# 融合媒體及傳播科技（榮譽）文學士

## Bachelor of Arts (Honours) in Convergent Media and Communication Technology (BA-CMCT)

For the New Generation of Convergent Media Professions
培育新一代融合媒體專才

香港恒生大學
THE HANG SENG UNIVERSITY OF HONG KONG

傳
傳播學院
SCHOOL OF COMMUNICATION

# Message from the Programme Director
## 課程主任的話

The convergence of communication, content and computing in the evolution of digital media is a powerful force that increasingly demands a new generation of talented young individuals to possess both strong technological abilities and effective communication skills. These individuals must also demonstrate adaptability to thrive in the ever-changing digital world. We can witness and experience the rapid development of new media, which significantly impacts business operations and user interactions, influencing all aspects of our lives.

The Bachelor of Arts (Honours) in Convergent Media and Communication Technology (BA-CMCT) programme aims at providing students with interdisciplinary education that combines media theory and practice with communication technology. This unique blend equips students with the skills and knowledge necessary to confidently tackle challenges and seize opportunities in the rapidly evolving digital media and communication industry.

Our BA-CMCT programme is designed with a well-balanced curriculum that focuses on three key areas. Firstly, students will master the fundamentals of communication technology. Secondly, they will gain hands-on experience in various digital multimedia production methods. Lastly, they will develop a solid understanding of the principles of human communication. This combination of theoretical and practical study across different modules helps cultivate students to develop their knowledge and skills within a broad and interconnected context. As a result, they are prepared for a wide range of career opportunities, including multimedia content creation, videography, Web-media production, digital storytelling, social media promotion, online advertising, digital marketing, etc.

If you have any questions or enquiries, please don't hesitate to contact us. Looking forward to your participation in this unique learning journey!

**Professor Trevor Y T SIU**
**Programme Director**
**Bachelor of Arts (Honours) in Convergent Media and Communication Technology**
融合媒體及傳播科技（榮譽）文學士課程主任
蕭旭泰教授

資訊與傳播科技的發展隨著電腦多媒體與傳播科技的結合，驅使傳播、內容和運算融合成一股強大力量，影響著社會日常生活運作，更對於新一代有才華而又具備科技能力及良好溝通技巧之年輕人需求殷切。這些年輕人能在不斷變化的數碼年代中展現其過人之適應能力、茁壯成長，並見證及體驗新媒體的快速發展，如何帶來對商業營運、用戶互動與及生活各方面之影響與衝擊。

《融合媒體及傳播科技（榮譽）文學士課程》（BA-CMCT）旨在為學生提供跨學科教育，將媒體理論和實踐與傳播技術相互結合。這種獨特的融合能使學生具備所需的技能和知識，自信地應對快速發展的數碼媒體和傳播行業中的挑戰和機遇。

BA-CMCT 課程設計集中於三個主要領域。透過不同的課程學習，首先，學生能掌握傳播技術的基礎知識。其次，他們將獲得各種數碼多媒體製作方法的實踐經驗。最後，學生對人類溝通原則有更深之理解，有助將來在職場上之運用。這種理論和實踐學習的配合，有助於培養學生在廣泛而又相互聯繫的背景下發展所需知識和技能，為日後在多媒體內容創作、攝影、網路媒體製作、數碼故事講述、社交媒體推廣、網路廣告、數碼營銷等工作做好準備。

如果您有任何問題或查詢，請隨時與我們聯繫。期待著您參與這個不一樣的學習旅程！

# Programme Features
# 課程特色

With a special emphasis on cultivating students to effectively work in the evolving media convergence environment, the BA-CMCT programme offers a combination of unique features:

**Technological Proficiency** – Mastering new media technologies to enhance proficiency in various digital media production methods.

**Communication Competence** – Acquiring a solid understanding of the fundamentals of human communication.

**Interdisciplinary Training** – Integrating knowledge and skills in information and communication technology with journalism and communication.

**Balanced Development** – Developing multidisciplinary learning abilities to foster a well-rounded lifelong learning attitude and interests.

**Storytelling Expertise** – Applying new media tools and methods to effectively write, convey, and share news and information content.

強調培養學生在不斷變遷的媒體融合環境中有效的工作能力，BA-CMCT 課程提供了以下特點：

**技術能力** – 掌握新媒體技術，提升在各種數碼媒體製作方法上的運用。

**溝通能力** – 增強對人類溝通基礎的理解。

**跨學科培訓** – 將資訊和傳播科技的知識和技能與新聞傳播相結合。

**平衡發展** – 發展多學科學習能力，培養學生全面的終身學習態度和興趣。

**說故事專業訓練** – 運用各種新媒體工具和方法，有效地撰寫、傳達和分享新聞和資訊內容。

# Programme Structure
# 課程結構

**Media & Communication Technology**
**媒體及傳播科技**

**Technological Ability**
**科技才能**
+
**Communication Competency**
**溝通能力**
+
**Broad Knowledge**
**廣泛知識**

**Communication Core Knowledge**
**傳播基礎知識**

**Multimedia Production Skills**
**多媒體製作技巧**

**General Education & Business Knowledge**
**通識教育及商業知識**

# Programme Structure
# 課程架構

The BA-CMCT programme follows a distinctive "Liberal + Professional" education model. It is a four-year bachelor's degree programme that requires the completion of 120 credits. Its curriculum is carefully designed to provide students with a well-rounded education, consisting of Major Studies modules, Common Core modules, Business Education modules, and Elective modules.

BA-CMCT 課程採用獨特的「通識＋專業」教育模式。是一個為期四年的學士學位課程，學生需完成 120 學分。課程精心設計，旨在為學生提供全面的教育，包括專業訓練科目、通識核心科目、商業教育科目和選修科目。

| | | Year 1<br>一年級 | Year 2<br>二年級 | Year 3<br>三年級 | Year 4<br>四年級 |
|---|---|---|---|---|---|
| **Common Core Curriculum**<br>**共同核心課程** | **General Education**<br>通識教育 | Perspectives on General Education<br>通識概論<br><br>GE Cluster Elective x 1<br>通識教育選修科目 x 1 | GE Cluster Elective x 1<br>通識教育選修科目 x 1 | GE Cluster# x 2<br>通識教育必修科目 # x 2 | GE Cluster# x 2<br>通識教育必修科目 # x 2 |
| | **Chinese**<br>中文 | Freshman Chinese<br>大一國文 | Chinese Literature Appreciation<br>中國文學欣賞<br><br>Applied Putonghua<br>應用普通話 | | |
| | **English**<br>英文 | University English (I)<br>大學英語（一）<br><br>University English (II)<br>大學英語（二） | English for Academic Purposes<br>學術英語 | English for Professional Communication<br>專業英語傳意 | |
| | **Quantitative Methods & IT Skills**<br>計量方法及資訊科技 | Contemporary Information Technologies<br>當代資訊科技 | Introduction to Social Statistics<br>社會統計學概論 | | |
| **Business Education**<br>**商學教育** | | Principles of Management<br>管理學原理 | Principles of Marketing<br>市場學原理 | | |
| **Major Studies**<br>**主修學科** | **Multimedia Communication Technology**<br>多媒體傳播科技 | Introduction to Multimedia<br>多媒體導論<br><br>Introduction to Internet and Programming<br>網絡及程式編寫導論 | Communication Protocols for Multimedia<br>多媒體通訊協定 | Interactive Web Service Technology<br>網絡交互服務技術<br><br>Mobile Platform Technologies<br>流動平台技術 | Converged Communications<br>融合通訊 |
| | **Digital Media Production**<br>數碼媒體製作 | Digital Photography<br>數碼攝影<br><br>Sound Recording<br>數碼錄音 | Visual Effects and Animation<br>視覺效果與動畫<br><br>Digital Videography<br>數碼錄影 | Desktop Design and Publishing<br>桌面設計與排版 | Web-media Production<br>網絡媒體製作 |
| | **Communication Methodology**<br>傳播方法論 | Introduction to Journalism and Communication<br>新聞及傳播導論 | News Reporting and Media Writing in Chinese<br>中文新聞報導與媒體寫作<br><br>Communication Theories<br>傳播理論 | Social Media Communication<br>社交媒體傳播<br><br>Multichannel Storytelling<br>多元敘事 | Media Law and Ethics<br>傳媒法規與道德 |
| | **Major Electives**<br>選修科目 | | | Major Elective x 1<br>主修選修科目 x 1 | Major Elective x 2<br>主修選修科目 x 2 |
| **Free Electives**<br>**自由選修** | | | | Free Elective x 1<br>自由選修科目 x 1 | Free Elective x 1<br>自由選修科目 x 1 |

# Students must complete one module from each of the four General Education Clusters.
# 學生必須於四個通識教育範疇中各選一科作為必須科目。
List of Major Elective modules are available at:
主修選修學科列表可從以下網址查閱：
https://scom.hsu.edu.hk/en/bachelor-of-convergent-media-and-communication-technology-ba-cmct/

# Teaching Team
# 教學團隊

The BA-CMCT programme is supported by a team of highly qualified teaching staff, with over 80% of them holding doctoral degrees. This exceptional credential underscores their expertise and profound knowledge in their respective fields, bringing a wealth of academic experience, industry insights, and scholarly perspectives into the classroom. They are deeply committed to delivering high-quality interdisciplinary education, mentoring students, and fostering a dynamic learning environment that enables students to benefit from their extensive achievements and practical expertise.

BA-CMCT 課程的教學團隊超過 80% 的教師擁有博士學位資格，凸顯了他們在各自領域中的專業知識和深厚的學術造詣，為課堂注入了其豐富的學術經驗、業界見解和觀點。他們致力於提供高質量的跨學科教育，並營造一個充滿活力的學習環境，使學生能夠從他們豐富的學術成就和工作經驗中受益。

# School Facilities
# 教學設施

Students receive professional media training supported by state-of-the-art facilities that are specifically designed for advanced teaching and learning purposes.

透過使用先進教學設施，學生可接受高質的專業媒體訓練。

- TV Lab 實驗電視廊
- SCOM Cinema and TV Production Centre 傳播學院影視製作中心
- Media and Communication Lab 媒體及傳播實驗室
- Multimedia Training Centre 多媒體培訓中心
- Radio Broadcasting Training Centre 廣播培訓中心
- Radio Broadcasting Studio 電台廣播錄音室
- Non-linear Editing Room 非線性（影音）剪接室
- SCOM Live Streaming Lab 串流演播室

# Co-Curricular / Extra-Curricular Activities
# 課外活動

The BA-CMCT programme provides a diverse range of activities to supplement and enrich students' learning experience. These activities include co-curricular and extra-curricular components such as company visits, seminars, workshops, digital media production projects, and competitions. Together, these activities enhance students' understanding, develop their skills, and prepare them for careers in the ever-changing field of convergent media.

BA-CMCT 課程提供了多元化的課外和校外活動，以豐富學生的學習經驗。例如公司參訪、研討會、工作坊、數碼媒體製作項目和競賽等。這些活動不但增強學生的理解力與專業技能，更為他們在不斷變化的融合媒體領域中做好職場準備。

## Internship
## 實習機會

Students can acquire practical experience by taking the Internship elective module. This opportunity allows them to apply the knowledge gained in the classroom and put theory into practice at various media and communication organisations. They can enhance their employability in the job market through the development of relevant practical skills and industry connections.

學生們可以選修「實習」科目而獲得實踐經驗。這個機會能使他們將課堂上所學的知識應用於各種媒體和通訊機構的工作中。並透過發展相關的實踐技能和行業聯繫，提高自己在就業市場上的競爭力。

## Student Exchange Progrmme and Field Visits
## 學生交流計劃及實地考察

Through HSUHK's exchange partnerships with overseas institutions, students are provided with valuable opportunities to broaden their horizons. Additionally, they have the option to participate in various field visits organised by the School of Communication, enabling them to expand their perspectives both locally and globally.

透過香港恒生大學與海外機構的交流合作，學生們可獲得寶貴的擴展視野機會。此外，學生還可以選擇參加由傳播學院安排的各種實地考察活動，從而擴闊自己在本地和全球的眼界。

## Career Prospects
## 就業前景

The specialised interdisciplinary training in convergent media and communication technology provided in the BA-CMCT programme equips graduates with a diverse skill set and knowledge base. This unique combination of theory and practice prepares them for a variety of employment opportunities in the rapidly evolving fields of media and communication.

BA-CMCT 課程是一個專業跨學科之培訓，結合了媒體與傳播科技，為畢業生提供多元的技能和知識。這種獨特的理論與實踐結合，使他們能夠迎接不同的挑戰，應付不斷變化的媒體和傳播領域的工作。

- Multimedia Production Officer 多媒體製作主任
- Video Editor 影片編輯師
- Micro-film Producer 微電影製作人
- Web and Graphic Designer 網頁及圖像設計師
- UX/UI Designer 使用者介面設計師
- Content Strategist 內容策略師
- Data Journalist 數據新聞工作者
- Digital Campaign Coordinator 數碼廣告活動協調員
- Digital Marketing Specialist 數碼市場推廣專員
- Social Media Promotion Specialist 社交媒體推廣專員
- Online Media Strategist 線上媒體策略師
- Brand Communication Officer 品牌傳播主任

## Campus Life
## 校園生活

HSUHK offers a dynamic and vibrant campus life, providing students with various opportunities to explore their potential, expand their horizons, and cultivate valuable social and professional connections. It is the first self-financing institution to integrate elements of the Residential College approach into its campus culture. With a capacity of 1,200, the four Residential Colleges (RCs) are designed to offer students an enriching and stimulating residential experience through a range of educational programmes. In alignment with the University's "Liberal + Professional" education model, these RCs are themed around Cultural Diversity, Healthy Living, Community Service, and Sustainability.

香港恒生大學提供一個充滿活力和多姿多彩的校園生活，給予學生各種機會，讓他們發掘潛力、拓寬視野，並建立寶貴的社交和職業聯繫。恒生大學是首家自資院校將住宿書院的元素納入校園文化之中。四所住宿書院擁有 1,200 個名額，旨在通過一系列教育計劃為學生提供豐富而刺激的住宿體驗。這些住宿書院以多元文化、健康生活、社會服務及持續發展為主題，與大學的「博雅＋專業」教育模式相契合。

# ENQUIRIES ON APPLICATION AND ADMISSION
# 入學申請查詢

Applications can be submitted through the HSUHK Undergraduate Application System. For enquiry, please contact the Registry.
申請者可透過恒大網上入學申請系統遞交申請。如有查詢，請聯絡本校教務處。

# Enquiries 查詢

**Telephone 電話**：3963 5710
**Programme Email 課程查詢**：cmct@hsu.edu.hk
**Admission Email 入學查詢**：ugadmission@hsu.edu.hk
**Address 地址**：Hang Shin Link, Siu Lek Yuen, Shatin, NT 新界沙田小瀝源行善里

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In case of any discrepancy between the English and Chinese versions of the contents of this pamphlet, the English version shall prevail.
本課程簡介內容以英文版本為準，中文譯本僅供參考。

The Hang Seng University of Hong Kong is incorporated in Hong Kong with limited liability by guarantee.
香港恒生大學是一間於香港註冊成立之擔保有限公司。

Information updated as of April 2024. Please refer to the homepage for the latest programme information.
有關資料更新至 2024 年 4 月。請瀏覽課程網站以獲取最新資訊。

BA-CMCT

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