

**BACHELOR OF SOCIAL SCIENCE IN
JOURNALISM
AND COMMUNICATION**

社會科學學士課程

新聞與傳播

新傳

School of Journalism
and Communication
新聞與傳播學院



香港中文大學
The Chinese University of Hong Kong

JUPAS CODE **JS4850**
聯招編號



關於中大新聞與傳播學院



香港中文大學新聞與傳播學院成立於 1965 年，是香港歷史最悠久的傳播教育與研究機構。本院的使命是培養學生成為具備全球視野、卓越技能的傳播專業人員，他們擁有分析能力及創意思維，同時懂得生產優質的傳播內容。我們致力強化學生的社會意識，讓他們對專業道德、表達自由及社會責任有承擔，並秉持「承傳、啟發、創新」的使命，期以充實的知識和嶄新的視野，實踐與時並進的傳播教育。



ABOUT CUHK SCHOOL OF JOURNALISM AND COMMUNICATION

Established in 1965, the School of Journalism and Communication at The Chinese University of Hong Kong has the longest history of communication education and research in Hong Kong. Our School aims to educate students to become communication professionals with a global perspective who excel in practical skills and have analytical and innovative minds to generate high-quality communication content. We endeavour to instill a strong sense of social consciousness and commitment to professional ethics, freedom of expression and social responsibility. By upholding our motto to "inherit, inspire and innovate," we invite students to dive into the media world and equip them with solid knowledge that inspires new perspectives.



60

成立 60 年
years since
its establishment

全球
World

#12

亞洲
Asia

#2

香港
Hong Kong

#1

QS 世界大學學科排名 2025

QS World University Rankings by Subject 2025

2

本科課程
Undergraduate
programmes

2

研究式研究院課程
Research postgraduate
programmes

5

修課式研究院課程
Taught postgraduate
programmes

400+

本科生
Undergraduates

300+

研究生
Postgraduates

9000+

所有課程合共校友
Alumni in all programmes



布拉格學習團
Study tour to Prague



新加坡 Spikes Asia
廣告業探索之旅
Singapore Spikes Asia Tour



北京創意媒體之旅
Beijing Creative Media Tour

新聞與傳播學課程特點

- 必修科目涵蓋傳播理論和最新媒體實務
- 校內實習課程四選一，由富經驗講師指導，模擬業界操作，讓學生製作出不同媒體的內容，面向社會，跨出課室實踐所學
- 校外暑期實習為必修科目，學院每年安排與傳播相關的實習職位予學生選擇
- 體驗式學習活動（例如海外採訪團、考察團、廣告業探索之旅和創意媒體之旅）
- 學生交換計劃（伙伴大學有美國南加州大學、荷蘭鹿特丹伊拉斯姆大學、日本早稻田大學、西班牙納瓦拉大學等）

FEATURES OF JOURNALISM AND COMMUNICATION PROGRAMME

- Required courses on communication theories and latest media practices
- On-campus practicum courses—
choose one practicum out of four options, guided by experienced lecturers. These courses simulate industry operations, allowing students to create content across various media, reaching out to society and applying what they have learned beyond the classroom
- Off-campus summer internships are a required course. Each year, the School arranges communication-related internship positions for students to choose from
- Experiential learning activities (e.g. reporting trips, field trips, advertising focused study tour and creative media tour)
- Optional student exchange at departmental level, e.g., University of Southern California (USA), Erasmus University Rotterdam (The Netherlands), Waseda University (Japan), University of Navarra (Spain)



本院每年約有 50-60 名本科生獲選前往海外知名大學進行為期一個學期或一年的交流學習。

Every year, around 50 to 60 undergraduate students of the School are selected to study at renowned overseas universities for one semester or one year.

與時並進的專業設備 STATE-OF-THE-ART FACILITIES



Pseudo-individualization
 Director's Cut
 Camera angles?
 Moving Target
 Ring of Silence



我們致力提供一個配備最新技術的環境，以促進教學和學習，以及創意媒體的製作。本院專業設施包括 4K-UHD 虛擬錄影廠、數碼廣播室、黑盒工作室、影像剪接與後期製作室、錄音室和虛擬現實實驗室。

We are committed to providing an environment with up-to-date technology that will facilitate teaching and learning, as well as the production of creative media. Our professional facilities include 4K-UHD Virtual Set Studio, Digital Radio Studio, Black Box Studio, Creative Hubs, VO Lab and VR Lab.



第一年 YEAR 1

學院課程：COMM1120 媒體與傳播發展，另選修社會科學院提供的兩個科目

必修科目：COMM1150 媒體工業與實踐導論

在學首年暑假參加校內實習課程的能力測試，根據學生的偏好和能力測試的表現，分配學生到不同的實習課程。

Faculty Package: COMM1120 Development of Media and Communication and choose 2 courses offered by different departments in the Social Science Faculty

Required course: COMM1150 Introduction to Media Industries and Practices

Choose a practicum in Year 1 summer. Places will be allocated by students' preference and the performance of aptitude test.



註：科目名稱及內容或會適時修訂，一切以中大學生手冊所載之修讀辦法為準。

Remark: Course titles and content are subject to periodic revisions. For the most up-to-date information, please refer to the study schemes published in the CUHK Student Handbook.

第二至第三年 YEAR 2-3

必修科目：COMM2160 傳播研究方法，COMM2530 媒介與傳播批判研讀，COMM3600 傳播法律與道德 或 COMM3710 數碼媒體的法律與道德議題

校內實習課程：下列四選一，每個實習課程包括四門科目，每學期一科

- 中文新聞（大學線）
- 英文新聞（Varsity）
- 公共關係與廣告（點子創作）
- 創意媒體（創意媒體實驗室）

Major required course: COMM2160 Communication Research Methods, COMM2530 Critical Studies in Media and Communication and COMM3600 Laws and Ethics for Communication OR COMM3710 Legal and Ethical Issues in Digital Media

Practicum courses: Choose one of the following, each consists of 4 courses, one course for each semester

- Chinese journalism (U-Beat)
- English journalism (Varsity)
- Public relations and advertising (Pinpoint)
- Creative media (Creative Media Laboratory)



Varsity



第三年暑假 YEAR 3 SUMMER

必修科目：COMM3200 傳播專業實習（在校外與傳播相關的機構進行為期 2 至 3 個月的全職實習）

Required course: COMM3200 Communication Professional Internship (undertake a full-time internship in a communication-related organisation for 2 to 3 months)



第四年 YEAR 4

必修科目：COMM4150 研究導修（即畢業作品）
學生可以自由選擇作品類型：

- 學術論文
- 深度報道
- 公共關係與廣告企劃
- 多媒體製作

Required course: COMM4150 Senior Research Project (known as final year project)

Students are free to choose what kind of project they want to do:

- Academic Essay
- In-depth Report
- Public Relations and Advertising Project
- Multimedia Production

靈活的選修科目 培養全方位人才

(無論修讀任何一個校內實習課程，均可自由選擇！)

有效的溝通能力是各行各業都需要及重視的技能。除了校內實習課程外，學生可以自由選擇不同專業範疇的選修科目。我們的靈活課程充分配合學生的興趣和就業需要。從各專業汲取的可轉移技能，是學生在任何領域能長足發展及成功的關鍵。



FLEXIBLE ELECTIVE COURSES TO CULTIVATE WELL-ROUNDED TALENTS

(Free to choose regardless of their practicum!)

The power of effective communication transcends industries and roles, making it one of the most valuable skill sets in today's job market. Apart from the practicum courses, students are free to choose elective courses among different streams. Our flexible curriculum is designed to adapt to students' interests and career aspirations, allowing them to cultivate transferable skills that are essential for success in any field.



學生可從以下五個範疇自由選修至少 11 個科目
STUDENTS ARE FREE TO CHOOSE A WIDE RANGE OF ELECTIVE COURSES
FROM THE FIVE STREAMS LISTED BELOW



雙學位課程

社會科學學士（新聞與傳播課程）及工商管理學士（工商管理學士綜合課程）雙學位課程選擇

- 修讀為期五年的課程，取得社會科學學士（新聞與傳播課程）及工商管理學士（工商管理學士綜合課程）雙學位資格
- 只限新聞與傳播學或工商管理學士綜合課程主修生修讀
- 在中大完成第一年學習後申請
- 第二學位以自資方式修讀，一般在完成第一學位後的一年內完成

DOUBLE DEGREE OPTIONS

Double Degree Options in Journalism and Communication Programme (COMMN) and Integrated BBA Programme (IBBAC)

- Awarded a Bachelor of Social Science (B.S.Sc.) degree in Journalism and Communication and a Bachelor of Business Administration (BBA) degree in Integrated BBA upon completion of 5-year studies
- For COMMN or IBBAC students only
- Apply after 1st year of study
- The second bachelor's degree programme would be run on a self-financing basis and would normally last for 1 additional year



網址 Website:
www.com.cuhk.edu.hk/bba-jlm/

雙主修課程

新聞與傳播學及心理學社會科學學士雙主修課程
新聞與傳播學及社會學社會科學學士雙主修課程

- 修畢課程後學生可取得雙主修資格
- 適合主修新聞與傳播學、心理學或社會學的四年制學生報讀
- 特別制定的修讀辦法，在四年內完成兩個主修

DOUBLE MAJOR PROGRAMMES

B.S.Sc. in Journalism and Communication & Psychology Double Major Programme

B.S.Sc. in Journalism and Communication & Sociology Double Major Programme

- Awarded two majors upon completion of studies
- Students admitted to the Journalism and Communication Programme, Psychology Programme or Sociology Programme (4-year curriculum) are eligible to apply.
- Tailor-made study schemes to complete two majors in 4 years



網址 Website:
www.com.cuhk.edu.hk/programmes/undergraduate/double-major



聯招（JUPAS）入學申請

- 甄選原則：文憑試最佳五科成績
- 科目加權：中文 X 1.3; 英文 X 1.3
- 在文憑試成績公佈前後，除選定的申請人外，其他申請人不需要面試，選定申請人包括校長推薦計劃（SPN）和比賽／活動的經驗及成就（OEA）計劃下的申請人

JUPAS ADMISSIONS

- Selection principle: DSE Best 5
- Subject weighting: Chinese Language x 1.3 & English Language x 1.3
- No interview before and after the release of HKDSE results except for selected applicants under the School Principal's Nomination (SPN) and Other Experiences and Achievements in Competitions/ Activities (OEA) schemes

香港中學文憑試最低入學要求

MINIMUM UNIVERSITY REQUIREMENTS FOR APPLICANTS TAKING HKDSE

中文 Chinese	英文 English	數學 Mathematics	公民與 社會發展 Citizenship & Social Development (CS)	第一科 選修科 1 st Elective Subject	第二科選修科 或 M1/M2 2 nd Elective Subject or M1/M2
3	3	2	達標 Attained	3	3

非聯招本地學生 及國際學生入學申請

申請人可以其他非文憑試成績申請本課程，例如 GCE-AL、國際 AL、IB 或其他高中學歷。
詳情請參閱中大入學及學生資助處網頁：
admission.cuhk.edu.hk。

NON-JUPAS LOCAL AND INTERNATIONAL STUDENTS ADMISSIONS

Applicants can apply to this programme with international qualifications such as GCE-AL, International-AL, IB or other high school qualifications. For details, please visit the website of the Office of Admissions and Financial Aid: admission.cuhk.edu.hk.

高年級入學申請

- 兩年制課程
- 僅適用於本地副學位課程應屆畢業生或已畢業的學生
- 春季面試
- 一併考慮申請人在本地副學位課程和文憑試的學業成績

SENIOR-YEAR ADMISSIONS

- 2-year programme
- For final-year local students or graduates of local sub-degree programmes only
- Selection interview in spring
- Applicants' academic performance in local sub-degree programmes and HKDSE will be taken into account

社會科學大類收生

入讀社會科學大類收生 (JS4801) 的同學可於首年體驗不同學科，第二年申報新聞與傳播學為主修課程。

- 無名額限制
- 無競爭
- 不用面試

大類生可在中大第一學年修讀本院提供的基礎科目，以確保順利過渡到第二年的學習。

BROAD-BASED ADMISSIONS

Students admitted to CUHK Faculty of Social Science under Broad-based Admissions (JS4801) can declare Journalism and Communication as their major after 1st year of study.

- No quota requirement
- No competition
- No interview

Fundamental courses are offered in the 1st year of study to ensure a smooth transition from year one to year two.

獎學金與學生資助

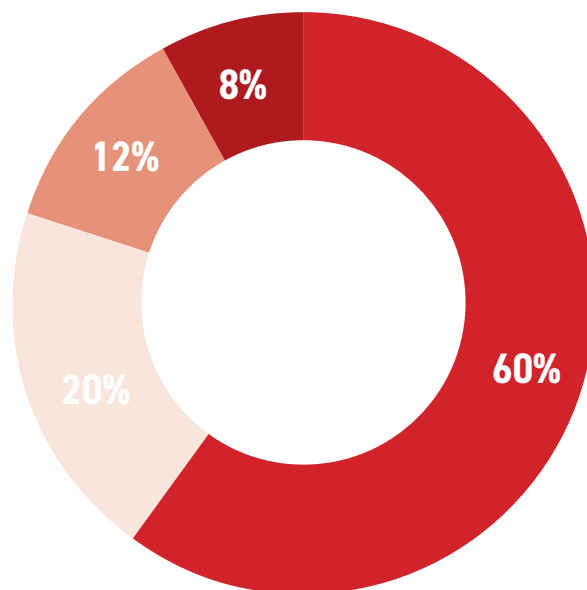
本院為學業表現優秀的學生提供入學獎學金，詳情可參閱本院網頁 (com.cuhk.edu.hk)。中大入學及學生資助處還提供各類獎學金和助學金供學生申請。如欲了解更多詳情，請瀏覽：
admission.cuhk.edu.hk。

SCHOLARSHIPS AND FINANCIAL AID

The School offers admission scholarships to students with outstanding academic achievements, details can be found on our website (com.cuhk.edu.hk). The Office of Admissions and Financial Aid also provides various scholarships and subsidies for students' applications. For details, please visit: admission.cuhk.edu.hk.



2024 畢業生就業統計 EMPLOYMENT STATISTICS OF 2024 GRADUATES



行業 Sector/ Field	%
大眾傳播 / 公共關係：記者、廣告與公關從業者、影像與電影製作人 Mass Communication/Public Relations: journalists, advertising and public relations practitioners, video and film makers	60
商業領域：管理、行政、銀行、會計、資訊科技等 Business sector: management, administration, banking, accounting, IT, etc	20
教育 Education	12
社會和公共組織：政府、非政府組織，以及公共或社會企業 Social and public organisations: government, NGOs, and public or social enterprises	8

Bloomberg

P&G

SAATCHI & SAATCHI



Edelman

Ogilvy

9GAG

bilibili



HSBC



viuTV



South China Morning Post



881903.COM

明報



平等機會委員會
EQUAL OPPORTUNITIES COMMISSION

我們的畢業生在媒體、廣告、公共關係、政府、非政府組織、教育和商業領域中備受僱主青睞。

僱主包括彭博社、寶潔、Saatchi & Saatchi、9GAG、愛德曼、奧美、嗶哩嗶哩、匯豐銀行、港鐵、ViuTV、南華早報、商業電台、明報、立法會、平等機會委員會以及政府各個部門。一些畢業生還成立了初創公司，專注於數碼營銷或公關服務。

Our graduates are highly sought after by employers in the media, advertising, public relations, government, NGO, education and business sectors.

Employers include Bloomberg, P&G, Saatchi and Saatchi, 9GAG, Edelman, Ogilvy, Bilibili, HSBC, MTR, ViuTV, South China Morning Post, Commercial Radio, Mingpao, the Legislative Council, the Equal Opportunities Commission and various departments in the HKSAR Government. Some graduates set up start-ups, focusing on digital marketing or PR services.

畢業年份
Year of graduation

1982



梁鳳儀
JULIA LEUNG

香港證監會行政總裁
Chief Executive Officer of the Securities
and Futures Commission of Hong Kong

畢業年份
Year of graduation

2009



葉素琪
SOFIA YIP

愛德曼（香港）品牌傳播部總監
Head of Brand, Edelman Hong Kong

畢業年份
Year of graduation

2012



吳綺文
MARGARET YEE MAN NG

伊利諾伊大學香檳分校
新聞系副教授
Associate Professor,
Department of Journalism,
University of Illinois
Urbana-Champaign

畢業年份
Year of graduation

2014

畢業年份
Year of graduation

2015

畢業年份
Year of graduation

2016



李駿碩
JUN LI

電影導演
Film Director

黃正宜 (阿正)
BONNIE WONG (AH JENG)

節目主持與藝人
Programme Hostess and Artist

陳浩謙
THOMAS CHAN

《金融時報》記者
Journalist, Financial Times

新專

School of Journalism
and Communication
新聞與傳播學院



香港中文大學
The Chinese University of Hong Kong

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