



EXPERIENCE

THE

WORLD

A group of five young adults, three women and two men, are posing for a photo in a crowded indoor setting, likely a shopping mall or a public event. They are all dressed in winter clothing, including heavy puffer jackets, scarves, and knit hats. The woman on the far left is wearing a white and blue patterned jacket and a white knit hat with a pom-pom. The man next to her is wearing a dark jacket and a blue knit hat. The woman in the center is wearing a grey puffer jacket and a black knit hat with the word "JEANS" on it. The woman next to her is wearing a dark fur-trimmed coat and a white knit hat. The woman on the far right is wearing a pink puffer jacket and a grey knit hat with a pom-pom. They are all smiling and looking towards the camera. The background is slightly blurred, showing other people and store displays.

“Internationalisation is the core strategy that permeates everything we do – from teaching and learning, research and development, collaboration with partners, benchmarking with the best in the world, to nurturing leaders who address global challenges and contribute to social progress for a better world.”

「國際化是我們的核心策略，體現在大學運作的每一環節，不論是教與學、研究、夥伴合作、設定標準、培養應對全球挑戰、促進社會進步的領袖，都包含國際化的元素。」

The School of Communication sees internationalisation 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.

Since 2000, the School has implemented an increasingly active internationalisation programme that includes diversifying the nationalities and backgrounds of both staff and students, organising 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.

Internationalisation is not an end itself, but 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.

The School of Communication encourages students to go global through international exchanges, internships, study tours, research in overseas laboratories, or community service across the globe. This provides students with valuable experiences 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.

作為著名傳播教育和學術研究的高等學府，傳理學院將國際化納入整體發展計劃內。自2000年起，傳理學院加強國際化發展，包括吸納更多擁有國際背景的教員和學生、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。

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，學習語言及認識不同文化。

INTERNATIONAL TIES

EUROPE 歐洲

Croatia 克羅地亞	Austria 奧地利
Denmark 丹麥	Scotland 蘇格蘭
Sweden 瑞典	Germany 德國
Czech Republic 捷克	Poland 波蘭
Finland 芬蘭	United Kingdom 英國
The Netherlands 荷蘭	France 法國
Norway 挪威	

NORTH AMERICA 北美洲

United States 美國	Canada 加拿大
- New York 紐約	- Vancouver 溫哥華
- Washington, D.C. 華盛頓	
- California 加州	

ASIA 亞洲

Singapore 新加坡	North Korea 北韓
South Korea 南韓	Russia 俄羅斯
Mainland China 中國大陸	Cambodia 柬埔寨
Taiwan 台灣	Myanmar 緬甸
Japan 日本	Macau 澳門
Vietnam 越南	Malaysia 馬來西亞
Thailand 泰國	Kazakhstan 哈薩克斯坦
Dubai 杜拜	

OCEANIA 大洋洲

Australia 澳洲

GLOBAL TRIANGLE



LEIPZIG UNIVERSITY, GERMANY
OHIO UNIVERSITY, USA
HONG KONG BAPTIST UNIVERSITY, HONG KONG

三方合作 面向全球

為了裝備學生面向全球化世界潮流，傳理學院自 2015 年起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」。過去三年，傳理學院、萊比錫大學和俄亥俄大學之間舉辦了超過十次交流活動。三所大學的合作，開拓國際層次的學術研究合作的新領域。

Leipzig University is one of the oldest tertiary education 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 one of the 1-week exchanges at Ohio University, students of HKBU and Leipzig University were allowed to attend any lecture offered to communication students of Ohio University. Students had a chance to stay with their host families for the entirety of the trip to experience the local culture. Cultural activities included visiting an Amish Market and a rehearsal of the Marching Band of Ohio University, which ranks one of the best in the country, as well as attending an African-Indian dinner in one of the professors' homes. 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. Up until this year, HKBU has hosted participants from Leipzig University and Ohio University for five times already. The Future Science Leaders Research Workshop was organised under the collaboration of the Centre for Media and Communication Research at the School of Communication with Leipzig University in Germany, Ohio University in the United States and Zhejiang University in China in late 2015.

The three-day conference aimed at providing a platform for exchange among academics, educators and advanced doctoral students on the latest development path of research practice. It also offered the participants the opportunities to discuss the future 4-way collaboration on a variety of academically and socially enriching activities, such as symposiums, research projects and study tours.

Since the establishment of the Global Triangle, the Capstone Class has been a joint initiative by the School, Institute of Communication and Media Studies, Leipzig University and E.W. Scripps School of Journalism, Ohio University to expand both the academic and professional education among both

undergraduate and graduate students from the US, Europe, and Asia. It is hosted between the three universities.

The Capstone Class comprises a series of seminar sessions conducted by professors from all three institutions, which includes lectures on social media analysis, strategic online communication, international journalism, and branding and advertising which provide insights into recent international research as well as applied case study exercises. Emerging technologies such as big data automation and virtual reality in corporate communications are the emphasis of the programme. Such international collaboration has helped broaden participants' horizons, built their global knowledge and cultural competency.

It is the hopes of the School to expand from the Global Triangle to create more such triangular relationships with top universities in other regions, so that more students and faculty will be able to benefit and gain insights from these international collaborations at various levels.



德國萊比錫大學是歐洲歷史最悠久的大學之一，以公關傳播專業著稱；美國俄亥俄大學則創立了超過二百年，其新聞學院在全美排名位置前列；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。在俄亥俄大學的交流活動為期一周，期間浸大和萊比錫大學的學生可以自由旁聽任何傳理學的課堂。學生會在寄宿家庭生活，體驗當地文化。其他文化活動包括參觀阿米希市集和全美數一數二的俄亥俄大學遊行樂隊的排練，並在俄亥俄大學教授家中參加印第安晚宴。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。

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。直至今年，香港浸會大學曾五次接待萊比錫大學和俄亥俄大學的交流生。2015 年 11 月，香港浸會大學媒介與傳播研究中心與德國萊比錫大學、美國俄亥俄大學、中國浙江大學合作舉辦了「未來科學領袖研究」工作坊。

為期三天的會議為學術界、教育工作者和博士生提供一個交流平台，讓學者探討最新的研究工作發展路向。四所大學的代表亦可藉此機會，討論未來的合作，包括各種學術和交流活動，如研討會、研究項目和實地考察等。

自 2015 年起，傳理學院、萊比錫大學傳播與媒體研究所、俄亥俄大學斯克里普斯新聞學院聯合主辦「三方總整課程」，為一群來自美國、歐洲和亞洲的本科生和研究生提供更廣泛的學術和專業教育。

「總整課程」包括一系列研討會，由三所大學的教授主講，內容為包括社交媒體分析、網上策略傳播、國際新聞、品牌和廣告一系列講座。三所大學合作主辦的課程，擴闊了學生的國際視野，增進他們的全球知識和文化能力。

學校希望繼續發展現在的「三方關係」，將開拓與其他海外知名學府的合作機遇，建立更多同樣的合作關係，讓師生從多種國際交流互訪活動中得益，獲得啟迪。

G L O B A L T R I A N G L E

2017-2018

UNIVERSITY OF MISSOURI AND COMMUNICATION STUDIES STUDENTS COLLABORATED ON A CAMPAIGN PROJECT FOR AN INTERNATIONAL BRAND



The Missouri Culture Programme is the result of the collaboration between the Department of Communication Studies and the University of Missouri. Students from both universities team up and work on a campaign project together for an international agency in Hong Kong. In early summer this year, around ten students from the University of Missouri partnered up with ten of our Public Relations and Advertising majors to collaborate on an ice-cream campaign project for McCann & Spencer Hong Kong's client Nestle.



All groups spent two weeks to develop respective recommendations for their clients. Each group had to present their campaign plan ideas to Nestle to select a winning group. The students' dedication, commitment, enthusiasm and cooperation were impressive and outstanding. During the programme, students and faculty from the Department of Communication Studies brought their guests to M.C. Box, a fusion of the modern supermarket and the traditional wet market under Link Real Estate Investment Trust (Link REIT), to have a taste of the local culture.



INTERNATIONAL TIES

密蘇里大學及公關廣告同學合作為國際品牌撰寫宣傳計劃

傳播系與夥伴院校美國密蘇里大學合辦交流項目，由兩間院校的同學合組隊伍，在香港一同參與國際知名廣告集團的推廣活動籌劃工作。今年初夏，約 10 位密蘇里大學同學來到浸大校園，與 10 位公關廣告主修同學分成小隊，為 McCann & Spencer 香港公司的客戶雀巢集團構思一個雪糕產品宣傳計劃。

各支隊伍利用兩星期去「度橋」，撰寫計劃書，並向雀巢作出簡報，最終選出一支優勝隊伍。同學們表現出色、對活動的投入、熱忱以及合作精神，令人印象深刻。期間，傳播系師生帶領這班來自美國的同學，前往領匯旗下、由現代超級市場結合傳統濕貨街市的街市 M.C. Box 參觀，讓交流生了解本地生活文化。

ACADEMY OF FILM COLLABORATED ON A FILM PROJECT WITH EMERSON COLLEGE AND THE CITY UNIVERSITY OF NEW YORK

A delegation visit to the United States was held during Easter in 2018 between the Academy of Film and two renowned film schools in the United States, the Department of Visual Arts of Emerson College and Hunter College of The City University of New York. Students from all three schools collaborated on a film project and presented a screening held at Emerson College and Hunter College, featuring short films on the theme of "Home", followed by a discussion.

Displayed films covered various genres including fiction, documentary, experimental and animation. Students from Hong Kong and the United States exchanged views on numerous topics, such as culture, living environment and sense of identity. The project was fruitful in fostering lively interactions among students from culturally diverse backgrounds.

The delegation also visited another top film school, Tisch School of the Arts of New York University, Harvard University and a number of art museums, including Museum of Fine Arts Boston and Museum of Modern Arts, to better understand the creative arts in that area and the local culture.

Emerson College and Hunter College made their return visits to HKBU in 2018 April and September respectively for the "Home" Project screening presented by the Academy of Film. During the visit, Professor Martin Lucas from Hunter College delivered a talk titled "Documentary and the Traumatized Subject: toward a new ethics", sharing his experiences as a documentarian making films. He suggested how the part played by disaster testimony and the witness needs to be re-examined for the construction of a valid ethical film practice.



電影學院與愛默生書院及紐約市立大學展開電影合作項目

電影學院與美國著名電影學府愛默生書院視覺藝術系及紐約市立大學亨特學院展開合作項目，策動三間學府的學生及畢業生拍攝以「家」為主題的短片。電影學院的師生在復活節期間分別到訪該兩間院校，參與學生作品放映及討論會。

參與交流展的短片涵蓋多種電影類型，包括劇情片、紀錄片、實驗片及動畫；來自香港、美國兩地的同學就文化、生活環境、身份認同等交換想法。項目內容豐富，推動多元文化背景的同學切磋交流。

交流團也參觀了著名電影學府——紐約大學蒂施藝

術學院、哈佛大學、波士頓美術館及現代藝術博物館等，了解當地的創意藝術及文化，為日後創作增添養分。

愛默生書院和亨特學院的師生代表則分別於 4 月及 9 月到訪浸大，參與由電影學院舉辦的放映會。訪校期間，亨特學院 Martin Lucas 教授主持了一場探討紀錄片與道德的講座，分享身為紀錄片製作人的經驗，話題包括紀錄日本廣島和長崎原爆。他指出為構建紀錄片的道德標準，如何需要重新審視災難證言和見證人的角色，深入討論紀錄者與被紀錄者之間的關係。

2017-2018

Study tours and exchange programmes are an integral part of the learning experience for the students of the School of Communication. We encourage all students to go on study tours and exchange programmes to enrich their overseas experience and broaden their international perspectives. Each year, the School, along with the Department of Journalism, the Department of Communication Studies, and the Academy of Film organise study tours to different parts of the world for learning exchange.

SUMMER PROGRAMME WITH CANADIAN UNIVERSITY DUBAI



JULIA KO Public Relation, Year 4

My expectation about Dubai was that it is a luxurious place with many skyscrapers and advanced technology, and people are rich living an indulgent lifestyle. It is partly true as I have discovered another side of Dubai during the trip.

In terms of architecture, there are undoubtedly many skyscrapers with an aesthetic design that cannot be found in other places, such as the Burj Khalifa and the Dubai Frame. Unlike Hong Kong, buildings in Dubai employ curvy designs and almost every building is uniquely designed. Apart from the modern architecture, there is the 'Old Dubai' with traditional architecture, including the Historical District near Al Fahidi Historical Neighbourhood and the Old Souk. To me, Dubai presents a picture of individual houses built with rough walls.

SHIRLEY CHONG

Former Director of Rankings and International Development,
Canadian University Dubai
(PRA alumna, Class of 1993)

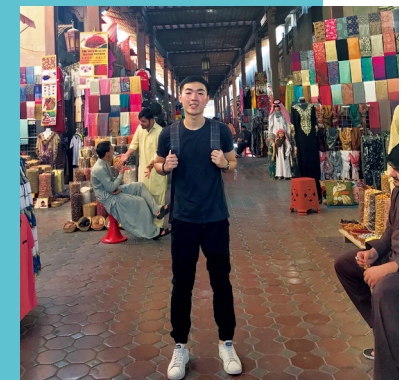
During my term with CUD, as Director of Rankings and International Development at CUD, I was responsible for building networks and forging academic collaborations with universities in Asia.

HKBU is the first university that I brought in a CUD summer school programme for students of the School of Communication. 35 students from the School came in June this year to experience the Middle East culture and learn more about the media and PR industries in Dubai. As the Expo 2020 hosted in Dubai is coming up soon, students had the valuable opportunity to visit the Expo office and gained a good understanding of the planning and preparation of such a big event that the whole world is eyeing on.



WONG KA WAH Advertising, Year 2

The most impressive experience for me was Ramadan because it allowed me to have a better understanding of the cultural differences. Dubai is a multi-cultural city with people from different countries, cultures and religions. What I have learnt was how to embrace and respect the differences between different cultures. During Ramadan, we could not eat or drink after sunrise and before sunset to respect the Muslims. I could not adapt to it at first, but I reminded myself to respect the Dubai culture because this part of the world belongs to them.



YALIN ZENG Year 1

At the end of the programme, we all had to present advertising campaigns that promote Dubai in Hong Kong or Mainland China. Our strategy was to promote living and travelling in Dubai — an easy, fun and diverse city — by showing the real-life experiences of Chinese people in Dubai through a live stream video platform and outdoor advertising. Our tagline, "D bai is not complete without U" shows the hospitality of Dubai people and enables the audience to be highly engaged by making them feel that they are very much needed to complete Dubai.



I N T E R N A T I O N A L T I E S

2017-2018

I N T E R N A T I O N A L T I E S

SPAIN REPORTING TRIP

SHARON PUN International Journalism, Year 3

Hola from Spain! With a range of visits and exchange in Madrid and Barcelona, the reporting trip was a valuable chance to expand our story coverage beyond Hong Kong.

Some students did stories about bull-fighting in Madrid by watching one of the races at Plaza de Toros. Some spent their time at a protest organised by H&M factory workers. Our team chose to immerse ourselves in Barcelona's artistic buildings by working on a feature story about "the God's architect" Antoni Gaudí.

Though we were only in Spain for a week, the experience was definitely helpful for us to gain new insights by comparing things in Hong Kong with that in Spain. It was also a golden opportunity for us to practice our journalistic skills in a place that we were not used to within limited time.



SALLY CHEUNG Chinese Journalism, Year 3

The most memorable experience about our Spain reporting trip was visiting the major independent party, Catalan National Assembly. During the visit, Christopher Bostyn, the CNA International Relations Officer, talked about the party's development, difficulties it's facing and its future vision etc.

This reporting trip allowed journalism students to experience how foreign media organizations function, as well as learning and applying their reporting techniques to enhance our own reporting.



IVY WANG Data & Media Communication, Year 2

Smart City Barcelona has developed into a citizen and environmental-friendly metropolis. It spared the centre of city blocks for pedestrians rather than for vehicles — these blocks are called Superblocks. The Urban Mobility Plan demonstrates that this city values civil rights the most.





JAPAN STUDY TOUR

SAMPSON SIU Advertising, Year 3

Advertising Museum Tokyo is the most memorable place among all the other places that we had visited. As an advertising student, I always have to consider the way of presentation in terms of product promotion. As I learned about the advertising techniques used in the different eras in Japan, I was inspired by the creativity and elasticity of the Japanese. For instance, in one of the eras, the Japanese even used a horror story to promote a pillow, which led me to understand that successful advertising can come in many forms.



INTERNATIONAL FILM FESTIVAL TOURS

FILM FESTIVALS PARTICIPATED IN 2017-18



**FANTASIA
INTERNATIONAL
FILM FESTIVAL
MONTREAL, CANADA**



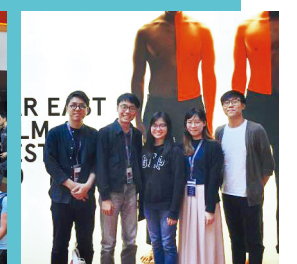
**SITGES
INTERNATIONAL
FILM FESTIVAL
SITGES, SPAIN**



**BUSAN
INTERNATIONAL
FILM FESTIVAL
BUSAN, KOREA**

TORONTO REEL ASIAN INTERNATIONAL FILM FESTIVAL, TORONTO, CANADA

**FAR EAST
INTERNATIONAL
FILM FESTIVAL
UDINE, ITALY**



OCEANNE LEE Film, Year 3

Apart from the film appreciation in Udine, Italy, another precious experience of mine was attending the seminar featuring the famous film director, Mr. Roger Garcia.

The question posed by Mr. Garcia really got me thinking about my role as a filmmaker. He asked the audience, "Are you guys filmmakers?" I answered, "We are film students." Then I thought about my answer. Yes, we are film students, but we are also filmmakers. We should treasure our identity as a "filmmaker".

SUMMER PROGRAMME WITH UNIVERSITY OF BRITISH COLUMBIA

ANDY MIU Public Relations, Year 3

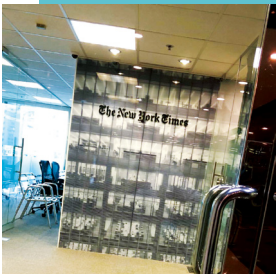
Participating in the Vancouver Summer Program (VSP) offered by the University of British Columbia (UBC), Canada was an amazing experience. I attended two courses — international marketing and international business. The reason why I decided to study in an unfamiliar field was because I wanted to equip myself with knowledge in other areas. I was impressed with one of the lecturers' teaching. He elaborated on all the marketing terms with examples, making the learning process as interesting as he could. He also encouraged us to raise any questions we had. The learning atmosphere made me feel comfortable to express my opinions and trained me to be open-minded to accept new ideas.

The UBC campus is very attractive, with a variety of facilities that can be used by the VSP students, such as the swimming pool in the Aquatic Centre, gym room in the UBC Life Building and the skating rink in Thunderbird Arena.



I N T E R N A T I O N A L T I E S

SUMMER INTERNSHIP



ANGIE CHAN International Journalism, Year 3

I began my 3-month internship in mid-May at *The New York Times* right after the semester was over. I have been in charge of two roles in the global offices on the trending news around the world and keeping track of what the newsroom has achieved during the day. I have also gained several bylines working on stories by myself and also with my seniors.

My most memorable experience thus far has to be the blind dragon boat team visual story I worked on around Dragon Boat Festival. Not only did I get to go on a dragon boat which I never even imagined, I learnt about the potential conflicts that happens in a newsroom, which has given me a sense of how to better myself as a journalism student in a leadership position in our practicum, *The Young Reporter* magazine.

Among the communication professionals that the School has nurtured, many of them had chosen to pursue further studies in the areas of journalism, government and politics, gender studies, feminist studies etc. No matter where they set foot, it has broadened their international perspectives from their classrooms and campus life.

OVERSEAS POSTGRADUATE STUDIES



NORTH AMERICA UNITED STATES

- Harvard University
- Stanford University
- Columbia University
- University of Pennsylvania
- Pennsylvania State University
- Northwestern University
- University of Michigan
- Washington State University
- University of Texas at Austin
- School for International Training, Vermont



ASIA SOUTH KOREA

- Yonsei University



EUROPE UNITED KINGDOM

- University of Oxford
- University of Cambridge



OCEANIA AUSTRALIA

- Monash University



O V E R S E A S P O S T G R A D U A T E S T U D I E S



Studying Gender Studies at Cambridge is a springboard for Natalie to bounce higher in the academia by exploring a new realm in Communication Studies, with a focus in feminist studies. As she is well-aware that academic research in Communications is becoming increasingly transnational, once again, she is determined to undertake her doctoral studies overseas. As a fertile ground for feminist media studies, Natalie chose the University of Michigan to further her research in feminist studies. As she understands very well from her Cambridge experience that studying and working overseas requires her to adjust herself at full scale, with that mindset, she is excited about the challenges that the University of Michigan will bring. As a self-proclaimed feminist researcher, what she will bring with her to Michigan is her critical mind to analyse the underlying power relations arising from world inequalities, her sensitivity to cultural diversity, and her feisty spirit to engage in heated academic debates.



NATALIE NGAI 魏子林

Class of 2015

Major : Broadcast Journalism

Further studies : Doctoral Studies
in Communication Studies

University of Michigan (awarded
The Women's Foundation Hong
Kong Scholarship)

Recently completed a Master of
Philosophy in Gender studies at
the **University of Cambridge**

Having recently completed her Master of Philosophy in Gender Studies at the University of Cambridge, Natalie Ngai, our 2015 Broadcast Journalism graduate, will continue to embark on her academic journey to her next destination — University of Michigan.

Because of the solid academic training and support from the Department of Journalism over her 4 years of studies, Natalie has grown into a young international scholar who is now confident to engage her works with the world. The ethos that she has learned is to be open to different perspectives before making a judgment, which made her braver in facing criticisms and adversities.

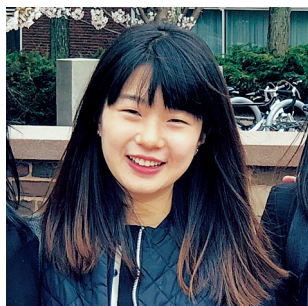
Moreover, Natalie's studies at Cambridge have enabled her to consolidate the values to which she holds dear — humility and openness, in her attempt to establish and maintain a healthy relationship with her six flatmates from five continents, and exchange new ideas with a student in Polar Studies regarding her research at one of the many Cambridge formal dinners.



As one of the few international students in the Department of Communication Studies at the University of Michigan, Natalie stated that she will certainly take pains to put forward a more international research agenda. To increase the challenge, other than her own research, Natalie will also serve as an instructor for a few undergraduate courses in the department, which she foresees the challenge of having to overcome many language and cultural barriers. Nevertheless, Natalie is ready to embrace all the challenges that will come along with her doctoral studies at Michigan. Through these experiences, Natalie believes that she will become more prepared for her career in the academia, as well as more reflexive about the issue of cultural diversity.

University of
Michigan
University of
Cambridge

Charlotte Yang and Lindsay Long, two of our high-flying 2017 International Journalism graduates continued their academic pursuit at Harvard University and Columbia University in the United States, respectively.



CHARLOTTE YANG 楊雨婷

Class of 2017

Major: International Journalism

Further studies: Master in Public Policy, Harvard Kennedy School, **Harvard University**



LINDSY LONG 龍津津

Class of 2017

Major: International Journalism

Further studies: Master of Science in Journalism, Columbia Journalism School, **Columbia University**

Columbia University

OVERSEAS POSTGRADUATE STUDIES

Q How had the journalism education provided by HKBU and your student exchange and intern experiences helped you with your studies at Harvard and Columbia respectively?

Charlotte: The four years I have spent as a journalism student at HKBU have shaped me as a person. My teachers have taught me to be honest and hard-working, and to uphold the highest journalistic standards. My exchange semester at London, and my internship with *The International New York Times* have opened so many doors for me, and eventually led me to study at Harvard.

Lindsay: I would like to express my sincere gratitude to my professors at HKBU, as well as the student exchange programme and internship opportunity provided by the university. I learned basic knowledge and skills about almost every aspect of professional journalism at the School. Being the deputy editor of our student newspaper helped prepare me for my internship at Reuters News Agency and China National Radio. These professional trainings were crucial for my application to Columbia Journalism School (CJS) and gave me directions for my further studies.

Q Why did you choose to apply to Harvard or Columbia in the first place? What are the things that attracted you to Harvard or Columbia?

Charlotte: Growing up in Mainland China, at a very young age, I have been aspiring to be a journalist. My alma mater taught me the professional ethics and journalism skills required to be a good reporter. I chose to apply to Harvard Kennedy School (HKS) to learn the knowledge and skill set needed to understand complex problems and to craft concrete solutions.

Another reason why I applied to HKS is because I identify with the school's values and culture, and the curriculum of their Master in Public Policy really speaks to me. HKS puts great emphasis on "asking what you can do" to help solve problems facing your community, your country and the world. Their curriculum encompasses a wide variety of subjects offering analytical frameworks, quantitative tools, leadership skills, ethics and so on.

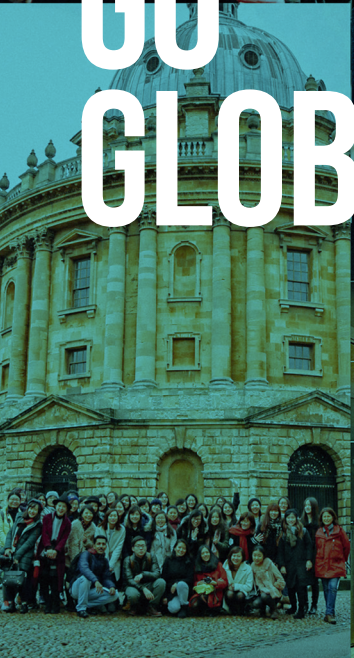
Lindsay: I had done mostly breaking news stories in my undergraduate years, and I hoped to continue my studies at CJS to gain in-depth knowledge about investigative techniques and publish long-form reporting. I was amazed by the wide range of classes offered, allowing me to choose subjects where I can work on multiple platforms, as well as the intensive hands-on training opportunities and investigative reporting techniques offered by CJS. I felt I could bring my Chinese perspective with a global outlook to spark interesting cultural discussions in the classroom. I hoped to further practice and enhance my journalistic skills and contribute to press freedom.



Q How were your experiences at Columbia? What were the challenges and rewards of studying at Columbia?

Lindsay: The one-year programme at CJS, short but intensive, deepened my thoughts and strengthened my skills in journalism. Being a journalist in the United States as a non-native speaker was always a challenge. While improving my language skills, I had to embrace myself in a new culture, acquiring as much information about the city and country as possible. Without learning and researching deeply into the city's welfare system, I could not have produced the long-form story about the difficulties young people faced when aging out of the foster care system.

I found myself having a strong interest in reporting about people of a lower social class, and hoping to tell their stories to raise awareness and inform policy making. I hoped my future work could help expose truths concealed by the government and other institutions of power, and ultimately help people make sound judgments in their lives. Therefore, I wrote several stories focusing on people of ethnic minority, having mental illness, or being incarcerated.



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