

Hong Kong Baptist University School of Communication

香港浸會大學傳理學院





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TRUTH

IS VIRTUE



Our School strives to fulfill our mission through innovative research and active service for Hong Kong, Greater China and the world.

"Truth is virtue" is our motto. We hold that truth shall be approached through free, responsible, effective and balanced communication of accurate facts, diverse views, and creative works. To pursue and uphold the truth, we strive to:

- Nurture outstanding and socially responsible community leaders, practitioners and scholars through quality teaching and learning;
- Advance knowledge in various areas of communication through scholarly, creative and professional output;
- Anticipate and serve the changing needs of local, regional and global communities.

MISSION

使

本院致力透過創新研究和積極服務香港、大中華和全球履行使命。

我們恪守「唯真為善」的精神,深信應該通過自由、負責任、有效率與不偏不倚的方式,傳播準確的事實、多元觀點和饒富創意的製作,從中追求真理。本院透過以下模式,不懈追求並信守真理:

- · 實行優質教與學,培育出色與兼備社會責任意識的社區領袖、傳播工作者及學者;
- 創造學術、具創意和專業的成果,從而促進各大傳播領域的知識交流;
- · 洞悉及配合本地、區域和全球社區多變的需求。

The School of Communication (the then Department of Communication) at Hong Kong Baptist University was founded in 1968, and is the cradle for local communication elites, and a destination of choice for further studies for students from Greater China.

As the School of Communication expanded from a Department into a School in 1991, from providing three majors in the beginning – Journalism, Radio-Television and Public Relations – to founding the Department of Journalism, Department of Communication Studies, and Academy of Film, the achievements have been remarkable. Its Centre for Media and Communication Research and Centre for Film and Moving Image coordinates research on media, communication, film, moving images, and digital humanities etc. Its Applied Communication Research Lab also provides professional services for individuals and institutions conducting research.

The Communication and Visual Arts Building helps the School advance higher education in communication and media. The School has always been keen to provide both local and international exchange and internship opportunities, and alumni mentorship programmes, as well as facilitating industry exchange opportunities in the form of guest lectures and seminars etc. All these different opportunities help students to have a better grasp of the most up-to-date industry news and trends.

The School also strives to keep abreast of the times by organizing a number of large-scale international academic activities and conferences, including Global Chinese Universities Student Film and Television Festival, Chang Kuo-sin Award for Aspiring Young Communicators, HKBU-SOPA Award Winners Forum, and Pulitzer Prize Winners Workshop etc.

For the past 50 years, the School of Communication has nurtured over 10,000 communication professionals and has transformed into one of the most full-fledged Communication Schools in Hong Kong. What has never changed is the School's strong commitment to its motto "Truth is Virtue", urging its teachers and students to continuously pursue perfection.

傳理學系於1968年創立,早期開設新聞、廣播電視及公關三科課程,開創香港傳播教育先河,自此成為傳理人才的搖籃。1991年,學系升格為傳理學院,多年來積極開拓教學和研究領域,開辦多個嶄新課程,並設立媒介與傳播研究中心、電影與動態影像研究中心及應用傳播研究實驗室,滿足學生對傳理知識的追求,也回應社會變化及傳播業界發展的需要。

新落成的傳理視藝大樓,集中教學資源,引進頂尖設施器材,師生在優良環境進行 教研和學習。現時設有電影學院、傳播系及新聞系。學院為學生安排眾多本地和海 外的實習、交流機會及邀請業界人士擔任講師,或以校友師徒計劃、座談會和駐校 指導等形式,讓學生了解最新業界資訊。

學院緊貼時代,與社會接軌,設立了「全球華語大學生影視獎」、「張國興傑出青年傳播人獎」、「香港浸會大學 — 亞洲出版業協會·卓越新聞獎得主論壇」及「普立茲新聞獎得主工作坊」等大型項目,以推動學術與專業知識的交流。

五十年來,學院不斷蛻變成長,發展成為香港最具規模的傳播學府之一,培育逾10,000位學生。一代接一代的浸會傳理人秉承院訓「唯真為善」的精神,發揮專業,緊守道德操守,貢獻傳播界,回饋社會。

OUR

SCHOOL

連 理 學 時

第 介

DEAN'S MESSAGE

Communication is a key to the future in a knowledge-based economy as well as in the creative industries.

As a pioneer of communication education in Hong Kong, the School of Communication has always tried to evolve with the times by embracing changes in the media industry.

We offer a full range of programmes at the diploma, undergraduate and postgraduate levels. Our aim is to provide students at all study levels with opportunities to explore the field of communication and join the media and creative industries.

Our students are well-known for their originality and creativity. To help them realise their bright ideas, we launched the Creativity and Innovation Fund in 2016. So far, more than 30 projects, ranging from film productions, mobile apps, visual installations, virtual reality videos and campaigns for the promotion of local culture, have been awarded a total of \$1.8 million.

In this age of globalisation, the future of our students is no longer confined in Hong Kong, but extends to the Mainland, Asia and the world. Accordingly, we have a global curriculum that enables students to understand the media's role in effecting social changes across the world and grasp the professional skills of using different media to disseminate messages in diverse cultural settings.

To broaden their horizons and enhance their cross-cultural skills, all students of the School of Communication are encouraged to go on exchange and given subsidies to undertake overseas study tours. We endeavor to expand the vision of our students and inspire them to comprehend and even lead the changes that are sweeping through the world.

2018 marks the 50th anniversary of the School. We look forward to seeing all our students, faculty, staff, alumni, partners and friends joining hands to celebrate this major milestone.

Professor Huang Yu



院長的話

知識為本經濟與創意工業的未來,繫於「傳理」。

作為香港傳播教育先驅之一,傳理學院從來與時並進,與傳媒業的發展同步。

學院除了提供全面的本科生與研究生課程,也開設高級文憑課程,讓不同學習階段的同學有機會探索傳播領域的知識,成爲媒體與創意工業的新血。

傳理同學向來「有諗頭」,且敢於嘗試。為鼓勵他們實踐創意,學院於2016 學年推出「學生創意與創新贊助金」,累計已有超過30個計劃獲批資助,金額約共180萬港元,內容包括不同題材的電影、手機應用程式、裝置藝術、虛擬實景影片,以至介紹本土文化活動等等。

身處全球化年代,我們畢業生的發展道路不限於香港,而是遍及中國內地、亞洲和世界各地。所以傳理學院的課程內容是國際化的,旨在培育同學從全球宏觀的角度,理解媒體在社會發展過程中起的作用,掌握運用各種傳播媒介在不同文化背景發放訊息的專業技巧。

入讀本院的同學,都有機會到海外大學交流學習,和獲得資助參加海外遊學團,從而增廣見聞,提升跨文化的認知能力。我們致力開拓學生的眼界,展示世界不斷蛻變的情況,啓發他們理解甚至帶領這些改變。

2018年是傳理學院創辦 50 周年,我們非常期待與師生、學院同全、校友、合作夥伴及友好一起慶祝這個大日子!

黃煜教授





傳理學院下設電影學院、傳播系及新聞系,提供四年制傳理學學士(榮譽)學位課程,為本地最全面的傳播學課程,涵蓋三個主修、一般選修科目及通識教育科,教授學生所需知識及專業技巧。學生將於首學年的下學期,選擇他們的課程主修。

UNDERGR PROGRAM

本 科 生 課 程

A D U A TE M E S



FILM

This major offers a unique integration of two Concentrations: Animation and Media Arts Concentration. Film and Television Concentration to equip students with the skills and knowledge required to develop careers in the creative industries, such as audio-visual production interactive gaming and installations, digital animation, and media-arts related administration.

Animation and Media Arts

Animation and Media Arts Concentration provides theoretical training in visual media and creativity, with an emphasis on leveraging digital media for various forms of creative expression, such as digital animation interactive gaming, visual design and art installations.

Film and Television

Film and Television Concentration provides broad training in film, video and television, with attention to relevant areas of theory, history, and practice.



電影主修課程提供獨特既全面的電影電視專修和動畫及媒體藝術專修訓練,致力培 訓學生日後投身影音創作、互動遊戲與裝置、數碼動畫與媒體及藝術行政行業,以 至相關產業管理所需的知識與技能。

動畫及媒體藝術

動畫及媒體藝術專修課程提供視覺媒體和創意的理論訓練,同時著重各種數碼媒別 表達形式的知識和技巧,例如數碼動畫、互動遊戲、視覺設計與藝術裝置等。

電影電視

電影電視專修課程涵蓋基礎的電影、錄像和電視製作,並且提供影視媒體的歷史、 理論與業界現狀介紹與探討等內容。





PUBLIC RELATIONS AND ADVERTISING

This major offers three Concentrations: Advertising and Branding Concentration, Organizational Communication Concentration, and Public Relations Concentration.

Advertising and Branding

Advertising and Branding Concentration prepares students to present ideas in an innovative and a socially responsible way for effective brance communication and promotions.

Organizational Communication

Organizational Communication Concentration emphasizes knowledge integration and the development of expressive and analytical skills, a well as critical thinking, team building and problem-solving abilities. I seeks to cultivate students to become well-rounded future managers and leaders in various fields of communication.

公關及廣告

公關及廣告主修提供三個專修課程:廣告及品牌專修、組織傳播專修及公關專修。

廣告及品牌

廣告及品牌專修訓練學生運用創新和具社會責任性的方法,協助機構有效地進行品 牌傳播和推廣。

組織傳播

組織傳播專修強調知識整合、表達和分析技巧、批判思維、團體建立和解難的能力,培育學生成為傳播領域的全方位管理人員及領袖。

Public Relations

Students of Public Relations Concentration will acquire critical understanding of the theory and practice of public relations, as well as relevant skills to develop successful careers in corporate communication, public affairs social responsibility, media relations, crisis communication and digita PR across different sectors (i.e. business, government or non-profit organizations).

公關

公關專修學生將深入認識公共關係理論和實踐方法及相關專業技巧,日後投身商界、 政府或非牟利機構的企業傳訊、公共事務、社會責任、媒體關係、危機溝通和數碼公 關等工作節疇。



JOURNALISM



This major offers three concentrations: Chinese Journalism (Broadcast Journalism is offered as a stream under Chinese Journalism). Financial Journalism and International Journalism. The three current concentration provide a solid grounding in practical journalism skills, covering both the traditional print and broadcast media, and the fast-changing digital are. The forth one, Data and Media Communication, provides an interdisciplinal training in both journalism and data analytic skills. Students are expected think critically, creatively and independently about their work, and to displace an awareness of the ethical dimensions of Journalism.

Chinese Journalism (including Broadcast Journalism)

Focuses on the professional usage of the Chinese language in news reporting and editing, as well as developing students' analytical and communication skills

Financial Journalism

Provides a professional education for students who wish to work for print and broadcast media, specializing in business news reporting.

International Journalism

Specializes in developing students' observational as well as analytical skills ir reporting international affairs, world politics and global trends.

Data and Media Communication

(will be offered starting from academic year 2018/19)

Offered by Department of Journalism and Department of Computer Science Faculty of Science, this interdisciplinary concentration aims to provide a solic journalistic education with training in specialized data analysis to students.

新聞主修現時提供三個專修課程:中文新聞(包括廣播新聞)、財經新聞、國際新聞 讓學生深入認識新聞編採技巧,涵蓋傳統印刷媒體、廣播媒介和急速變化的數碼領域。新設的專修一數據與媒體傳播一提供新聞與數據分析技巧的跨學科訓練。在學習過程中,學生將建立紮實的新聞學基礎,並培養出獨立、批判與創意思維來判斷 其工作,以及對新聞道德的認知和關注。

中文新聞(包括廣播新聞)

教授以中文為主的新聞寫作及編輯知識技巧,以及發展學生的分析與溝通能力

財經新聞

著重教授經濟和財經知識,使學生成為具有財經新聞報道領域知識和技能的專業人才。

國際新聞

著重訓練學生對國際時事、政治及全球大趨勢的觀察分析和報道能力

數據與媒體傳播 (2018/19 學年開辦)

此跨學科專修課程由新聞系和理學院計算機科學系合辦,學生會獲得專業新聞及數 據分析的訓練。







TAUGHT MASTER DEGREES 修課式碩士學位



Master of Arts (MA) in Communication

The Programme approaches communication at the individual, organizational and societal levels with a focus on communication in Hong Kong, Mainland China, and Taiwan. Attention is also paid to the impact of changing media technologies. It provides a wide range of elective courses focusing on the knowledge and practice in mass media institutions and operations in the context of social transition in the Greater China Region, with the specific goal of nurturing quality professionals and managerial personnel in the media industry.

傳理學文學碩士

課程從個人、組織和社會層面探究傳播領域,集中探討大中華地區的傳播模式,同時關注媒體科技轉變帶來的影響。課程提供多元化選修課,重點涵蓋大中華地區社會轉型中的傳媒機構與傳媒運作,旨在培育媒體專業人士和管理人才。

Master of Arts (MA) in International Journalism Studies

The Programme provides professional postgraduate studies in international journalism with a particular emphasis on Hong Kong, Mainland China and East/ Southeast Asia. It has two concentrations: International Journalism and Business and Financial Journalism.

The International Journalism concentration aims to integrate theory and applications in journalism, cultivate new media journalism professionals with an in-depth understanding of world politics, economy and culture, develop a good news sense and equip them with the necessary skills to operate in English in covering international news.

The Business and Financial Journalism concentration aims to broaden students' horizons in world politics and economy, accommodating those with or without previous experience studying or working in business and economics. Students do not only learn how companies and markets function, but they also acquire the skills of writing and reporting business and financial news for daily newspapers, business journals and financial websites.

國際新聞文學碩士

課程著重探討香港、中國大陸以及東亞和東南亞地區的國際新聞的發展與變化,提供國際新聞和財經新聞兩個專修:

國際新聞課程專修將課堂理論與新聞實踐緊密結合,培養對國際政治、經濟及文化有深入理解、具備敏銳新聞觸覺和擁有紮實語言能力,並擅長於新媒體工具的專業新聞工作者。

財經新聞課程專修致力開拓學生的國際政經視野,教授商業和財經金融專業知識,以及撰寫及報導商業和財經新聞的知識和技巧。課程設置深入淺出,缺乏相關學術背景或工作經驗的人士也可以報讀。



Master of Arts in Producing for Film. Television and New Media

As the first of its kind in the Greater China Region, the programme aims to educate students as producers and executives within the film, television and new-media industries for the ever-increasing demand for co-productions between Hong Kong, the Greater China Region and the English-speaking world.

It was established to meet the escalating demand for professionals who command high-level language proficiency with in-depth knowledge and understanding of the film, television and new media industry production process (e.g. planning, finance, project development, producing, distribution, promotion, public relations & marketing and theatre management etc.).

影視與新媒體製片管理文學碩士

課程配合香港、大中華地區以至英語地區蓬勃發展的影視 及新媒體文化產業,為區內首個同類課程,提供電影策劃、 融資、製片管理、行銷、宣傳、市場、戲院管理、項目開發等 全面及多元化培訓,培養擁有高水平語言能力及對產業有 深入瞭解的優秀製片管理人才。

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Master of Social Sciences (MSocSc) 傳媒管理社會科學碩士 in Media Management

of Communication and the School of Business at Hong Kong Baptist University. Taking advantage of the expertise of the faculty of both Schools, the Programme integrates state-of-the-art knowledge about media and management in its programme design for the education of media professionals for executive leadership in the media industry.

The Programme aims to develop students' conceptual and analytical skills in applying the newest management and research knowledge, to discipline media professionals with leadership and management acumen, to cultivate media professionals to become executive leaders in the media industry, and to lay a foundation for those interested in advancing their studies in media or management.

The Programme is jointly offered by the School 課程由傳理學院和浸會大學商學院聯合開設。基於傳理 學院和商學院各自的優勢,課程內容融合傳媒和管理領域 的知識,提供傳媒行業的管理和領導能力及素質的綜合訓 練,使學生能夠及時回應和迎接大中華地區以及全球傳媒 產業發展的挑戰。

> 課程旨在培養學生在媒體管理和研究應用知識的理論素 養和分析能力,同時提升媒體專業人士的領導能力和對管 理的敏銳洞察力,發掘他們在媒體管理工作的素質和潛 能,也為有興趣在相關領域繼續深造的人士建立基礎。



Master of Fine Arts (MFA) in Film, **Television and Digital Media**

As the first of its kind in the Greater China Region, this three-year full-time programme leads to a terminal degree in creative media production. It aims to nurture professionals with an artistic sense, social responsibility, and international vision to work in the media industry. Students receive relatively broad training in film, television and digital media in the first year. It offers a wide range of elective courses in the second year, enables students to select one media form (script writing, film/TV production and digital media production) for the completion of their thesis project in the final year. The courses are structured in accordance with the stipulations of the US University Film and Video Association on the most desirable distribution of MFA Programme.

電影電視與數碼媒體藝術(製作) 碩士

為大中華地區首個同類型課程,此三年制課程著力培養具 備藝術觸角、社會責任感及國際視野的創意媒體人才。在 首學年,課程提供廣泛的跨媒體製作訓練及相關的理論與 知識,涵蓋電影、電視及數碼媒體;第二學年課程提供不 同創意媒體的專業科目,學生會重點學習一種媒體製作形 式,作為敘事和表達思想感情的創作手段,並以此完成第 三學年的畢業作品。課程科目架構參考美國「大學影視協 會」的規定而成。

TOP-UP DEGREE 學 位 銜 接 課 程

These self-funded programmes are jointly run by the School of Communication and the College of International Education of HKBU for Associate Degree and related Higher Diploma graduates.

傳理學院與大學附屬的國際學院合辦自資學士學位課程, 合力培育傳播及創意媒體人才,供持有副學士學位或相關 高級文憑人士申請入讀。

Bachelor of Arts (Honours) in Creative Writing for Film, Television and New Media

This programme is offered by the Academy of Film. It emphasizes on creative writing and professional scripts for feature film, TV/web serial drama, variety show and new media, such as TV/film content for mobile devices, video games, 3D-animation and podcasts.

Bachelor of Social Sciences (Honours) in Integrated Communication Management

The programme is offered by the School of Communication. It provides students with academic as well as practical knowledge and skills related to marketing and communication management. Areas of study includes marketing, media, society and communication, public relation and advertising. Campaign planning for various pubic and social sectors such as business, traveling and hospitality, sports and media are also covered.

Bachelor of Social Sciences (Honours) in Media and Social Communication

This programme is offered by the School of Communication. It develops students' ability to identify media opportunities for corporations, public agencies and volunteer organisations to initiate communication projects related to corporate social responsibility and positive development of the society.

新媒體及影視創意寫作文學士(榮譽)學位課程

課程由電影學院提供,著重培訓創意思維及專業劇本寫作技巧,涵蓋劇情電影、電視劇集/網劇、綜藝節目以及新媒體各種平台,包括 3D 動畫、流動裝置播放的影視內容、視像遊戲和數碼廣播等。

綜合傳播管理學社會科學 學士(榮譽)學位課程

課程由傳理學院提供,理論與實務兼備,教授公關廣告、市場推廣、為商界、旅遊款客、體育運動、媒體、公共及社區策劃 大型活動的綜合傳播知識及技巧,以及市場和傳訊管理等等。

媒體及社會傳播社會科學 學士(榮譽)學位課程

課程由傳理學院提供,訓練學生適用於不同行業的媒體傳播學術能力及工作所需的實用技巧,提升他們對社會、文化 及環境問題的敏感度,應付急速變化的媒體及傳播需要。

HIGHER DIPLOMA PROGRAMMES 高級文憑課程

Higher Diploma in Creative Film Production

The programme emphasizes professional training in film production with nourishment in creativity, aesthetics and cultural literacy. The five specializations under the programme are Script Writing, Directing, Editing and Sound Mixing, Cinematography and Lighting, and Acting Techniques.

創意電影製作高級文憑

課程內容將專業訓練融合創意、美學及人文素質的培養,首 年主要教授電影創作和製作的基本知識及技巧,第二年課 程分為編劇、導演、電影攝影與燈光、剪接與混音及表演技 巧五個專業範疇,培育學生相關的電影製作知識及技巧。

RESEARCH DEGREES 研究式學位

Master of Philosophy & Doctor of Philosophy

The Research Postgraduate programme focuses on the Ph.D. education. It is designed to familiarize each student with existing knowledge in their chosen area of study, to become a critical consumer of others' research in the chosen area of study, and to become an independent knowledge creator through the use of appropriate research methodologies.

The Ph.D. degree by research admits outstanding applicants interested in the theoretical understanding of, and academic research in, advertising, cinema and television, communication in new media, journalism, media studies, organizational communication, and public relations. M.Phil admission is considered only in exceptional circumstances.

Highlights

Research postgraduate students play an active role in the teaching and learning process of the programme. In addition to classroom learning, they seek intellectual stimulation and share research experiences through active participation in research seminars or lectures conducted from time to time by faculty members, visiting scholars or industry professionals.

The School and four other universities - Peking University and Tsinghua University in Beijing, the National Chengchi University in Taiwan and the Chinese University of Hong Kong - regularly take turns to host a Postgraduate Students' Conference on Communication. Other than presenting papers, Research Postgraduate students are involved in the process of planning and organization. Students conceptualize, operationalize, and present their research, as well as hearing the responses of fellow students and leading scholars in the field.

傳理學哲學博士 及哲學碩士

傳理學院的研究式學位課程專注於哲學博士教育, 課程設置旨在透過選用適當的研究方法, 使學生熟悉其研究領域的知識、懂得批判分析及善用其鑽研範疇的其他研究, 以及成為獨立的知識創造者。

哲學博士課程主要錄取在公關廣告、電影電視、新媒體傳播、 新聞、組織傳播和傳媒研究等傳播領域有較高造詣,並對 理論探索及學術研究有興趣的人士。學院只會在個別情況 考慮哲學碩士課程的申請。

課程特色

修讀傳理學院研究式學位課程的學生,除在課堂學習外,也可透過參與研究會議或由學院教學人員、訪問學者及業界專才主持的講課之中,尋求知識交流和分享研究經驗,積極投入在學習及研究過程。

傳理學院與北京大學、北京清華大學、台灣政治大學及香港中文大學定期輪流舉辦研討會。學生既可參與研討會的籌劃工作,也有機會在研討會發表學術論文,從中獲取頂尖學者及其他同儕的意見,啟發思維及提升論文寫作技巧。

RESEARCH

The School of Communication has strengths in both reviewers for manuscripts submitted to scholarly theoretical and applied research across many fields of media and communication. Faculty have highly varied research interests, ranging from Taiwanese cinema to cross-cultural consumption, from the viral propagation of marketing messages to the role of social media in health communication, from media marketization in China to the treatment of local and non-local news in Hong Kong's media, from media law and regulations to media literacy.

All faculty members possess strong theoretical training and extensive professional experience. They are active in research, creative work and in scholarly publication. Research projects are undertaken jointly with other schools and departments of the university and with colleagues in other universities in Hong Kong and elsewhere. Staff at the School also conduct surveys and put their skills at the service of corporate and public sector clients in a range of applied research contexts.

Research is regularly published in international leading peer-reviewed journals and presented at international conferences. Faculty members win awards for their papers and obtain research and teaching development grants. By way of achievements, among faculty members there are editors or associate editors of major communication journals, such as Asian Journal of Communication, Communication Theory, Management Communication Quarterly, and Media, Culture & Society. Members serve on the editorial boards of many local, regional and international journals and are invited to act as

In the collaboration with the School of Journalism and Communication at the Chinese University of Hong Kong, the School has co-edited the highlyregarded Chinese language Journal of Communication and Society since 2006. The Journal serves the rapidly expanding research community in Greater China and other parts of the world. It has been accepted into the Taiwan Social Science Citation Index (TSSCI) and is officially designated as the first affiliated Chineselanguage Journal of the International Communication Association (ICA).

The School has a lively Research and successful Postgraduate Programme, recruiting around 10 students each year to work for the M.Phil and Ph.D. degree. Among the current students, there are people from Hong Kong, Mainland China, India, Pakistan, the Philippines, the USA, the Czech Republic, Poland, Bulgaria and Italy.

Along with faculty supervision and coursework learning, conference participation has become an integral part of postgraduate education in the School. The number of accepted refereed papers and the comments received after their presentation constitute an important part of the programme. Student papers have won recognition at conventions of major academic associations. All doctoral students are strongly encouraged to spend at least one semester in an overseas university, usually in the USA, Australia or Europe.

Centre for Media and Communication Research

The Centre for Media and Communication Research coordinates research on media and communication within HKBU. It conducts research programmes involving faculty from the university and other institutions and organizes events such as lecture series, symposia, workshops and conferences.

Centre for Film and Moving Image Research

The Centre for Film and Moving Image Research promotes research into film, the moving image, and also digital humanities. The Centre seeks to advance research into the field through organizing talks, workshops and conferences, providing funding for research activities, as well as through co-operating with the other research centres within the School of Communication.



優勢。 我們教員的研究專長與主題多元化,從台灣電影到 跨文化消費;從病毒式傳播市場推廣訊息到社會媒體在健康 領域,均有涉獵和探討。

學院的教員擁有豐富教研知識與經驗,並活躍於研究、創意 工作和出版學術著作。學院積極聯同校內其他院系、本地大 傳理學院致力提供理想的研究環境,每學年錄取約10名哲 學與外地其他大學的同工進行各類合作研究計劃及項目。學 院職員也會為不同的企業和公共部門進行不同的應用研究 地、美國、捷克、波蘭、意大利、保加利亞、菲律賓、印度及巴 及調查,發揮所長,服務社會。

教員定期在頂尖的同儕評鑑國際期刊發表研究報告,並在學院鼓勵研究學生參與各類型研究及學術會議,經審查獲同 國際會議上展示研究成果,屢獲頒發論文獎項及教研發展 資助金, 備受肯定與認同。學院多名教員擔任本地、地區及 國際著名傳播學期刊的編輯委員會編輯、副編輯,例如《管 理傳播溝通季刊》、Asian Journal of Communication、 Communication Theory 以及 Media, Culture & Society。

傳理學院在媒介和傳播眾多領域,兼具理論和應用研究的 教員也屢次獲邀參與學術期刊論文原稿的評審工作。

傳理學院與香港中文大學新聞與傳播學院於 2006 年合辦 傳播中的作用;從中國媒體市場化到香港媒體對本地和非 中文學術期刊《傳播與社會學刊》。學刊已發展成為華人傳 本地新聞的處理手法,以至從媒體法律及規例到媒體素養等播學論文發表的重要平台,先後成為「臺灣社會科學引文索 引」(TSSCI) 核心期刊及「國際傳播學會」(International Communication Association) 全球首份中文附屬學刊。

> 學博士學生及哲學碩士學生。現時的學生來自香港、中國內 基斯坦。

> 意刊發的論文數目和論文發表後所得的評論,構成課程的重 要部份。歷年來,研究學生在多個國際性會議發表文章及屢 獲殊榮。學院也非常鼓勵他們前往美國、歐洲或澳洲的大學, 學習交流至少一個學期,藉以提升研究能力。

媒介與傳播研究中心

媒介與傳播研究中心協調香港浸會大學內部有關媒介與傳 會集合浸大和其他院校的教員,推行各個研究項目,又舉辦 系列講座、專題討論會、工作坊和會議等活動。

電影與動態影像研究中心

電影與動態影像研究中心致力促進在電影、動態影像及數 播的研究工作,涵蓋本學院涉及的學科領域。研究中心也 位人文的研究工作。中心透過舉辦講座、工作坊、研討會、 向研究活動提供資助,以及與傳理學院其他的研究中心協 同合作, 務求提升有關領域的研究水平。

2016



2016 Ohio University, USA



SEP 2016





2016





2016









OCT 2016



insights and experiences at the 7th Pulitzer **2017**

2016





2016



the University of Hong Kong, shared on self-





學院發展歷程

For the past 50 years, the School of Communication has nurtured over 10,000 communication professionals under our motto "Truth is Virtue" and the leadership of our Deans and Heads. As we expanded from a Department into a School, from providing three majors in the beginning – Journalism, Radio-Television and Public Relations – to founding the Department of Journalism, Department of Communication Studies, and Academy of Film, our achievements have been remarkable. The School of Communication is the cradle for local communication elites, and a destination of choice for further studies for students from Greater China and overseas.

近 50 年來,香港浸會大學傳理學院本着「唯真為善」的院訓,在歷任系主任及院長的帶領下,已培育超過 10,000 名傳理人才。我們由學系升格至學院,從創系之初僅設新聞、廣播電視及公共關係三科,發展至今天的新聞系、傳播系和電影學院,成績有目共睹。傳理學院既是本地傳播精英的搖籃,也是大中華及海外學子深造的不二之選。

1968

1968 | 1969





- The Department of Communication was founded providing three diploma courses: Journalism, Radio-Television and Public Relations. The Communication Society was formed in the same year comprising students from the entire Department. At the time, Oen Hall building served as the main teaching venue for the Department of Communication.
- Professor Timothy Yu, founding Head of the Department of Communication, explaining the functions of the Chinese typesetter.
- 傳理學系成立,提供新聞、廣播電視及公共關係三科文憑課程,訓練傳理人才;全系學生於同年組成「傳理學會」。温仁才 大樓是當時傳理學系的主要教學大樓。
- 傳理學系創系主任余也魯教授(左)講解中文打字機功能。



- "The Young Director", a workshop for Cinema and Television students, was established.
- "The Young Reporter", an experimental English student newspaper of the Journalism option, was first published in 1968. "San Po Yan", another experimental student newspaper in Chinese, was published in 1969. They are one of the longest-standing university student newspapers in Hong Kong.
- 成立「新影人」工作坊,專為修讀電影電視課程的學生而設。
- 新聞組學生籌辦的實驗英文報紙《The Young Reporter》 於 1968 年出版。中文版《新報人》則於 1969 年出版,成 為香港歷史最悠久的大學生中英文報章之一。

1971

1970 | 1979



Promotion materials of the
Department of Communication

 Communication students setting up booths for the Academic Week

- Communication Orientation
 Camp in Wu Kai Sha in 1972
- · 傳理學系宣傳物品
- 學生親手為傳理學術週搭建展覽攤位。
- · 1972 年的傳理迎新營在烏溪沙舉行



Students major in the Radio-Television learned to operate different equipment in a range of practical activities.

廣播電視主修學生在活動中使用 各種器材,學以致用。









- Dr. Lyle M. Nelson, Chairman of the Department of Communication, Stanford University, visited Hong Kong Baptist College and gave a lecture to Communication students about the latest trends in communication education in the US.
- "The Young Agency" of the Public Relations major was founded.



- A reporter pass of The Young Reporter
- 史丹福大學傳理學系主席親臨傳理學系交流,對傳理學生講解 當時美國傳理教育的最新發展。
- 成立「新公關廣告社」工作坊,專為主修公關廣告的同學而設。
- 《新報人》的記者證。

1973

1981



1980

Dr. Sally Aw Sian, Chairman of Sing Tao Newspaper, officiated the Foundation Stone Day for the Sing Tao Communication Centre.

星島集團當時主席胡仙博士主 持星島傳理中心奠基典禮。



Sing Tao Communication Centre was completed and inaugurated.

星島傳理中心落成啟用。

Bachelor of Social Sciences (Hons) in Communication programme launched. Over one hundred freshmen commenced their three-year degree studies.

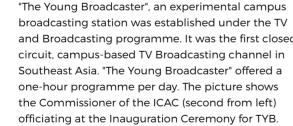
開辦傳理學計會科學學十(榮譽) 學位課程,約一百位新生入讀,開 始三年的研習生活。

1987

1974

- "The Young Broadcaster", an experimental campus broadcasting station was established under the TV and Broadcasting programme. It was the first closedcircuit, campus-based TV Broadcasting channel in Southeast Asia. "The Young Broadcaster" offered a one-hour programme per day. The picture shows the Commissioner of the ICAC (second from left)
- Mr. Raymond Wong (middle), the 2nd head of the Department, and "The Young Reporter"'s editing team.
- 成立「新廣播人」校園廣播站,專為廣 播電視課程而設,為東南亞第一間校





內閉路廣播電視台。「新廣播人」每天 播放一小時節目,圖中左二為廉政專員 主持開幕典禮。

參與《新報人》製作的學生及第二任系 主任黃應士先生(中間)。



Mr. Chang Kuo-sin, the 3rd Head of the Department (third from left).

第三任系主任張國興先生 (左三)。

- The Au Shue Hung Centre for Film and Television was named and inaugurated.
- Dr. Lin Nian-tong became the 4th Head of the Department of Communication in the late 1980s.
- 區樹洪影視教育中心命名啟用。
- 林年同博士於八十年代後期出任 傳理學系系主任。





1990 | 1999

1991



The Department of Communication was expanded as the School of Communication with three departments: the Department of Cinema and Television, the Department of Journalism, and the Department of Communication Studies. Professor John L. Jellicorse became the 1st Dean of the School of Communication.

傳理學系升格為傳理學院,下設三個學 系:電影電視、新聞系及傳播系。謝利國 教授出任傳理學院首位院長。

1995



- Professor Leonard Chu became the 2nd Dean of the School.
- "The Young Communicator" was set up for students of the Applied Communication Studies major and "Digiforce" was set up for students of the Digital Graphic Communication major.
- Doctor of Philosophy in Communication was opened for enrollment.
- 朱立教授接任第二任傳理學院院長。
- 成立「傳播坊」,專為應用傳播主修同學而設,讓他們應用 所學;同期成立「數碼坊」,專為主修數碼圖像傳播的學 生而設。
- 開辦傳理學哲學博士 (研究式) 學位課程。

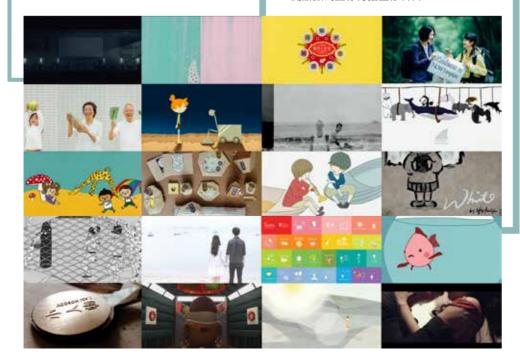
1992

Master of Philosophy in Communication was opened for enrollment.

開辦傳理學哲學碩士(研究式) 學位課程。 1994

Major in Digital Graphic Communication was opened for enrollment.

開辦數碼圖像傳播主修科目。





<u>1997</u>

The Broadcast Journalism option was opened for undergraduate selection. In the same year, the "Broadcast News Network", a workshop for students of the Broadcast Journalism major, was established.

開辦廣播新聞專業,同年成立「廣播新聞網」工作坊,專為修讀廣播新聞的學生而設。

1996

Master of Arts in Communication (Part-time) was opened for enrollment.

開辦傳理學文學碩士(兼讀式) 學位課程。







Centre for Media and Communication Research was founded

成立媒介與傳播研究中心。

2001

2002

The Cinema and Television Department held "The 1st University Student Film and TV Award in the Greater China Region".

電影電視系舉辦「第一屆大中華地區大學生影視 作品獎」。



2004

- Master of Fine Arts in Film, Television and Digital Media was opened for enrollment.
- The undergraduate programme of the School offered five options: Organizational Communication, Public Relations and Advertising, Digital Graphic Communication, Journalism and Cinema and Television.
- 開辦電影電視與數碼媒體藝術 (製作) 碩士學位 課程。
- 傳理學社會科學學士 (榮譽) 學位課程提供五個 主修科目:電影電視、數碼圖像傳播、新聞、組 織傳播和公關及廣告。

2005

The Public Relations and Advertising programme obtained accreditation from the Public Relations and Advertising Association (IAA). The programme was the first in the Greater China Region to secure this accreditation, and graduates can now obtain the IAA Diploma in Marketing Communications. Second from left is Professor Georgette Wang, the 3rd Dean of the School.

「公關及廣告專業」榮獲國際廣告協會認可,成為大中華地區首個獲該會認可的專業 課程,畢業生可兼獲由該會頒發認可的市場傳播學文憑。左二為第三任院長汪琪教授。







- Master of Social Sciences in Media Management was opened for enrollment as the first programme of its kind in the region.
- Communication and Society, a quarterly journal, was founded jointly by the School of Communication and the School of Journalism and Communication of the Chinese University of Hong Kong.
- 開辦傳媒管理社會科學碩士學位課程,為區內首 個同類課程。
- 與香港中文大學新聞與傳播學院合作創辦學術 季刋《傳播與社會學刊》。



2006

2003

Master of Arts (Full-time) in Communication was opened for enrollment.

開辦傳理學文學碩士(全日制)學位 課程。

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- 新聞系舉辦「第一屆普立茲新聞獎得主工作坊」, 在亞洲新聞教育界開創先河。
- · 開辦國際新聞文學碩士學位課程。
- · 成立「新聞與社會研究所」及「國際新聞與傳播資源中心」。
- 由傳理校友推動的「張國興傑出青年傳播人獎」 成立。
- 趙心樹教授出任第四任傳理學院院長。

- 2007
- The 1st Pulitzer Prize Winners Workshop was launched as the first workshop of its kind in Asia.
- Master of Arts in International Journalism Studies was opened for enrollment.
- Institute of Journalism and Society, and International News and Communication Resources Centre were established.
- "The Chang Kuo-sin Award for Aspiring Young Communicators" established.
- Professor Zhao Xinshu became the 4th Dean of the School of Communication.





- "2008 Health Communication Series Enhancing Communication in Health Care" was jointly organized by the Department of Communication Studies and the Hospital Authority.
- Students from the Department of Journalism gained international experience by having the unique opportunity of reporting first-hand from Beijing on the Olympic Games.
- 傳播系與醫院管理局合辦「2008健康傳播系列:《溝通好,健康保》」,藉此推廣健康傳播。
- · 新聞系同學採訪奧運盛事,把握機會發揮所學。

2008







2009



- The Public Relations Summit Conference organized by the Centre for Media and Communication Research (CMCR) secured top honours in the 2009 Gold Standard Awards (GSA). The CMCR's Summit excelled in the "Leadership and Development" category.
- The School of Communication launched Asia's first International Multimedia Training Series titled "Ethical Reporting on the World's Most Under-Reported Issues". The series invited the world's leading practitioners of multimedia journalism to share the latest industry developments in multimedia production at lectures and workshops.
- Bachelor of Social Sciences in Integrated Communication Management was opened for enrollment.
- 媒介與傳播研究中心舉辦的「公共關係高峰會議」, 榮獲二零零九年黃金標準大獎「領導及發展」組別 最高殊榮。
- 舉辦亞洲首個多媒體講座及工作坊系列,題為「如何報導、如何報導缺乏關注的議題、如何具道德地報導」,邀得國際資深多媒體專家和學者分享多媒體製作的最新發展。
- · 開辦綜合傳播管理學社會科學學士學位課程。

2010

- The Communication and Visual Arts
 Building was completed with 11 storeys and a net floor area of about 9,000m², offering comprehensive facilities for students.
- The Department of Cinema and Television was reorganized and renamed as the Academy of Film, and offers five more professional Diploma and Higher Diploma programmes.





- 傳理視藝大樓落成啟用,樓高十一層,實用面 積約九千平方米,設有多元化設施。
- 電視電影系改組為電影學院,增辦五個專業 文憑及高級文憑課程。

- A new 4-year curriculum was launched. The Majors available in the new 4-year curriculum: Film and Media Arts (FMA), Journalism (JOUR), Organizational Communication (ORGC) and Public Relations and Advertising (PRA).
- Bachelor of Arts (Honours) in Creative Writing for Film, Television and New Media was opened for enrollment.
- 推行四年新學制課程。在新學制下,傳理學院轄下的主修科 目包括:電影與媒體藝術、新聞、組織傳播、公關及廣告。
- 開辦新媒體及影視創意寫作文學士(榮譽)學位課程。

2012



2013

- Professor HUANG Yu became the 5th Dean of the School of Communication.
- Master of Arts (MA) in Producing for Film, Television and New Media was launched.
- The HKBU-SOPA Award Winners Forum was launched by the Department of Journalism.
- 45th Anniversary Celebration of the School of Communication and "The Best of Times: Picturing Your Campus Memories" Photo Exhibition.
- The Communication Alumni Association serves as a platform to connect alumni and the School of Communication.
- 黄煜教授出任第五任傳理學院院長。
- 開辦影視與新媒體製片管理文學碩士課程。
- 新聞系首次舉辦「香港浸會大學——亞洲出版業協會·卓越 新聞獎得主論壇」。
- 傳理學院四十五周年院慶及「想·當年」院慶相片展覽。
- 傳理校友會是連繫校友與傳理學院的平台。









- studio-i, launched by the Academy of Film, sets students on the path to fulfill their aspiration in film production.
- Bachelor of Social Sciences (Honours) in Media and Social Communication was launched.
- Bachelor of Social Sciences (Honours) in Integrated Communication Management was upgraded from a general degree to an honours
- 電影學院成立點子電影工作室,全力支持同學實現拍攝 電影的理想。
- 開辦媒體及社會傳播社會科學學士(榮譽)課程。
- 綜合傳播管理學社會科學學士學位課程升格至榮譽課程。









- The Timothy Yu Communication Education Fund was established to enhance the teaching and research development of the School of Communication.
- The School's long-term collaboration with Leipzig University in Germany and Ohio University in the United States started.
- The School hosted an international research workshop on Future Science Leaders with participants from HKBU, Leipzig University in Germany, Ohio University in the United States and Zhejiang University in the Mainland.
- 「余也魯傳理教育基金」成立,支持傳理學院的教研工作發展。
- 傳理學院與德國萊比錫大學和美國俄亥俄大學正式建立長期合作關係。
- 傳理學院舉辦「未來科學領袖」國際研究工作坊,參與者來自香港浸會大 學、德國萊比錫大學、美國俄亥俄大學和中國浙江大學。



- The Centre for Film and Moving Image Research, established by Academy of Film, promotes research into film, the moving image, and also digital humanities.
- Bachelor of Social Sciences (Honours) in Communication programme was retitled as Bachelor of Communication (Honours) programme.
- 電影學院成立電影與動態影像研究中心,致力促進在電影、動態影像及數 位人文的研究工作。
- 傳理學社會科學學士(榮譽)學位課程改名為傳理學學士(榮譽)學位課程。

2018 marks our 50th anniversary!

傳理學院創立 50 周年!

SELECTED AWARDS 獎項·認同



2016

Mon Lo Hiu-man (Integrated Communication Management graduate) received a scholarship under the Education Bureau's Hong Kong Scholarship for Excellence Scheme to pursue a Master of Communications and Media Studies at Monash University, Australia.

綜合傳播管理學畢業生羅曉汶獲教育局「香港卓越獎學金計劃」頒發獎學金,前 往澳洲莫納什大學修讀傳訊及傳媒碩士課程。

Ricky Chung (Film and Media Arts, Year 3), Julius Lee Man-kei (Organisational Communication, Year 4) and Billy Law (Film and Media Arts, Year 4) won the championship in the 10th GATSBY Student CM Awards.

鍾家傑(電影與媒體藝術專業三年級)、李萬璣(組織傳播專業四年級)及羅耀霆(電影與媒體藝術專業四年級)獲第10屆 GATSBY 學生廣告創作比賽的最高殊榮。

Dr. Regina Chen, Assistant Professor of the Department of Communication Studies, was selected as a research fellow of the newly established Behavioral Insights Research Center (BIRC) of the institute for Public Relations (IPR) in the US.

傳播系助理教授陳怡如博士獲美國公共關係研究院新成立的行為認知研究中心選 為研究員。

Chan Hoi-ching and Lam Tsz-ching (Chinese Journalism, Year 3) won the University Chinese-Language Writing Prize at the 20th Annual Human Rights Press Award.

林子晴和陳凱晴(中文新聞專業三年級)獲第20屆人權新聞獎的大專中文寫作大獎。

Mr. Poon Hang-sang, Lecturer of the Academy of Film, was one of the only three Hong Kong representatives invited by The Academy of Motion Picture Arts and Sciences to join the Oscar's board of judges in 2016.

電影學院講師潘恒生獲美國電影藝術與科學學會邀請,出任 2016 年奧斯卡金像獎的評審委員,為三位來自香港的代表之一。

Lau Ka-ho (Broadcast Journalism, Year 3) won the Bronze award in the Campus category of the 16th Consumer Rights Reporting Awards with his documentary "Signboards that list unapproved professional qualifications in Chinese medicine violate ordinance".

劉家豪 (廣播新聞專業三年級) 憑 「中醫招牌列其他專科涉違專業守則誤導病人」短片報道, 奪得第16屆「消費權益新聞報道獎」校園組銅獎。

Rondo Mak (Broadcast Journalism, Year 4) won the Uniqlo Scholarship with an article he wrote followed by a short film about the pursuit of his dream. He was invited to visit the headquarters and flagship shops of Uniqlo in Japan.

麥朗謙(廣播新聞專業四年級)憑撰文及拍攝短片,闡釋如何追尋夢想,獲 Uniqlo 頒發獎學金,並前往該公司在日本的旗艦店及總部交流。

Oliver Chan, 2015 graduate of the Academy of Film, won the championship in the Higher Education Institution Group of the third First Feature Film Initiative (FFFI) with her movie creation "Still Human". She was awarded HK\$3.25 million by the Film Development Fund to make her first commercial feature film.

電影學院影視數碼媒體課程畢業生 (2015 年) 陳小娟憑創作《淪落人》電影,在第三屆「首部劇情電影計劃」大專組別勝出,獲電影發展基金撥款資助港幣 325 萬元進行拍攝。

Dr. Celine Song, Assistant Professor of Department of Journalism, honoured with the HKBU President's Award for Outstanding Young

新聞系助理教授宋韵雅博士獲大學頒發傑出青年研究學者獎。

Professor Kineta Hung, Head of Department of Communication Studies, received Faculty/School Performance Award in Service

傳播系系主任孔慶勤教授獲頒學院服務表現獎。

Professor Vivian Sheer of the Department of Communication Studies, won Faculty/School Performance Award in Scholarly Work

傳播系謝淳教授獲頒學術研究表現獎。

Dr. Kimmy Cheng, Lecturer of Department of Communication Studies, received General Education Teaching Award

傳播系講師鄭依琳博士獲頒通識教育教學獎。

Nicole Chan, 2016 graduate of the Academy of Film, won the Best Director Award in the Student Division of the 11th Fresh Wave International Short Film Festival for her work "Hello".

電影學院創意電影製作高級文憑畢業生 (2016 年) 陳樂怡, 憑《喝一杯吧》獲 第11 屆鮮浪潮國際短片節學生組的最佳導演獎。

"The Goddess" and "Fearless Neighbours", movies created by Dr. Sobel Chan, Senior Lecturer of the Academy of Film, were selected respectively for the Hong Kong-Asia Film Financing Forum 2017 and the Cannes Film Fostival

電影學院高級講師陳家樂博士創作的電影《神女》入選 2017 香港亞洲電影投資會電影計劃,他編劇的《全面設房》則獲邀參加法國康城電影節短片單元。

Dr. Timothy Fung, Assistant Professor of the Department of Communication Studies, and Dr. Kelvin Lee, Senior Lecturer of the Academy of Film, won the HKBU Knowledge Transfer Award for their project "Say Your Wish, Save A Life".

傳播系助理教授馮繼峯博士和電影學院高級講師李啟華博士的合作項目「『言』 續生命」主題動畫獲頒浸大知識轉移獎。



















PROGRAMME CONTACTS 課程查詢

Academy of Film (AF)

電影學院

http://af.hkbu.edu.hk af-fma@hkbu.edu.hk T: (852) 3411 7395 F: (852) 3411 7821

Department of Communication Studies (COMS)

http://www.coms.hkbu.edu.hk coms@hkbu.edu.hk T: (852) 3411 7224 F: (852) 3411 7890

Department of Journalism (JOUR) 新聞系

http://www.jour.hkbu.edu.hk jour@hkbu.edu.hk T: (852) 3411 7490 F: (852) 2336 1691

Doctor of Philosophy (PhD) in Communication 傳理學哲學博士課程

rpgcomd@hkbu.edu.hk T: (852) 3411 5121

Master of Philosophy (MPhil) in Communication 傳理學哲學碩士課程

rpgcomd@hkbu.edu.hk T: (852) 3411 5121

Master of Arts (MA) in Communication 傳理學文學碩士課程

macomm@hkbu.edu.hk T: (852) 3411 2545

Master of Arts (MA) in International Journalism Studies

國際新聞文學碩士課程 maijs@hkbu.edu.hk T: (852) 3411 7489

Master of Arts (MA) in Producing for Film, **Television and New Media** 影視與新媒體製片管理文學碩士課程

maproducing@hkbu.edu.hk T: (852) 3411 8002

Master of Fine Arts (MFA) in Film, Television and **Digital Media**

電影電視與數碼媒體藝術(製作)碩士課程

afmfa@hkbu.edu.hk T: (852) 3411 7479

Master of Social Sciences (MSocSc) in Media Management

傳媒管理社會科學碩士課程

mminq@hkbu.edu.hk T: (852) 3411 8158

Bachelor of Communication (Honours)

Programme

傳理學學士(榮譽)學位課程

commadmission@hkbu.edu.hk

T: (852) 3411 5200

T: (852) 3411 3267

Bachelor of Arts (Honours) in Creative Writing for Film, Television and New Media 新媒體及影視創意寫作文學士(榮譽)學位課程 af bcw@hkbu.edu.hk

Bachelor of Social Sciences (Honours) in Integrated Communication Management 綜合傳播管理學社會科學學士 (榮譽)學位課程

spadmit@hkbu.edu.hk

T: (852) 3411 3117

Bachelor of Social Sciences (Honours) in Media and Social Communication 媒體及社會傳播社會科學學士(榮譽)學位課程 spadmit@hkbu.edu.hk

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傳理視藝大樓



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internationalization as an essential component of its all-round development as a renowned centre of teaching and research excellence that produces graduates with global vision who can become future leaders and compete with the best in the world.

an increasingly active internationalization programme that includes diversifying the nationalities and backgrounds of both staff and students, organizing overseas study tours

setting up international exchange partnerships, providing internships abroad, enabling cross-border research collaboration, and supporting global research output and participation in high-level conferences around the world

an integral part of our aim to enhance the competitiveness of our students and graduates, with the goal of providing them with more opportunities for advancement in our increasingly interconnected world and preparing them for leadership and service as global citizens.

作為著名傳播教育和研究的高等學府,傳理學院將國際化元素融入整體發展計劃之中。自 2000 年起,傳理學院不斷推出加強國際化的措施,包括增加擁有國際背景的教員和學生數量、舉辦海外交流團、與海外高等學府建立合作關係、提供海外實習機會、支援跨地域的研究合作、支持全球性研究項目和鼓勵師生參與高水平國際性會議等。傳理學院相信,國際化是提升學生競爭力的一個重要部份,目標是培育具有環球視野和國際經驗的學生,使他們有能力成為未來領袖,應對全球挑戰,同時成為世界公民,把所學貢獻全球。

In order to equip students with the ability to contribute to solving global challenges, the School of Communication is building a solid "triangular relationship" with two world-renowned universities, Leipzig University in Germany and Ohio University in the US, both of which are leaders in the field of communication.

Professor Huang Yu. Dean of the School of Communication elaborates on this "triangular relationship": "Leipzig University is one of the oldest tertiary institutions in Europe and reputed for their strategic communication, while Ohio University, well-known for their journalism programme, also has over 200 years of history. Geographically, we are three points on the map forming a triangle that spans Asia, Europe and the US, helping to foster stronger international exchanges."

Since 2015, the School has organized study

trips for more than a hundred undergraduate and postgraduate students to Leipzig University and Ohio University. "During the week-long stay in Ohio, our students were allowed to attend any lecture offered to communication students of Ohio University. Host families were arranged for the entirety of the trip so students were able to enjoy meals, hang out and watch football matches with their host families and newly-made friends. This kind of global experience enables our students to gain first-hand experience and the multi-dimensional understanding of the life, studies and culture of a different country."

In return, the School has received students from Leipzig University and Ohio University. Professor Huang says such a regular, two-way and reciprocal partnership can provide all parties with long-term dynamic energy for further internationalization. "Future leaders in the field of communication must

have immense knowledge, broad horizons, and most importantly, a global outlook and international experience. We have to nurture our students' abilities so they can stand out from competitors from all over the world." The School has been sparing no effort in organizing various international activities, including the Pulitzer Prize Winners Workshop, a vast array of conferences in communication and media, study tours to different countries, as well as reporting trips to cover issues of international interest such as Taiwan's presidential elections.

Faculty members of the School are encouraged to be global-minded and look into the teaching models and curricula of other overseas institutions in order to bring back new insights and stay abreast of the latest trends and developments.



T R I A N G L E

為了裝備學生面向全球化世界潮流,傳理學院正與兩所在傳播領域享譽國際的學府——德國萊比錫大學 及美國俄亥俄大學——建立「三方關係」。

傳理學院院長黃煜教授表示,三地師生定期互訪交流合作,目的是開拓學生的環球視野和擴闊他們的國際人脈,「德國萊比錫大學是歐洲歷史最悠久的大學之一,公關傳播專業非常出色;美國俄亥俄大學則創立了超過二百年,並以新聞學科聞名;在地域上我們結成亞洲、歐洲和美洲三地的合作關係,一起推動國際交流。」

自 2015 年至今, 傳理學院已經安排逾一百位本科及

研究生前往德國萊比錫大學和美國俄亥俄大學交流, 「在俄亥俄大學的一個多星期,學生可以自由旁聽 任何傳理學的課堂,與當地同學一起上課,還住進他 們的家裡,一起生活、看球賽和觀光。這種立體的交 流方式,可以讓學生親身體驗到外國的學術、文化和 日常生活等層面。」

與此同時,萊比錫大學及俄亥俄大學也派出學生到 傳理學院上課和交流。黃教授形容這種三地的「恆 常、雙向、有來有往」的互動模式,有助提升學院的 國際化措施。「要成為出色的未來傳播業人才,要掌 握知識和保持敏銳觸角,具備國際視野、緊貼全球 大勢潮流,也是成功的必然要素。」 傳理學院一直積極舉辦不同國際學術活動,擴闊學生的見識,如普立茲新聞獎得主工作坊、一系列的傳播研究論壇等,又經常帶領學生前往不同國家實地考察,以及採訪國際熱點新聞例如台灣總統大選等。

傳理學院相信,除了要提供機會予學生累積國際經驗,也需要有緊貼國際的課程,所以積極安排和鼓勵教員到外地院校考察,以了解不同的課程內容,希望為課程設計和教學模式不斷帶來新思維,以保持在傳播教育領域的領先地位。



MEMORIES FOR LIFETIME

global through international exchanges, internships, study tours, research in overseas laboratories, or community service across the globe. This provides students with a valuable period to enhance their academic pursuit, sharpen their language proficiencies and deepen their understanding of a different culture. The core goal is to allow students to gain this global outlook through first-hand international experience.

傳理學院鼓勵學生透過到外地院校上課、實習、研究,參與交流團或 義工服務等途徑接觸世界,讓學生增進學術知識之餘,也可全面融入 當地環境,學習語言、認識不同文化。

AU YEUNG TSUI SEE 歐陽翠絲

"The first time getting to know a Muslim during my exchange at University of Central Lancashire in the UK was a smart, traditional yet down-to-earth girl from Oman. I saw her praying five times a day and she told me how sh chose her path to study a master's degree as a woman instead of getting married early as what her parents wanted and the traditional way they followed. Nothing related to terrorists or ISIS, she is just an ordinary but brilliant student who became my friend during my stay there."



「第一次認識信奉穆斯林的女生是在英國中央蘭開夏大學當交流生的時候。她是一個聰明、傳統卻又踏實的阿曼女生。我看過她一天進行五次禮拜儀式,她告訴我如何擺脫父母和傳統的早婚要求,而選擇了當研究生。她只是一個普通但出眾的學生,和恐怖分子完全沒有關係,後來成了我在英國時的好朋友。」

JIANNE SORIANO

TIDKEV

"I joined the International Communication Students Congress (ICSC) in Turkey in early 2017 to present my research paper to people from 18 different countries. My research revealed that the increased use of social media by Filipino youths residing in HK allows them to become more aware of what is happening in Hong Kong and learn more about Hong Kong culture. I feel very honoured to have joined this congress and I wish to highlight our experiences here in HK and bring our stories to greater heights."



「2017年初,我前往土耳其參加『國際傳播學生議會』,向來自 18 個國家的與會人士發表我的研究論 文一居港的菲律賓青少年增加使用社交媒體,能夠加深對香港現況及本土文化的認識。我很榮幸能夠 參加此議會,希望展示我們在香港生活的經驗,並把我們的故事帶到更遠。」

IVFRSON NG 存縮星

JENNADK us, the second largest city of Denmark

"I had an exchange semester in Aarhus, the second largest city of Denmark. Studying at the Danish School of Media and Journalism, I participated in the International Semester Programme: Journalism, Multimedia and World Politics and I went on a field trip with other international students for EU reporting in Brussels, capital of Belgium."



「我曾經在丹麥第二大城市奧胡斯當了一個學期交流生,在丹麥媒體及新聞學院修讀新聞、多媒體及世界政治課,期間與其他來自世界各地的學生,前往位於比利時首都布魯塞爾的歐盟總部採訪。」



Croatia 克羅地亞 Denmark 丹麥 Sweden 瑞典

Czech Republic 捷克

Finland 芬蘭 The Netherlands 荷蘭 Austria 奧地利 Scotland 蘇格蘭 Germany 德國 Poland 波蘭

United Kingdom 英國

NORTH AMERICA 北美洲

- United States 美國
- New York 紐約
- Washington DC 華盛頓
- California 加州

ASIA 亞洲

Singapore 新加坡 South Korea 南韓 The Mainland 內地 Taiwan 台灣 Japan 日本 North Korea 北韓 Russia 俄羅斯 Cambodia 柬埔寨 Burma 緬甸



OCEANIA 大洋洲

Australia 澳洲

