable Communities

Programme Code: CS050A

Application Code: 2345-CS050A



3762 0868

3917 4767

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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

D 10 months

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

致勝職場跨代管理與溝通技巧

課程編號: COMM9163

報名代碼: 2445-3198NW

2975 5610

media_comm@hkuspace.hku.hk

本課程旨在幫助參與者掌握跨代管理溝通技巧，提升在職場中的協作能力。隨著職場中不同世代的員工越來越多，理解和應對這些世代差異變得尤為重要。本課程將深入探討不同世代的需求和動機，並提供實用的策略來改善團隊溝通和合作。參與者將學習如何識別和理解不同世代的價值觀和溝通風格，並掌握在職場中建立良好關係的技巧。本課程亦會介紹教練式引導 (Coaching) 技巧，幫助參與者在工作中有效地引導和激勵團隊成員，提升整體表現。

\$ HK\$1,185

D 4個星期

粵語輔以英語

Establish A Personal Online Influencer Channel

Programme Code: COMM9166

3416 6413

summerschool@hkuspace.hku.hk

This course will be led by an experienced online influencer currently active on YouTube and Bilibili, who will share valuable industry insights and provide students with practical opportunities for simulated live streaming. The primary objective of this course is to empower students to sustainably and efficiently manage their personal media channels, thereby enhancing their viewership and potential income.

R Applicants should be aged 15 or above

\$ HK\$3,780

D 18 hours

Cantonese or Putonghua, suppl with English

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。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。

NCR2

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。

NCR3

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


Progression Path for Culture, Communication and Media programmes

Postgraduate Diploma in Media and Cultural Critique 

awarded within the HKU system through HKU SPACE

BA Mass Communications, Advertising & Public Relations (Duration: 14 months; Part-time)  OR
BA (Hons) Creative Media (Duration: 24 months; Part-time)  OR
BA (Hons) Contemporary Media Cultures (Duration: 24 months; Full-time) 

awarded by UK universities*

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

awarded within the HKU system through HKU SPACE

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

Postgraduate Diploma in Media and Cultural Critique Programme Code: DP012A

Application Code: 2445-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.

- R** 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

D 7 months

 English

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

BA Mass Communications, Advertising & Public Relations Programme Code: MC014A

Edinburgh Napier University, UK
Application Code: 2445-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 recognised 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

BA (Hons) Creative Media Programme Code: MC047A

University of Plymouth, UK
Application Code: 2345-MC047A



2910 7613

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This programme* launches you on a journey to make media that shapes, reflects and changes the world we live in. Our industry-facing course develops your creative voice, engages with communities on social issues and provides a practical grounding in professional media practices. Learn from experts skilled in narrative, documentary and artistic media practices – from film, photography and animation to interactive and immersive media, projection mapping and online media production.

- R** Applicants shall
- 1.1 hold an Advanced Diploma or Higher Diploma/ Associate Degree in a media, communication and culture-related discipline awarded within the HKU system through HKU SPACE, or other equivalent qualifications granted by recognised institutions; and
 - 1.2 preferably have 2 years of relevant work experience.

If the above academic qualification is from an institution where the language of teaching and assessment is not English, applicants shall provide evidence of English proficiency such as:

- an overall band of 6.0 in the IELTS or above (with minimum component scores of 5.5 in all four components: listening, reading, speaking and writing); or
- an overall score 76 or above in the TOEFL iBT (with minimum component scores of listening 17, reading 18, speaking 20, writing 18)

For other qualifications in non related subjects, the Programme Leader at the University of Plymouth will review on a case-by-case basis.

* Students who successfully complete the programme will be awarded the Bachelor of Arts (Honours) Creative Media by the University of Plymouth.

\$ HK\$135,000 (payable in 4 instalments)

D 24 months

 English

See legend on page 033 圖像說明於第033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

Advanced Diploma in Communication and Culture

Programme Code: MC015A

Application Code: 2370-MC015A

2910 7613

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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 installment; 5 installments 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

Certificate for Module (Analysing Media and Culture)

Programme Code: DP102B

Application Code: 2445-DP102B

2910 7613

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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.

- R** Applicants should
1. (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
2. 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

D 36 hours English

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

Certificate for Module (Media Globalisation)

Programme Code: DP108A

Application Code: 2385-DP108A

2910 7613

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This programme examines the various ways in which globalisation processes are impacting media practices and representations. Key theoretical concepts and debates on media globalisation will be covered, with application to a range of global media examples and texts, including elements of popular culture and trends in new media. The developments in communications and transmission formats that have resulted from media globalisation will also be evaluated in order to delineate how audience identities are being constructed and shaped by these transnational and intercultural productions and processes.

- R** Applicants should
1. (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
2. 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

D 36 hours English

Q Level 6 (Reg. No.: 19/000087/L6) Validity Period: 01 Feb 2019 - on-going

Certificate for Module (Researching Media and Culture)

Programme Code: DP101A

Application Code: 2445-DP101A

2910 7613

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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.

- R** Applicants should
1. (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
2. 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

D 36 hours English

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

Media & Communication

媒體及傳播學

Certificate for Module (Media and the City)

Programme Code: DP106A

Application Code: 2385-DP106A



2910 7613

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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.

- R** 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

D 36 hours English

Q 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: 2370-DP109A



2910 7613

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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.

- R** 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

D 36 hours English

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

Certificate for Module (New Media)

Programme Code: DP107A

Application Code: 2370-DP107A



2910 7613

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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.

- R** 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

D 36 hours English

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

Certificate for Module (Visualising Cultures)

Programme Code: DP103A

Application Code: 2370-DP103A



2910 7613

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.

- R** 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

D 36 hours English

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

See legend on page 033 圖像說明於第033頁

- R** Minimum Entry Requirements 基本入學要求 (P.017) **\$** Fee 學費 **D** Duration 修業期
M 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

Certificate for Module (Digital Media Literacy)

Programme Code: DP105B

Application Code: 2385-DP105B



2910 7613

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.

- R** 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
2. 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

36 hours

Application Fee: HK\$150

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

Certificate for Module (Science Communication)

Programme Code: MC024A

Application Code: 2370-MC024A



2910 7613

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

30 hours

English

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

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

Programme Code: MC041A

Application Code: 2370-MC041A



2910 7613

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

30 hours

English

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

Corporate Communication

Programme Code: COMM9005

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
- 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.

HK\$2,800

3 months

English

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

apl.digitalad@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。

2年

粵語

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

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。