



Department of Journalism
& Communication

新聞與傳播學系

新聞與傳播(榮譽)文學士

Bachelor of Arts (Honours) in Journalism and Mass Communication

課程簡介及特色

About the Programme

新聞與傳播(榮譽)文學士課程著重兩文三語及數碼科技的訓練，幫助學生在數碼年代中建立鞏固的事業基礎。本課程教授廣博的知識，而且理論與實踐並重，令學生熟習新聞媒體，新媒體，以及公關廣告與大眾傳播機構的運作，並認識傳媒匯流對國際傳播的重要性。我們重視新聞及傳播事業的操守，激勵學生活用審慎、獨立、具分析力的思考，啟發學生瞭解社會、文化、經濟和創新科技對大眾傳播的影響，並透過實踐鼓勵學生發揮創意兼創業。

The programme emphasises the training in both English and Chinese languages, and information technology in order to offer students a concrete foundation for their life career in the digital age. We provide a broad knowledge-base with professional skills practice in processing news and communication content including public relations, advertising and new media, and let students know the significance of media convergence in the process of global communication. We aim to increase students' awareness of ethical issues in communication, help students develop a critical, independent, and analytical mind, and enable them to understand and explicate the relationship between social, cultural, economic and technological innovation factors and their impacts on the communication process in the digital age. The programme also encourages students' creativity through practical workshops and internship training in mass communication organisations and prepares them for startup business.

工作前景

Career Prospects

畢業生可在傳媒與娛樂事業中，擔任資料搜集、編劇、助導或製片；在廣告、公關行業中擔任客戶服務、創作、媒介策劃、公關、市場推廣等工作；或在印刷、電子媒體或互聯網機構中擔任記者、編輯、資料整理及撰稿等工作。學生於畢業後亦可創業。畢業生除工作外，還可以報讀本地或海外有關新聞與傳播及其他相關學科的深造課程。

Our graduates can join the media and entertainment industry as researcher, script writer, production assistant, or director. They can also work in public relation companies or big corporations as public relations officer; or in advertising agencies as copy-editor or account executive. Some of our graduates work in journalistic field as reporter/editor for both printed and electronic media, and as reporter-writer for the websites of new media. Our students can start their business after graduation. Apart from working in the industry, they can further study journalism and communication or related programmes at the postgraduate level at local or overseas universities.

工作實習

Internships

本系學生必須參與專業實習，於3年級暑假修讀，為期8至12星期，在新聞/公關或廣告機構進行全職實習。

Our students should join the Professional Internship (Compulsory) at their Year 3 summer time to receive full time on-the-job training in related field of Journalism, Public Relation or Advertising for 8-12 weeks.

主要科目 Selected Courses

新聞與大眾傳播概論 Introduction to Journalism and Mass Communication

政治科學概論 Introduction to Political Science

國際關係與全球政治 International Relations and Global Politics

香港社會問題 Current Social Issues in Hong Kong

中國大眾傳播概論 Introduction to Mass Media in China

香港政治 Hong Kong Politics

媒體美學 Media Aesthetics

說故事(技巧) Storytelling

校內新聞實習 Newspaper Practicum

專業實習 Professional Internship

傳媒道德 Media Ethics

畢業習作 Honours Project

香港新聞史 History of Hong Kong Journalism

中文新聞採訪與報導 News Reporting & Writing in Chinese

英文新聞報導與採訪 English News Writing and Reporting

新聞編輯 News Editing

新聞翻譯 News Translation

特寫寫作 Feature Writing

雜誌寫作與編輯 Magazine Writing and Editing

大眾傳播法規 Mass Communication Law

企業與財經報導 Business and Financial Reporting

高級金融新聞分析 Advanced Financial News Analysis

社論與評論寫作 Editorial and Commentary Writing

中國新聞政策與法規 Press Policy and Law of China

娛樂及流行文化 Entertainment and Pop Culture

深度及偵查報導 In-depth and Investigative Reporting

中國新聞報導 China Reporting

記錄片與公共事務節目製作 Documentary and Public Affairs Programme

數碼化與互動多媒體 Digitalisation and Interactive Multimedia

傳播統計學 Statistics for Communication

大眾傳播理論 Mass Communication Theories

傳播研究方法 Communication Research Methods

民意調查 Public Opinion Polls

公關與媒體 Public Relations and the Media

公關概論 Public Relations Disciplines

公關活動統籌 Event Management

公關寫作 Public Relations Writing

危機管理 Crisis Communication

財經公關 Financial Public Relations

廣告與市場學導論 Principles of Advertising and Marketing

廣告創作 Advertising Copywriting

廣告策略與設計 Advertising Strategies and Design

綜合市場策略與策劃 Integrated Marketing Strategies & Planning

廣告客戶服務策劃 Advertising Agency Account Planning

媒體策劃 Media Planning

數碼新聞攝影 Digital Photojournalism

視覺傳藝 Visual Communication

影音製作 AV Production

數碼新聞資訊製作 Digital News and Information Production

視覺分析與設計 Visualization Analysis and Design

電腦動畫 Computer Animation

劇本寫作 Script Writing

公關影音製作 AV Production in PRA

電腦圖像設計與出版 Computer Graphic Design and Publishing

社會媒體與網絡傳訊 Social Media and Networked Communication

新聞與傳播業之應用普通話 Use of Putonghua in Journalism and Communication

科技發展與人際傳播 Technological Change and Human Communication



師生於新聞與傳播學系核下之賽馬會多媒體製作中心合照
Group Photo of Staff and Students in the Jockey Club Multimedia Production Centre under the Department of Journalism and Communication

學生獲獎 Student Achievements

Student Achievements



學系實習刊物《仁聞報》雜誌，在中國日報香港版舉辦的2018年校園學報新聞獎中，奪得5個冠軍、1個亞軍和1個季軍。類別包括中文組最佳新聞特寫、最佳學報設計、最佳版面設計、最佳新聞攝影圖片、最佳文化藝術新聞報道、最佳經濟新聞報道以及英文組：最佳文化藝術新聞報道。



TVB大專紀實短片比賽評審大獎2019 - 吳嘉敏同學
TVB Inter-Collegiate Documentary Competition, Grand award - Miss Ng Ka Man



全港創意公關大賽2019大專組銀獎
Silver Award in Tertiary group, Hong Kong Creative PR competition 2019

工作實習 Internships

Internships



信報財經新聞實習 Internship in Hong Kong Economic Journal



畢業生負責籌辦多項政商界活動—相片攝於邵逸夫獎2019
PR in Shaw Prize 2019



有線新聞實習 Internship in i-Cable TV

學術交流團 Study Tour

學系在2018年11月22-25日，組織40名同學前赴台灣，採訪在11月24日舉行「九合一選舉」，相關報道分別學系3個媒體——說在線、《仁聞報》雜誌和SYMediaLab新傳網——發表。
The Department organized a group of 40 students to cover the "nine- in-one election" 2018 in Taiwan from November 22 to 25, 2018; the stories published in the Department's three news platform, Shuo Onlin, Our Voice and SYMediaLab.

