

Media & Communication

媒體及傳播學

Postgraduate Diploma in Public Relations and Corporate Communication

Programme Code: MC010A

Application Code: 2080-MC010A



☎ 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 are 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:

- hold a bachelor's degree awarded by a recognized institution; or
 - have gained in the HKCEE Grade E in 5 subjects, and Level 3 in Chinese Language and English Language; or
 - have gained in the HKDSE Examination Level 3 in 5 subjects including Chinese Language; or
 - have gained in the HKALE Grade E in 2 AL subject(s) or 2 AS subject(s);
- AND
- possess 10 and more years of relevant working experiences in related industries;

AND

- 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\$38,700 per programme (To be paid in two instalments)

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

More details



Advanced Diploma in Public Relations and Corporate Communication

Programme Code: MC029A

Application Code: 2080-MC029A



☎ 3762 0868

✉ media_comm@hkuspace.hku.hk

This programme is designed to equip students with the practical knowledge and concepts of the public relations and corporate communication. Students will be equipped with the skills to analyse, plan, design and implement the relevant campaigns, events and messages that help address the critical organizational objectives. The programme also examines the communicative practices in the corporate environment, including strategic planning, online and offline corporate branding, media relations, community engagement, issues and crisis communication.

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; or
- have gained in HKALE Grade E in one AL subject or two AS subjects

AND

- possess 5 years of work experience

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

\$ HK\$28,000 per programme

Application Fee: HK\$150

D Around 12 months

✉ English

Q Level 4 (Reg. No.: 21/000181/L4) Validity Period: 01 Apr 2021 - on-going

Certificate in Public Relations and Corporate Communication

Programme Code: MC018A

Application Code: 2070-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\$14,800 per programme

Application Fee: HK\$150

D 6 months

✉ English

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

Postgraduate Certificate in Public Relations and Corporate Communication

Programme Code: MC009A

Application Code: 2080-MC009A



☎ 3762 0868

✉ media_comm@hkuspace.hku.hk

This Postgraduate Certificate in Public Relations and Corporate Communication aims to equip students with updated knowledge and knowhow to analyse, plan, formulate and design practical and innovative solutions that help address the public relations, corporate communication and media relations challenges that organizations are facing nowadays. By influencing and building up mutual relationships with key stakeholders such as media, employees and community, the organization will effectively achieve their brand goals.

R Applicants shall:

- hold a bachelor's degree awarded by a recognized institution; OR
 - have gained in the HKCEE Grade E in 5 subjects and Level 3 in Chinese Language and English Language; or
 - have gained in the HKDSE Examination Level 3 in 5 subjects including Chinese Language; or
 - have gained in the HKALE Grade E in 2 AL subject(s) or 2 AS subject(s);
- AND
- possess 10 and more years of relevant working experiences in related industries;

AND

- 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\$19,500 per programme

Application Fee: HK\$150

D Around 9 months

✉ English

Q Level 6 (Reg. No.: 09/000166/6) Validity Period: 28 Mar 2009 - on-going

See legend on page 029 圖像說明於第 029 頁

R Minimum Entry Requirements 基本入學要求 (P.015)

\$ 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

Foundation Certificate in English PR Writing and Presentation

Programme Code: MC022A

Application Code: 2080-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:
- (i) have gained in the HKCEE Grade E or Level 2 in English Language; or
 - (ii) 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\$9,100

D 13 weeks

🇬🇧 English

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

Postgraduate Diploma in Strategic Digital and Social Media Communication

Programme Code: MC006B

Application Code: 2080-MC006B



☎ 3762 0868

✉ media_comm@hkuspace.hku.hk

The programme aims to offer an interdisciplinary exploration of the contemporary development in the social media and digital communication in the local and global contexts.

The programme examines the impacts and applications of social media in influencing corporate communication, advertising, public relations, entertainment and commerce. It focuses on developing the students' imaginative and analytical abilities as well as the communication and practical skills across diverse platforms and environments. It challenges and encourages students to extend and explore their professional practices and become innovative and resourceful leaders in the rapidly evolving media and communication industries.

- R** Applicants shall hold a bachelor's degree awarded by a recognized university; If the degree is from an institution where the language of teaching and assessment is not English, applicants shall provide evidence of English proficiency, such as:
- i. an overall band of 6.0 or above with no subtests lower than 5.5 in the IELTS; or
 - ii. a score of 550 or above in the paper-based TOEFL, or a score of 213 or above in the computer-based TOEFL, or a score of 80 or above in the internet-based TOEFL; or
 - iii. HKALE Use of English at Grade E or above; or
 - iv. HKDSE Examination English Language at Level 3 or above; or
 - v. equivalent qualifications.

Applicants with other equivalent qualification(s) and at least 5 years of relevant work experience will be considered on individual merit. They must also satisfy the English requirement listed above.

\$ HK\$40,000 per programme (paid in two instalments)

Application Fee: HK\$150

D Around 12 months

🇬🇧 English

Q Level 6 (Reg. No.: 19/001085/L6) Validity Period: 01 Oct 2019 - on-going

Certificate in Sustainable Communities

Programme Code: CS050A

Application Code: 2055-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.

- R** Applicants shall:
- have gained in the HKDSE Examination Level 2 in five subjects including Chinese Language and English Language; or
 - have passed five subjects in HKCEE, including Chinese Language and English Language; or
 - hold equivalent academic qualifications, taking into consideration individual merit
- D** 10 months
- E** English, supplemented with Cantonese

Q 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

報名代碼: 2080-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。

- R** 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，學院將按個別情況考慮。申請人或須參加面試及筆試。

\$ 每課程 HK\$13,500
報名費用: HK\$150

D 33 日

🇬🇧 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

社交網絡新趨勢及營銷計劃

課程編號: MEDS9001

報名代碼: 2080-2386NW

☎ 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\$1,350

D 5 日

🇬🇧 粵語輔以英語

微電影大故事

課程編號: FILM9001

報名代碼: 2080-2389NW

☎ 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。

R 劇本創作初學者

\$ 每課程 HK\$2,300

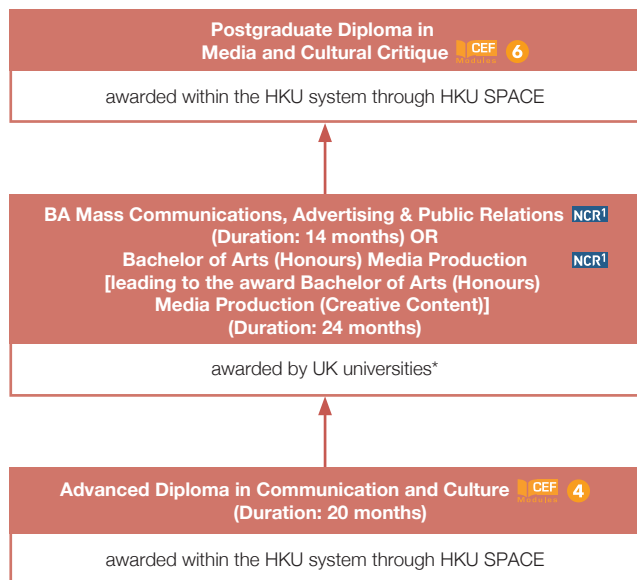
D 10 日

🇬🇧 粵語輔以英語

Media & Communication

媒體及傳播學

Progression Path for Postgraduate Diploma in Media and Cultural Critique



* BA Mass Communications, Advertising & Public Relations awarded by Edinburgh Napier University Bachelor of Arts (Honours) Media Production (Creative Content) awarded by University of the West of England, Bristol. Programme and award retitling of the Bachelor of Arts (Honours) Media Production are subject to approval.

Postgraduate Diploma in Media and Cultural Critique

Programme Code: DP012A

Application Code: 2045-DP012A

2910 7607

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

E English

Q Level 6 (Reg. No.: 10/00058/6) Validity Period: 01 Sep 2010 - on-going

BA Mass Communications, Advertising & Public Relations

Programme Code: MC014A

Edinburgh Napier University, UK

Application Code: 2070-MC014A



3762 0061 / 2910 7613

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
- 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.
 - 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.
 - 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\$1,000 (in 3 instalments) / HK\$83,000 (including bridging module fee for students without strong media/marketing/PR background)

Application Fee: HK\$150

D 14 months

E English

Bachelor of Arts (Honours) Media and Cultural Production

Programme Code: MC016A

University of the West of England, Bristol, UK

Application Code: 2045-MC016A



3762 0061 / 2910 7613

ug.comm@hkuspace.hku.hk

This programme not only enables students to understand critical and creative approaches to the study of everyday life and the media but also involves the development of creative digital media projects and engagement in cultural research. Students will develop skills and expertise in media production, cultural research, events management, and writing for different contexts and audiences.

- R** Applicants shall:
- 1a. hold an Associate Degree in areas of advertising and creative media/creative studies/film, television and digital media studies/cinema and television studies/creative communication/creative digital media/media communication/media production/media and cultural studies; or an Associate of Applied Social Sciences in Communication, Public Relations and Journalism.
 - OR
 - 1b. hold a Higher Diploma in areas of new media and communication, design, visual arts and culture, visual communication, digital and creative media, and film/TV studies.
 - AND
 2. demonstrate English proficiency with an overall IELTS score of 6 with a minimum of 5.5 in each sub-test.
- Graduates of HKU SPACE Associate Degree/Higher Diploma, or those with an equivalent qualification from a recognised institution, are normally regarded as having demonstrated the required English proficiency.
- Applicants with other qualifications will be considered on individual merit.

\$ HK\$132,000 per programme
Application Fee: HK\$150

D 24 months

E English

See legend on page 029 圖像說明於第 029 頁

- R** Minimum Entry Requirements 基本入學要求 (P.015) **\$** 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

Advanced Diploma in Communication and Culture

Programme Code: MC015A

Application Code: 2050-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:
- have gained in the HKDSE Examination Level 2 or above in 5 subjects including English Language; OR
 - have gained in the HKALE Grade E in 2 subjects including Use of English; OR
 - 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
 - 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
 - have a diploma in communication studies, cultural studies, media studies or language studies from a recognised institution, OR
 - 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 (\$7,600 per instalment (5 instalments in total))
Application Fee: HK\$150

D 20 months



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

數碼品牌傳播 (高中應用學習) 證書

課程編號: MC030A

報名代碼: MC030A

☎ 2910 7638 / 3762 0061

✉ mandy.liu@hkuspace.hku.hk

本課程旨在培養學生對品牌傳播的理解, 以及使用數碼媒體來實現品牌目標的技能。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品牌傳播的寫作技巧、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品牌形象。

本應用學習課程是高中課程選修科目的一部份, 與高中科目相輔相成。課程設有兩種模式。模式一: 個別學生選擇於香港大學專業進修學院教學中心上課, 部份課堂亦會安排於暑假進行。模式二: 由有關中學及香港大學專業進修學院安排, 可選擇於平日及/或週六上課, 視乎有關設施及器材需要, 部份課堂會於香港大學專業進修學院教學中心上課, 部份課堂亦會安排於暑假進行。

R 基本入學要求
申請人必須為修讀課程發展會議建議的高中課程的中四學生。

D 180 課時



Q 資歷架構級別: 3 資歷名冊登記號碼: 21/001390/L3
資歷名冊登記有效期: 2022年1月1日 - 2026年12月31日

Certificate for Module (Science Communication)

Programme Code: MC024A

Application Code: 2070-DP103A



☎ 3762 0061

✉ 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
- hold a bachelor's degree in areas of Sciences, Humanities, Social Sciences, IT or Business, or equivalent, awarded by a recognised institution; or
 - hold an Associate Degree or Higher Diploma awarded by a recognised institution in the same areas listed in (a); and
 - 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



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

Certificate for Module (Visualising Cultures)

Programme Code: DP103A

Application Code: 2070-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.

- R** Applicants should
- hold a bachelor's degree in areas of Humanities, Social Sciences, IT or Business, or equivalent, awarded by a recognised institution; or
 - hold a sub-degree or higher diploma awarded by a recognised institution; and
 - 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



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

Certificate for Module (New Media)

Programme Code: DP107A

Application Code: 2070-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.

- R** Applicants should
- hold a bachelor's degree in areas of Humanities, Social Sciences, IT or Business, or equivalent, awarded by a recognised institution; or
 - hold a sub-degree or higher diploma awarded by a recognised institution; and
 - 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



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

Media & Communication

媒體及傳播學

Certificate for Module (Analysing Media and Culture)

Programme Code: DP102B

Application Code: 2045-DP102B

☎ 3762 0064

✉ 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

⏱ 36 hours

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

Certificate for Module (Digital Media Literacy)

Programme Code: DP105B

Application Code: 1950-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 (Media and Popular Culture)

Programme Code: DP109A

Application Code: 2070-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 (Researching Media and Culture)

Programme Code: DP101A

Application Code: 2045-DP101A

☎ 3762 0064

✉ 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

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

Certificate for Module (Media Regulation and Management)

Programme Code: DP104A

Application Code: 1745-DP104A

☎ 2910 7607

✉ pg.cad@hkuspace.hku.hk

This 36-hour Certificate programme is designed for those want to understand better the contextual factors that shape media structures, policies and management practices. It aims to critically review strategic and operational opportunities as well as the problems of media organisations within the current information environment. With reference to socio-legal perspectives on media and regulatory issues, a comparative analysis of models and principles of media regulation governing access to media infrastructure and content in both conventional mass media and new digital communications technologies will be included.

💰 HK\$10,000

Application Fee: HK\$150

⏱ 12 weeks

📋 Level 6 (Reg. No.: 19/000083/L6) Validity Period: 01 Feb 2019 - on-going

證書 (單元：體育動感 KOL)

Programme Code: MC025A

報名代碼：2040-MC025A

☎ 2910 7613

✉ ug.comm@hkuspace.hku.hk

本課程以體育評述專業作為引旨，由行內資深體育評述人和傳媒工作者擔任導師，目標是透過講解及實習，訓練學員的說話、評述技巧和分析、表達能力。

💰 HK\$5,700

報名費用：HK\$150

⏱ 8 個星期

📋 資歷架構級別：3 資歷名冊登記號碼：20/000725/L3

資歷名冊登記有效期：2021 年 1 月 1 日 - 持續有效

Corporate Communication

Programme Code: COMM9005

Application Code: 2145-2596NW

☎ 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.

💰 HK\$2,800

⏱ 3 months

See legend on page 029 圖像說明於第 029 頁

👤 Minimum Entry Requirements 基本入學要求 (P.015)

💰 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