

Hong Kong Baptist University
School of Communication
香港浸會大學傳理學院



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TRUTH IS VIRTUE

唯 真 為 善

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 命

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 University Film Awards, Chang Kuo-sin Award for Aspiring Young Communicators, HKBU-SOPA Award Winners Forum, Pulitzer Prize Winners Workshop and HKBU Journalism Fellowship Scheme etc.

For the past 50 years, the School of Communication has nurtured over 12,000 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，現時設有電影學院、傳播系及新聞系。學院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。

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。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，創辦「全球大學電影獎」、「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」、「普立茲新聞獎得主工作坊」及「香港浸會大學記者訪問計劃」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12,000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

傳 理 學 院 簡 介

DEAN'S MESSAGE

Welcome to the School of Communication!

It is with great excitement that we celebrate the Golden Jubilee of our School of Communication in 2018. Since being launched as a single department in the Faculty of Social Science in 1968, we have grown into a large and diverse School offering a full range of programme at the diploma, undergraduate and postgraduate levels through our three units: the Academy of Film and the Departments of Communication Studies and Journalism. Over the past five decades, under our enduring motto "Truth is Virtue" and with the foresight, devotion and contributions of our faculty and staff, the School has nurtured more than 12,000 communication professionals from Hong Kong and beyond.

That visionary trajectory remains prominent today as the School continues to create communication knowledge by developing innovative programmes for changing times. In this age of big data and artificial intelligence, data and media communication has become the latest industry trend. As the first-of-its-kind undergraduate interdisciplinary concentration in Hong Kong, the Data and Media Communication Concentration (in collaboration with the Department of Computer Science) is launched this academic year to prepare journalism students with data analytics skills for sophisticated news reporting and production, as well as integrating different areas of knowledge in our digital era shaped by artificial intelligence, data visualisation and visual journalism, etc.

The School highly values its international initiatives, and has established strong ties with some 30 countries through a wide range of overseas study tours and exchange programmes, notably the 'Global Triangle' – the School's special three-way relationship with Leipzig University in Germany and Ohio University in the United States, both of which are leaders in the field of communication. With a global mindset, many of our top graduates went on to world-class universities for further studies.

Over the years, the School has established an enviable reputation for quality education. Its lead position in the sector is attested to by the roll call of accolades it has accumulated and the multitude of awards its faculty, students and alumni have earned in both Hong Kong and overseas. The School has hosted the Global University Film Awards in November 2018, which attracted over 1,800 entries from film schools in 100 countries and regions. The success of the event has taken the School and the University to centre stage in the international arena.

In the age of digital globalisation, with our accomplishments over the past 50 years, we are committed to achieve and sustain excellence in every area of our teaching and research. Through the fruits of our research, the nurturing of talents for the media and creative industries, and the contributions of our alumni, we hope to enrich the local and global communities and continue to develop our position in Asia for the world.

Professor Huang Yu



院 長 的 話

歡迎蒞臨傳理學院！

2018 年，我們懷著無比興奮的心情，舉辦傳理學院成立 50 周年慶典。傳理學院自 1968 年在社會科學院創立以來，發展至今，已經從一個學系升格至具規模又多元化的學院，分別由轄下的電影學院、傳播系及新聞系提供文憑、本科及研究生等全面的傳理學課程。在過去半個世紀，學院謹守「唯真為善」院訓，加上教職員的投入、熱忱與高瞻遠矚，為本地及海外培育超過 12,000 名傳理人才。

我們一直保持遠見卓識，與時並進，開辦創新課程，藉以創造傳播知識。在大數據和人工智能時代，數據與媒體傳播是業界大勢所趨。在今學年，傳理學院與計算機科學系合作，開辦香港高等院校歷來首個結合新聞和數據的跨學科本科課程——數據與媒體傳播專修，向新聞系學生傳授應用於新聞報導及製作的數據分析技術，以及整合由人工智能、數據視覺化及數據新聞等構成的數碼時代的各種新知識。

學院十分重視國際交流項目，通過眾多海外研習和交流計劃，已經與 30 多個國家建立牢固合作關係。更值得驕傲的是，學院和兩間執傳播學牛耳的歐美學府——德國萊比錫大學及美國俄亥俄大學，建立了特殊的「三方關係」。我們不少學生都放眼世界，畢業後往海外升讀頂尖大學。

經過多年努力，學院憑着優質教學享負盛名，位居前列。教學人員、學生和校友在本地及海外、學界或業界，屢獲殊榮，成績有目共睹。學院今年 11 月主辦「全球大學電影獎」，吸引了來自 100 個國家和地區的电影學院超過 1,800 個參賽作品。這項盛事成功舉行，令學院和浸大成為國際焦點。

在全球化數碼年代，我們為過去 50 年的成就感到自豪之際，學院全人將繼續努力，攜手透過學術研究、培育人才，以及校友們的貢獻，追求及維持教、研各領域的卓越表現，拓展學院在亞洲的位置，並造福本地與全球社區。

黃煜教授



50th ANNIVERSARY CELEBRATION PROJECTS & EVENTS

50 周年院慶項目及活動

50th Anniversary Mark

The 50th anniversary mark was inspired by the School's dedication to serving both the local and global communities. The intertwining of the Chinese characters and numerals of "50" symbolises the School's dedication to nurture its students as future leaders in the communication field by equipping them not only with the skills and knowledge they need, but also with a global perspectives. The "pixelation" of the characters represents the School's endeavour to be a respected communication School of excellence in creativity and innovation in the digital age. The brighter shade of the School's corporate colour—blue portrays the rich cultural heritage of the School, while dazzling gold symbolises the School's achievements over the past 50 years.

50 周年標誌

學院 50 周年標誌的創作，源自學院致力服務本地及全球社區的熱忱。標誌的中文字「五十」及阿拉伯數字「50」互相緊扣，象徵學院對培育學生的貢獻——不僅教授他們知識及技巧，還裝備他們成為擁有國際視野的未來傳播界領袖。「像素化」的字體代表身處數碼時代，學院竭力成為一所在創意及創新上表現卓越而備受推崇的傳播學府。標誌採用學院品牌顏色——藍——描劃學院豐富的歷史，耀目金色則象徵學院過去 50 年來的成就。

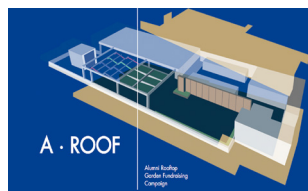


Alumni Rooftop Garden Fundraising Campaign

To mark the celebration of the 50th anniversary of the School, the rooftop of the Communication and Visual Arts Building will turn into a garden which will serve as an outdoor classroom, a leisure spot, as well as an open space for the exchange of ideas and generation of insights.

傳理人天台花園籌款項目

藉慶祝學院 50 周年院慶，傳理視藝大樓天台將改建成天台花園，成為戶外課室及休閒場所，也會是促進思想交流、孕育新點子的開放空間。



Distinguished Communication Alumni Award

Over the years, the School has been playing a significant role in nurturing communication professionals. To show our recognition towards their professional achievements and commitment to the industry/community, the School would like to take this opportunity to honour distinguished alumni, representing different disciplines and decades, over the past 50 years.



傑出傳理人獎

歷年來，傳理學院致力培育傳理人才。為表彰不同年代在傳播行業各領域中有出色表現的校友，學院藉 50 周年院慶再次舉辦「傑出傳理人獎」，嘉許他們的專業成就和對社會 / 業界的貢獻。

NOV7-9

1st Global University Film Awards

Rebranded from the highly successful Global Chinese Universities Student Film and Television Festival initiated by the Academy of Film in 2002, as the first of its kind in Hong Kong, the 1st Global University Film Awards (GUFA) strives to recognise globally the excellence of film productions by university students from across the world.

Dubbed the "Global University Student Oscars", GUFA has attracted over 1,800 entries from film schools in 100 countries and regions, featuring master classes, screenings and pitching sessions, with the Award Presentation Ceremony held at Academic Community Hall. We are honoured to have 20 world-class film professionals, including award-winning masters and jury of the famous Oscars, the Cannes Film Festival, and the Venice International Film Festival as the jury for our 11 categories of awards. More than 800 guests attended this special event to celebrate those outstanding film productions.



第一屆全球大學電影獎

電影學院於 2002 年創辦的「全球華語大學生影視獎」，一直享負盛名。今年大會將參賽資格擴展至全世界——舉辦「第一屆全球大學電影獎」，表彰世界各地大學生優秀電影作品，在香港實屬創舉。電影獎共吸引 100 個國家及地區的學生參加，收到逾 1,800 份參賽作品，堪稱全球大學生的「奧斯卡」。

大會很榮幸邀請到 20 位世界級電影大師擔任電影獎 11 個競賽組別的評審，當中包括奧斯卡、康城影展及威尼斯國際電影展的得獎者及評審。「第一屆全球大學電影獎」設有連場大師班、參賽作品放映會及故事提案環節，頒獎典禮於大學會堂舉行，星光熠熠，氣氛熱烈。一連三日盛事吸引逾 800 名嘉賓出席。

The 6th Chang Kuo-sin Award for Aspiring Young Communicators

Reaching its 6th year, the Chang Kuo-sin Award for Aspiring Young Communicators (CKS Award) organised by the School, has expanded its scale to seven categories in response to the latest development of the media industry and society.

CATEGORIES

Audio-Visual Production

- Drama category
- Documentary category
- Creative Work category

Commentary The entries can be presented in text, audio, video or a mix of these formats.

Journalism

- Text category
- Video & Multimedia category
- Audio category

The Chang Kuo-sin Award for Aspiring Young Communicators was established to recognise distinguished young communicators in the fields of journalism, creative audio-visual production and commentary, whose works demonstrate the highest professional standards, exemplify the philosophy "Truth is Virtue", and display a high degree of originality.

To ensure the high standing of the award, the adjudicating panel comprises educators and respected professionals of integrity in the field of journalism, communication, creative industries whose careers demonstrate the spirit of the School motto "Truth is Virtue".

50th Anniversary Digital Archive "COMM2gether"

To celebrate the School's 50th anniversary, an engagement project, "COMM2gether Through the Years", was launched to reconnect alumni, faculty and staff. This is the first digital heritage archive project among communication schools in Hong Kong about the education history and cultural heritage of our School, aiming to help our current students understand and attain the graduate attributes in HKBU's whole person education.

COMM2gether Project documents the sharing of alumni, faculty and staff about their "good old days" in the School through stories and digital images of the past 50 years. As a collective memory, the digital heritage archive project showcases our School as a premier communication school in the Asia Pacific region, and more importantly, it aims to pass down the Communication spirit from generation to generation.

第 6 屆張國興傑出青年傳播人獎

傳理學院主辦的第 6 屆「張國興傑出青年傳播人獎」獎項類別增至七個，以回應傳媒業和社會最新發展。

參賽組別

- 影音製作**
- 戲劇組
 - 紀錄片組
 - 創意作品組

評論 作品可以為文字、聲音、錄像或混合形式。

- 新聞**
- 文字組
 - 錄像及多媒體組
 - 聲音組

「張國興傑出青年傳播人獎」的設立，旨在嘉許在新聞、創意影音製作和評論三大範疇表現卓越的青年傳播人，表揚他們在相關領域的高專業水平，以及充分彰顯「唯真為善」及富原創精神的作品。

評審團由重視「唯真為善」精神的新聞界、傳播界及創意工業的知名人士及資深學者組成。



50 周年數碼歷史資料庫「傳話當年」

為慶祝傳理學院踏入 50 周年，「傳話當年」數碼歷史傳承計劃正式啟動，以連繫各方校友及教職員。這項計劃是香港各大傳播學院中首個以數碼歷史方式，記載學院多年來的教育歷史和文化遺產，旨在協助現時傳理學院的學生深入瞭解浸大的全人教育，從中培養鍛煉各種畢業生特質。

「傳話當年」記錄了過去 50 年的校友、教職員在傳理學院度過的美好時光，一一以故事和影像保留下來。這數碼歷史資料庫承載著歷代傳理人的集體回憶，展示傳理學院的優質教育，一直站在亞洲地區的頂尖位置。更重要的是，是次計劃希望將至為珍貴的傳理精神，一代一代傳承下去。「傳話當年」網址：
<http://digital.lib.hkbu.edu.hk/comm2gether/>



Departmental Reunion Dinners

As the School of Communication celebrates its 50th anniversary, the Academy of Film (AF), the Department of Journalism (JOUR) and the Department of Communication Studies (COMS) held their reunion dinners respectively. More than 700 alumni, faculty, staff, students and guests from different industries gathered to share the joyful moments.

學院 / 學系師生晚宴

為慶祝學院 50 周年，電影學院、新聞系和傳播系先後舉辦師生歡聚晚宴，總共有超過 700 位校友、學生、教職員及不同界別的嘉賓參與，一同分享喜悅。

JAN 23

Academy of Film Reunion Dinner
電影學院師生晚宴

JUN 29

Department of Journalism Reunion Dinner
新聞系師生晚宴

SEPT 13

Department of Communication Studies Seminar cum Dinner
傳播系研討會及晚宴



放大電影

WATCH
GREAT
MOVIES
Academy of Film
HKBU

“Watch Great Movies” Screening Series & MAR “Film Tells: Hong Kong” Topical Film Screening Series

The Academy of Film runs the “Watch Great Movies” series, showcasing classic films every Wednesday. Guided film screenings were facilitated by renowned film directors, film critics and scholars. Held in March this year, the “Film Tells: Hong Kong” Topical Film Screening Series featured four local documentaries, *Vanished Archives*, *Yellowing*, *HK Trilogy* and *Ten Years*, which attracted more than 400 audience.

「放大電影」系列及 3月FILM TELLS: HONG KONG 專題放映會

電影學院逢星期三晚舉行的「放大電影」放映會，播放世界各地的經典大電影，並由知名電影導演、影評人和學者導賞及評析。今年3月舉行的「Film Tells: Hong Kong」專題放映會，選播四套本地紀錄片，包括《消失的檔案》、《亂世備忘》、《香港三部曲》及《十年》，共吸引超過400人到場觀賞。

APR 19-20

Asian Advertising Scholar Forum

The two-day Asian Advertising Scholar Forum, held by the Department of Communication Studies held Forum, aimed at providing a platform for exchange among academics, educators and industry practitioners in the advertising field.

The Forum featured three keynote speakers who are editors-in-chief from the three most influential international advertising journals, namely Professor Shintaro Okazaki of the *Journal of Advertising*, Professor Charles Taylor of the *Journal of International Advertising*, and Professional John Ford of the *Journal of Advertising Research*. They shared their expertise in advertising research and expressed the need to understand the Asian perspective.

亞洲廣告學者論壇

傳播系舉辦為期兩日的「亞洲廣告學者論壇」，搭建平台予廣告學學者、教育工作者及業界人士進行交流。

論壇的三位主題講座嘉賓分別為三本最具影響力的國際廣告學術期刊的總編輯，分別是《Journal of Advertising》的 Shintaro Okazaki 教授、《Journal of International Advertising》的 Charles Taylor 教授及《Journal of Advertising Research》的 John Ford 教授，他們分享在國際廣告學研究領域的心得。

善為真唯
Truth is Virtue
School of Communication 50th Anniversary Special Presentation

March 7, 14, 21 & 28, 2018
Wednesday, 6:45pm.
WLB 104, The Wing Lung Bunk Building for Business Studies, HKBU,
32, Ranfau Road, Kowloon Tong, HK

Film Tells: Hong Kong

March 7 **Vanished Archives 消失的檔案**
Guest: Lo Yan Wai Connie 嘉賓：羅恩惠導演

March 14 **Yellowing 亂世備忘**
Guest: Chan Tze Woon 嘉賓：陳梓桓導演

March 21 **HK Trilogy 香港三部曲**
Guest: Mr. Enoch Tam 嘉賓：譚以諾老師

March 28 **Ten Years 十年**
Guest: Au Man Kit 嘉賓：歐文傑導演

Enquiries: filmresearch@hkbu.edu.hk



JUN 25-27

International Conference: Documentary Film, Regional, Theoretical and Political Parameters

The Centre for Film and Moving Image Research of the Academy of Film hosted the “Documentary Film: Regional, Theoretical & Political Parameters” International Conference, which aimed to make a major contribution to the field of documentary film studies by exploring the documentary film in Hong Kong, Mainland China and Southeast Asia, international film theory, as well as engaging with the emerging and increasingly important theoretical paradigms related to documentary film.

The featured speakers of the conference included HKBU and leading international scholars, independent filmmakers, film directors and critics from Hong Kong, the United States, France, Brazil and more. The topics of the panel discussions covered Hong Kong, East Asian and Mainland Chinese Documentary Films, Documentary Films and the Protest Movements, Colonial Documentary Films, and Theoretical Issues: Phenomenology and Film.

紀錄片國際學術會議

電影學院電影與動態影像研究中心於6月底舉辦「紀錄片：區域性、理論性和政治性指標」國際學術會議，透過探索香港、內地和東南亞地區的紀錄片、國際性電影理論，以及探討新興的紀錄片相關理論，豐富紀錄片的研究領域。

獲邀擔任講者的多位浸大和國際學者、獨立電影製片人、電影導演及影評人，分別來自本港、美國、法國及巴西等國家地區。專題討論題目內容涵蓋香港、內地和東南亞的紀錄片，還包括紀錄片與抗爭運動、殖民時代紀錄片，以及理論性議題：現象學與電影等。



SEPT - NOV

HKBU Journalism Fellowship Scheme

Pioneered by the School of Communication, the HKBU Journalism Fellowship Scheme is the first journalism exchange programme in Hong Kong for working journalists from Asian countries and territories. The Scheme aimed to build a platform for journalists from different backgrounds to share their frontline experiences, enhance their understanding of hot issues and topics in Asia and build professional networks, thus promoting the continuous development of the field of journalism and enriching local journalism education.

香港浸會大學記者訪問計劃

傳理學院推出「香港浸會大學記者訪問計劃」，是本港首個開放予亞洲國家及地區在職記者參加的新聞業界交流項目，為擁有不同背景的在職記者搭建平台，提供分享前線經驗認識亞洲地區的熱門議題，提升專業水平，並建立專業網絡，推動新聞專業的持續發展，並使本港的新聞教育更豐富多元。



Hong Kong Digital Media Report 2018

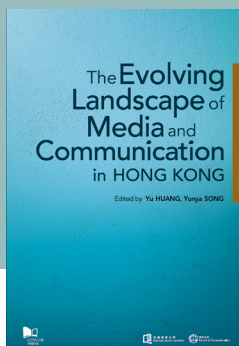
The report was written based on the findings from a half-year long project. It aims at reviewing and analysing the latest developing trend of new media technologies in media industries in Hong Kong over the past twelve months, with a special focus on its application in news content production by media organisations, as well as the impact on their business models. Moreover, the report examines the changes in Hong Kong users' media consumption behaviour, in response to the rapid advancement of media and communication technologies.

Supported by top management executives and practitioners in Hong Kong's media industries, the project is also the first of such in-depth and comprehensive research project carried out by academic institutions in Hong Kong. It involves face-to-face interviews, online questionnaire, telephone survey and other methodologies in collecting data and information, with collaborations among academic and teaching staff and students from the School of Communication.

2018 香港數碼媒體報告

此報告根據一項長達 6 個月的研究結果撰寫而成。該研究主要探討和分析香港媒體業過去一年在新媒體技術層面的最新發展趨勢，特別聚焦新媒體技術在新聞內容製作中的應用以及對媒體商業模式的影響。此外，報告還檢視了在媒體及通訊科技迅速發展的情況下，香港用戶在媒體消費行為上出現的改變。

這是香港學術機構首次針對同類議題進行深入和全面的研究，採用面對面採訪、網上問卷、電話訪問等多種方式採集數據和資料，由學院的學者及學生共同完成，並得到香港媒體業管理層及從業員的支持



The Evolving Landscape of Media and Communication in Hong Kong

2017 marked the twentieth year since Hong Kong's return to Chinese sovereignty. For researchers at the School of Communication, the two-decade mark provides a good opportunity to examine the state and trends of the territory's media and communication industries over the past 20 years. With years of dedication, this edited volume provides case studies and analyses in various fields of Hong Kong's communication sector: traditional media, new media, PR and advertising etc. The articles were written from a vast array of theoretical standpoints and rely on both quantitative and qualitative methodologies. The contributors are specialists in their fields of research and have strong voices in the local research realm.

2017 年是香港回歸 20 周年，傳理學院的學者及研究人員藉這個重要時刻，審視香港傳媒和傳播行業過去 20 年來的轉變趨勢及現狀。此論著籌備逾年，收錄多篇個案探討及研究分析，探討範圍涵蓋香港不同傳播界別，包括傳統媒體、新媒體、公關及廣告等。各篇文章根據不同理論觀點及質性和量性研究方法的結果而寫成。撰文者皆是相關研究範疇的專家及香港研究領域的份量級人物。

OCT 22-26 The 8th Pulitzer Prize Winners Workshop

Titled "Seeking Truth: Investigative Reporting and Public Responsibilities", the 8th Pulitzer Prize Winners Workshop invited eight outstanding speakers who have won the Pulitzer Prize, including those in the Public Service, award of the highest honour, along with winners in the Investigative Reporting and Feature Photography categories were invited to share their professional experiences.

As the first-of-its-kind in Asia, six to eight Pulitzer Prize winners are invited to HKBU every two years for a one-week series of intellectual activities, including lectures and seminars, meetings with students, faculty, media professionals and the public. The Pulitzer Prize is regarded as the highest accolade that can be bestowed on an American journalist. It is the most respected annual award in the United States with worldwide recognition.

第八屆普立茲新聞獎得主工作坊

第八屆普立茲新聞獎得主工作坊主題為「尋求真相：調查報道和公共責任」，邀請到 8 位普立茲新聞獎不同組別的得主，包括最高殊榮的公共服務獎、調查報道獎及特寫攝影獎，到校參與為期一星期的學術交流活動，以公開講座、論壇、研討會等形式與師生、傳媒及大眾分享經驗。

普立茲新聞獎得主工作坊的設立，屬亞洲新聞教育界的創舉，學院每兩年邀請 6 至 8 位獎項得主到浸大，擔任嘉賓講者。普立茲新聞獎被美國新聞工作者視為職業生涯的最高榮譽。這項年度獎項不僅在美國享有盛譽，在全球也備受推崇。





"No matter what you have become, you will still #BeComm"



NOV 1-2 Media Education Summit 2018

Co-hosted by The Centre for Excellence in Media Practice of Bournemouth University and the Department of Journalism, the Media Education Summit 2018 revolved around the topics of media education, media and digital literacy, and media/technology in education.

Keynote speeches and plenary panels were presented and led by a number of world-renowned speakers, including Feargal Keane who has won multiple accolades, such as Reporter of the Year in the Amnesty International Press Awards and the Edward R. Murrow Award from the US Overseas Press Association. Other keynote speakers include Dr. Marielza Oliveira of UNESCO, Dr. Donna Chu, Associate Professor of School of Journalism and Communication of Chinese University of Hong Kong, Sarah Jones, Head of Birmingham School of Media at Birmingham City University, Professor Hyeon-Seon Jeong of Gyeongin National University of Education, and representatives of the D.A.R.E. Collaborative from the United Kingdom.

國際媒介教育峰會 2018

由英國伯恩茅斯大學卓越媒介實踐研究中心及新聞系合辦的年度高峰會議，今年主題圍繞媒體教育、媒體與數碼素養，以及媒體/科技教育。

專題演講及全體會議由多位世界知名人士主講及主持，包括贏得多項國際性榮譽的 Feargal Keane，他獲頒的獎項包括國際特赦組織新聞獎的年度記者獎及美國海外記者協會的愛德華·莫羅獎。其他專題演講的嘉賓包括聯合國教科文組織 Marielza Oliveira 博士、香港中文大學新聞與傳播學院成副教授 Donna Chu、伯明翰城市大學轄下伯明翰媒體學院主管 Sarah Jones、韓國國立京仁教育大學 Hyeon-Seon Jeong 教授，以及英國 D.A.R.E 合作計劃的代表。

#BeComm Alumni Stories Series launched

Video shooting, news reporting, animation, PR, design, management...It's amazing that the skills acquired from these different COMM courses can be integrated and put to good use in many professions. Among the interviewees in the #BeComm Alumni Stories, some have had great achievements in their fields of study, whereas some others have had developed their own career paths.

#BECOMM 傳理校友訪問系列推出

拍片、新聞、動畫、公關、廣告、設計、管理……讀傳理的神奇之處，在於明明讀不同科目，但其實都可以融會貫通，在社會各行各業都會見到傳理人蹤影。#BeComm 系列受訪校友之中，有人於本科專業範疇創出一番成就，也有人闖出自己一片新天地。

OCT 20 Homecoming Day + COMM Open House

On the Homecoming Day 2018, organised by the Alumni Affairs Office, the School became an open house to showcase its state-of-the-art teaching and research facilities. These facilities include the Dolby® Atmos™ Sound Studio, which is the first-of-its-kind in the Asian tertiary education sector, along with film and TV studios, broadcasting studio, the Artificial Intelligence Media Research Lab and more, enabling our alumni to learn more about the School's latest developments.

校友日 + 傳理學院開放日

在校友事務處統籌的浸大 2018 校友日，傳理學院所在的傳理視藝大樓開放多項先進教研設施，包括亞洲高等教育界首間杜比®全景聲制作室、電影電視廠、廣播新聞錄影室及人工智能與媒體研究實驗室等，讓校友認識學院的最新發展及新面貌。



NOV 30 Gala Dinner

As the finale of our 50th anniversary celebration, the Gala Dinner gathered nearly 500 alumni, faculty, students, staff, donors, partners and friends (from local and overseas) of the School. It was an occasion for us to celebrate the remarkable achievements of our School over the past five decades, to recognize the contributions of our alumni, faculty and students, as well as sharing our vision of the School's future development.

The Distinguished Communication Alumni Award, the 6th Chang Kuo-sin Award for Aspiring Young Communicators and the Lifetime Achievement Award for Journalism and Communication Education were presented during the Gala Dinner. The 50th Anniversary Commemorative Book was published on the same day.

50 周年院慶晚宴

為傳理學院 50 周年院慶的壓軸節目，當晚有近 500 名校友、師生、職員、捐款人，以及來自本地及海外的學院夥伴及好友出席，共慶「傳理五十」，回顧學院過去 50 年來的成就，表揚校友和師生們的貢獻，並分享學院未來發展的願景。

晚宴期間，學院頒發第 6 屆「張國興傑出青年傳播人獎」及「傑出傳理人獎」。院慶紀念特刊《傳理五十》於同日正式出版。

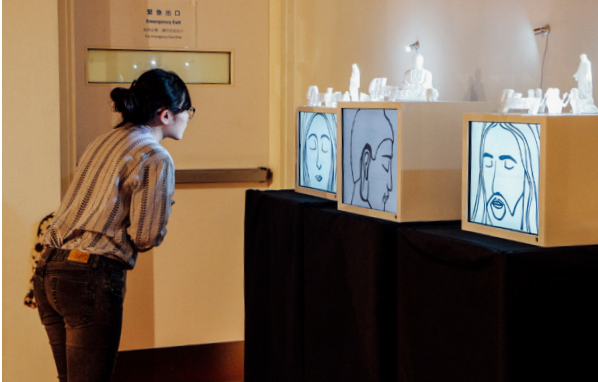


The core of the School's undergraduate programme is the four-year degree of Bachelor of Communication (Honours) programme, which comprises general education courses, general electives and a choice of three majors preparing students for roles in a wide range of media, creative and communication careers. Students will opt for their Majors and indicate their preferences in all majors and concentrations which will take place during the second semester of Year One.

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。

UNDERGRADUATE PROGRAMMES

本科生課程



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

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體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 brand communication and promotions.

Organizational Communication

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

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 digital 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範疇。

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。

Award-winning students works
學生得獎作品



JOURNALISM



This major offers three Concentrations: Chinese Journalism, International Journalism, and Data and Media Communication. Broadcast Journalism Stream, Financial Journalism Stream and General Stream are offered under Chinese Journalism Concentration and International Journalism Concentration.

The current two Concentrations provide a solid ground in practical journalism skills, covering both the traditional print and broadcast media, and the fast-changing digital area. The new Concentration, Data and Media Communication, provides an interdisciplinary training in both journalism and data analytical skills. Students are expected to think critically, creatively and independently about their work, and to display an awareness of the ethical dimensions of Journalism.

Chinese Journalism

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

Data and Media Communication

Offered by the Department of Journalism and Department of Computer Science, Faculty of Science, this Concentration aims to provide a solid journalistic education with the cutting-edge interdisciplinary knowledge and essential skills of data journalism.

International Journalism

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

新聞主修提供三個專修課程：中文新聞、數據與媒體傳播及國際新聞。中文新聞及國際新聞下設廣播新聞組別、財經新聞組別和綜合組合別。

現有的專修讓學生深入認識新聞編採寫的知識與技巧，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

教授以中文為主的新聞寫作及編輯知識技巧，以及訓練學生的分析與溝通能力。

數據與媒體傳播

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訓練，並學習數據新聞記者所需要的最新跨學科知識和技巧。

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。

新聞





P O S T G R A
P R O G R A M

研 究 生 課 程

D U A T E
M E S

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。



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

The Programme is jointly offered by the School 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.

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 電影電視與數碼媒體藝術（製作）碩士

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.

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 public 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 研究

The School of Communication has strengths in both 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

reviewers for manuscripts submitted to scholarly journals.

In the collaboration with the School of Journalism and Communication at the Chinese University of Hong Kong, the School has co-edited the highly-regarded 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 Chinese-language 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.



傳理學院在媒介和傳播眾多領域，兼具理論和應用研究的優勢。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傳播中的作用；從中國媒體市場化到香港媒體對本地和非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*。

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 年合辦中文學術期刊《傳播與社會學刊》。學刊已發展成為華人傳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。

傳理學院致力提供理想的研究環境，每學年錄取約 10 名哲學博士學生及哲學碩士學生。現時的學生來自香港、中國內地、美國、捷克、波蘭、意大利、保加利亞、菲律賓、印度及巴基斯坦。

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播的研究工作，涵蓋本學院涉及的學科領域。研究中心也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。

TIMELINE

學院發展歷程

For the past 50 years, the School of Communication has nurtured over 12,000 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.

過去 50 年，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 12,000 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
|
1969

1968



- 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」。溫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。

1969



- "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中英文報章之一。

1971

1970
|
1979



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

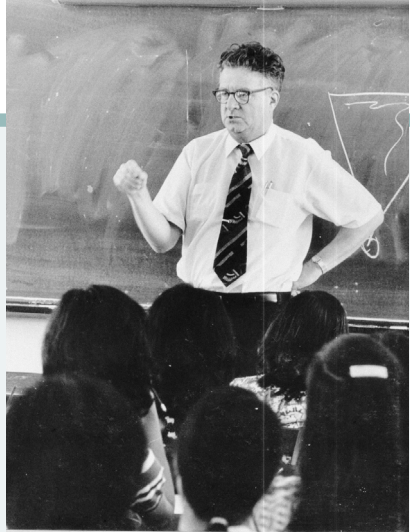
廣播電視主修學生在活動中使用各種器材，學以致用。

1972

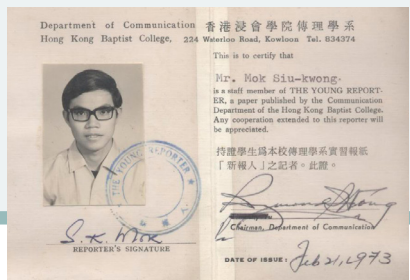


- Promotion materials of the Department of Communication
- Communication students setting up booths for the Academic Week
- Communication Orientation Camp in Wu Kai Sha in 1972
- 傳理學系宣傳物品
- 學生親手為傳理學術週搭建展覽攤位。
- 1972 年的傳理迎新營在烏溪沙舉行。





- 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



1974

- "The Young Broadcaster", an experimental campus broadcasting station was established under the TV and Broadcasting programme. It was the first closed-circuit, 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) officiating at the Inauguration Ceremony for TYB.
- 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）。

1978



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。

1989

- 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。



1981

1982



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.

開辦傳理學社會科學學士（榮譽）學位課程，約一百位新生入讀，開始三年的研習生活。

1987

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。



1992

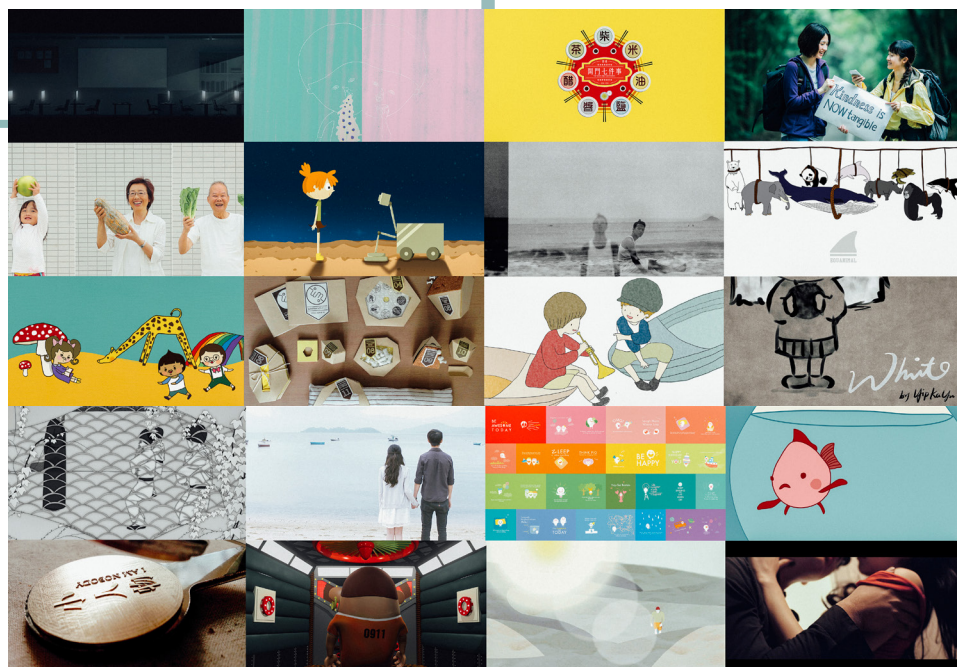
Master of Philosophy in Communication was opened for enrollment.

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。



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。

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。



1997

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。



2001



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」。

2002

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。



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。

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刊《傳播與社會學刊》。



2006

2007



- 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。

- 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.



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。

2008

- "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。



- 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.
- 黃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。



2014

- 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 degree.
- 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。

2015



- 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。



2016

- 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

2018 marks our 50th anniversary!
傳理學院創立50周年!



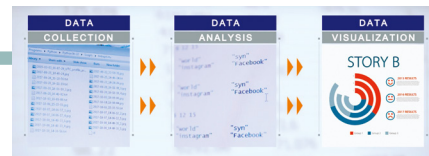
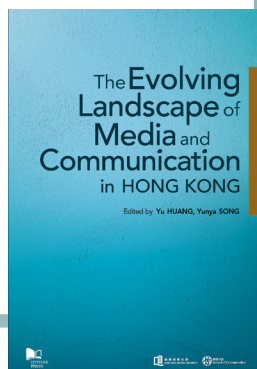
- Academy of Film Reunion Dinner
- 電影學院師生歡聚晚宴



- Department of Journalism Reunion Dinner
- 新聞系師生晚宴



- Department of Communication Studies Seminar cum Dinner
- 傳播系研討會及晚宴



- Data and Media Communication, an interdisciplinary concentration offered by the Department of Journalism and Department of Computer Science, Faculty of Science, was launched.
- 新聞系及理學院計算機科學系合辦跨學科「數據與媒體傳播」專修。



- HKBU Journalism Fellowship Scheme launched as the first journalism exchange programme in Hong Kong for working journalists from Asian countries and territories.
- 傳理學院推出「香港浸會大學記者訪問計劃」，是本港首個開放予亞洲國家及地區在職記者參加的新聞業界交流計劃。

- Hong Kong Digital Media Report 2018* was published.
- 《2018 香港數碼媒體報告》出版。

- The Evolving Landscape of Media and Communication in Hong Kong* was published.
- 探討香港回歸後媒體、公關、廣告等傳播領域變化的《The Evolving Landscape of Media and Communication in Hong Kong》出版。



Dolby® Atmos™ Sound Studio
杜比®全景聲制作室



Artificial Intelligence
Media Research Lab
人工智能與媒體研究實驗室



VR Station
VR 實驗室

- New cutting-edge facilities are in full operation to promote quality teaching, learning and research of the School.
- 多項先進設施全面投入運作，提升學院的教學及研究質素。

- The 1st Global University Film Awards (GUFA), hailed as the "Global University Student Oscars", was held in HKBU.
- 「第一屆全球大學電影獎」於浸大舉行，規模盛大，堪稱全球大學生的「奧斯卡」。



- School of Communication 50th Anniversary Gala Dinner cum Award Presentations of the 6th Chang Kuo-sin Award for Aspiring Young Communicators and Distinguished Communication Alumni Award
- 傳理學院50周年院慶晚宴暨第6屆張國興傑出青年傳播人獎及傑出傳理人獎頒獎典禮

Master of Science in AI and Digital Media, offered by the School and the Department of Computer Science of Faculty of Science, will be launched. The programme will be the first of its kind in Hong Kong in terms of a full-fledged interdisciplinary postgraduate training of AI and digital media.

(to be approved by the Quality Assurance Committee and the Senate of HKBU)

傳理學院與理學院計算機科學系合辦人工智能與數碼媒體理學碩士課程，將是全港首個針對人工智能和數碼媒體訓練的跨學科碩士課程。

(正待浸會大學教學素質委員會及教務議會批准)

2019

SELECTED AWARDS

獎項・認同

2018



Henry Wong (International Journalism, Year 4) won the championship in the “People and Happenings in Hong Kong” category of the National Geographic Wheelock Youth Photo Competition 2017 with his black and white photo *Spirit of Hong Kong*.

黃俊鏗（國際新聞專修四年級）的黑白攝影作品《香港精神》，在 2017 國家地理會德豐青年攝影大賽的「香港人和事」組別中勇奪第一名。



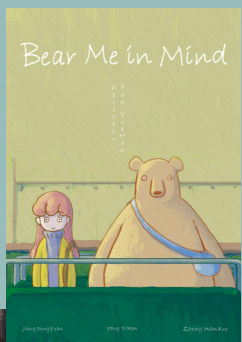
Dr Timothy Fung, Associate Professor of the Department of Communication Studies, won the Top Faculty Paper Award in Communicating Science, Health, Environment and Risk Division of the Association for Education in Journalism and Mass Communication (AEJMC), for his project entitled “The role of counterfactual thinking in narrative persuasion: Its impact on patients’ adherence to treatment regimen”.

傳播系副教授馮繼峰博士的研究項目「敘事勸說中反事實思維的角色－如何影響病人對治療程序的遵從」，獲新聞與大眾傳播教育學會頒發傳播科學、健康、環境及風險組別最佳學術論文獎。



Alessandro Poroli and Vincent Huang (PhD candidates) received the Top Student Paper Award in the Organizational Communication Division at the International Communication Association (ICA) Annual Conference for their joint paper “Employee Perception of Dialectical Tensions in Company Supported Employee Volunteerism”.

Alessandro Poroli 與黃磊（博士生）的合著論文《員工對公司支持的志願者活動中的辯證張力的感知》，獲國際傳播學會周年會議頒發組織傳播組別最佳學生論文獎。



Tan Yuehan, Jiang Dingyuan, Zheng Wanxue and Yang Yiran (Media Arts Year 4) won the Best Animated Feature Award at the 5th “24frames · Creative Media Festival” for their animation *Bear Me in Mind*.

譚樂涵、姜丁元、鄭婉雪及楊怡然（媒體藝術專修四年級）的動畫短片「Bear Me in Mind」榮獲第五屆 24 格 · 創意媒體嘉年華最佳動畫片獎。



The social enterprise promotional video *Beauty and Bean*, produced by Xu Zheng (Advertising and Branding, Year 2), Wu Haoyang (Animation and Media Arts, Year 1), Chen Yao (China Studies, Year 1) and Mu Yuguang (Computer Science, Year 2), was named champion at the SOW Asia Media Campaign.

由徐崢（廣告及品牌二年級）、吳昊洋（動畫及媒體藝術一年級）、陳遙（中國研究一年級）及牟宇光（計算機科學二年級）合製的社企推廣短片「Beauty and Bean」，勇奪心苗亞洲媒體企劃比賽冠軍。

Norris Wong, 2012 Master of Fine Arts in Film, Television and Digital Media graduate, won the championship in the Higher Education Institution Group of the fourth First Feature Film Initiative with her film proposal *My Prince Edward*. She was awarded HK\$3.25 million in funding from the Film Development Fund to make her first commercial feature film.

黃綺琳（電影電視與數碼媒體藝術（製作）碩士課程 2012 年畢業生）憑其電影構思《金都》，在第四屆「首部劇情電影計劃」大專組別中勝出，獲電影發展基金撥款資助港幣 325 萬元，拍攝個人首部商業劇情片。



Chan Kar-wing and Ho Ching-ha (2017 Broadcast Journalism graduates) won the Silver Award and Bronze Award respectively in the Campus Category of the Consumer Rights Reporting Awards with their work produced at the University.

陳嘉榮和何青霞（廣播新聞專業 2017 年畢業生）憑學生時期的作品「KOL 你 BUY 唔 BUY？」及「幕後食家」，在消費權益新聞報道獎校園組別中分別奪得銀獎和銅獎。



Angela Cheung and Crystal Tai (International Journalism Year 4) were named winner and first runner-up respectively at Asia Digital Journalism Student Award 2018. Angela's video is titled “Swipe for the One – A Mobile Experience”, whereas Crystal's work is titled “Home, through the lens of alternative storytellers”.

張家寶及戴仲儀（國際新聞四年級學生）在數碼新聞大專賽中分別取得冠軍及亞軍。冠軍短片名為「Swipe for the One – A Mobile Experience」，亞軍作品題為「Home through the lens of alternative storytellers」。



Professor Kara Chan, Professor of the Department of Communication Studies, received President's Award for Outstanding Performance in Research Supervision.

傳播系教授陳家華教授獲大學頒發傑出研究指導獎。



Professor Eva Man, Director of the Academy of Film, received President's Award for Outstanding Performance in Service.

電影學院總監文潔華教授獲大學頒發傑出服務獎。



Dr Regina Chen, Associate Professor of the Department of Communication Studies, won the Best Faculty Paper Award in the Public Relations Division at the International Communication Association (ICA) Annual Conference. The winning-paper is entitled “Mobile CSR activities in crises: An examination of gratifications, CSR motives, social media use on mobile devices, and relationship outcomes”.

傳播系副教授陳怡如博士的論文獲國際傳播學會周年會議頒發公共關係組別的最佳論文獎，其論文題目為「災害危機下的移動裝置輔助企業社會責任：移動社交媒體的使用滿意及使用模式、企業社會責任動機，與企業－公眾關係的實證分析」。



Dr Janet Lo, Assistant Professor of the Department of Journalism, won the Top Faculty Paper Award in the Journalism Studies Division at the International Communication Association (ICA) Annual Conference for her research entitled “Who has a say in political election? Framing in the era of big data”.

新聞系助理教授盧惠嫻博士憑論文「誰在政治選舉中更有話語權？大數據時代的框架設定」，獲國際傳播學會周年會議新聞研究組別頒發最佳論文獎。



Dr Eva Zhao, Assistant Professor of Department of Communication Studies, received the Top Faculty Paper Award in the Information Systems Division at the International Communication Association (ICA) Annual Conference with her paper entitled “Two routes to the boomerang effect: Pro-attitudinal versus counter-attitudinal messages”.

傳播系助理教授趙心硯博士的論文《引起反向效應的兩種路徑：比較與接收者意見相同或相反的訊息》，在國際傳播學會周年會議資訊系統組別中獲得最佳論文獎。



Chan Tze-woon (2013 Master of Fine Arts in Film, Television and Digital Media graduate) received the New Asian Currents Ogawa Shinsuke Prize for his documentary film *Yellowing* at the 15th Yamagata International Documentary Film Festival (YIDFF) in Japan.

陳梓桓（電影電視與數碼媒體藝術（製作）碩士課程 2013 年畢業生）憑紀錄片《亂世備忘》在第 15 屆日本山形國際紀錄片影展榮獲「亞洲新潮」單元的最高榮譽「小川紳介賞」。



2017



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 Researcher.

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 Festival.

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。

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。

2016



MAJOR EVENTS

活動 · 交流

JAN 2016

Academy of Film organized a master class to celebrate the 25th anniversary of "A Brighter Summer Day"
電影學院舉行《牯嶺街少年殺人事件》25週年大師班



MAR 2016

Students from Leipzig University, Germany and Ohio University, USA visited and attended classes of the School
德國萊比錫及美國俄亥俄大學學生到傳理學院上課和交流



Professor Peter Golding, an internationally renowned scholar in the field of political economy of the media, shared his experience on research and research assessment
國際知名的傳媒政治經濟學學者 Peter Golding 教授分享學術研究及評鑑的經驗

APR 2016

Academy of Film held the 13th Global Chinese Universities Student Film and Television Festival award presentation ceremony
電影學院舉辦第13屆「全球華語大學生影視獎」頒獎典禮



JUN 2016

Academy of Film's Media Arts students presented the graduation exhibition "MAGnify"
電影學院媒體藝術主修學生畢業作品展「MAGnify」



JUL 2016

Academy of Film Seeds Project presented awards for Digital Short Video Competition
電影學院種子計劃舉行數碼短片創作比賽頒獎禮



Sharing Plates Hong Kong, a community cookbook, is a collaborative effort of staff, students and alumni of the Department of Communication Studies, along with top chef Mr Ricky Cheung and Hong Kong Cancer Fund.
傳播系師生、校友聯同名廚張錦祥和香港癌症基金會等合力製作《分甘同味》一書。



Alumni Talk celebrating 20th Anniversary of Master of Arts in Communication programme
傳理學文學碩士課程20周年校友講座：「傳理秘笈」



The School of Communication presented nine awards at its 5th Chang Kuo-sin Award for Aspiring Young Communicators Award Presentation Ceremony.
傳理學院頒發張國興傑出青年傳播人獎，表揚九位傳媒青年精英。

OCT 2016



More than 200 alumni, students, staff and guests attended School of Communication Alumni Homecoming Dinner to celebrate HKBU 60th Anniversary.
浸大60周年校慶——《傳理人·眾樂夜》校友晚宴，逾二百名校友、學生、教職員及嘉賓聚首校園，分享喜悅。



Seven Pulitzer Prize winners shared their insights and experiences at the 7th Pulitzer Prize Winners Workshop
七位美國普立茲新聞獎得主參與第七屆普立茲新聞獎得主工作坊，分享編採心得。

NOV 2016

HKBU honorary doctorate degree recipient Professor Valerie Smith shared on the challenges and prospects of liberal arts education.
浸大榮譽博士瓦萊麗·史密斯教授主講「博雅教育的挑戰及前景」講座



HKBU honorary doctorate degree recipient Professor Elizabeth Daley shared on the development of cinematic arts and higher education at HKBU distinguished lecture.
浸大榮譽博士伊莉莎白·戴利教授主講探討電影專業教育發展的講座



DEC 2016

The School co-organized 1st Annual Conference of the Public Relations Society of China, the 9th International Forum on Public Relations & Advertising and the 3rd Strategic Communication and Public Relations Workshop.
傳理學院舉辦中國新聞史學會公共關係分會首屆學術年會、第九屆公關與廣告國際學術論壇及第三期戰略傳播與公共關係工作坊。



JAN 2017

Professor Lung Yingtai, Hung Leung Hau Ling Distinguished Fellow in Humanities of the University of Hong Kong, shared on self-cultivation at HKBU 60th Anniversary Shun Hing Distinguished Lecture.
浸大60周年校慶信興傑出學人講座——由香港大學孔克吐溫到孔子——談「亂世」裡的現代修身



MAY 2017

World Press Freedom Day 2017 Academic Conference - Safety of Journalists organized by the Centre for Media and Communication Research in Jakarta, Indonesia.
媒介與傳播研究中心主辦於印尼雅加達舉行的「世界新聞自由日2017學術會議——新聞工作者的人身安全」





EXPERIENCE

THE

WORLD

A group of five young adults, three women and two men, are posing for a photo in a brightly lit indoor shopping mall. 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 blue jacket and a grey 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 brown fur-trimmed coat and a white knit hat with a small decorative element. 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 woman on the far left and the woman on the far right are holding cameras. The background shows other people and store displays in the mall.

“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。

In order to equip students with the ability to contribute to solving global challenges, since 2015, the School of Communication has established a solid "triangular relationship" with two world renowned universities, Leipzig University in Germany and Ohio University in the United States, both of which are leaders in the field of communication. Over the past three years, there have been more than ten exchanges between the School, Leipzig University and Ohio University involving the three universities. The success of the Global Triangle has enabled the three universities to continue to engage in, as well as exploring new fields in their academic, as well as professional collaborations on an international level.

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.



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

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.



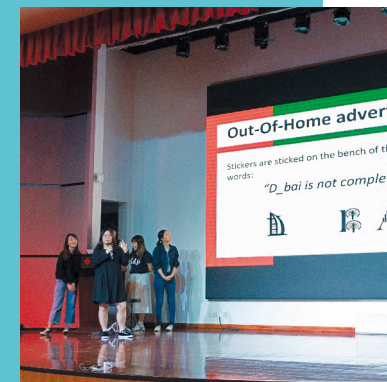
WONG KA WAH Advertising, Year 2

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

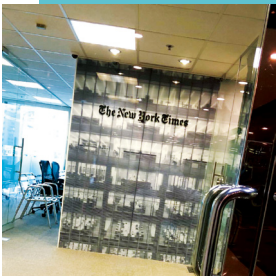
Participating in the Vancouver Summer Program (VSP) offered by the University of British Columbia (UBC), Canada was an amazing experience. I attended two courses — international marketing and international business. The reason why I decided to study in an unfamiliar field was because I wanted to equip 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



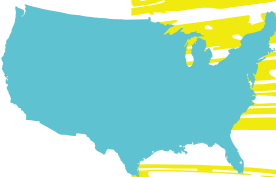
ANGIE CHAN International Journalism, Year 3

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.

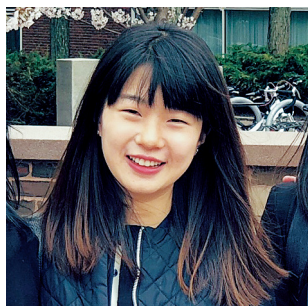
Moreover, Natalie's studies at Cambridge have enabled her to consolidate the values to which she holds dear — humility and openness, in her attempt to establish and maintain a healthy relationship with her six flatmates from five continents, and exchange new ideas with a student in Polar Studies regarding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

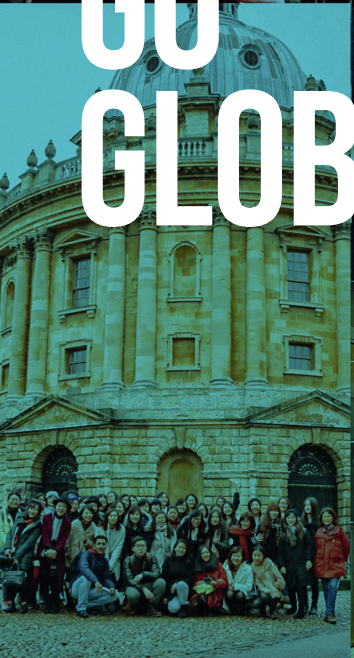
Lindsay: I had done mostly breaking news stories in my undergraduate years, and I hoped to continue my studies at CJS to gain in-depth knowledge about investigative techniques and publish long-form reporting. I was amazed by the wide range of classes offered, allowing me to choose subjects where I can 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.



GO
GLOBAL