

Bachelor of Social Sciences (Honours) in MEDIA AND SOCIAL COMMUNICATION

媒體及社會傳播社會科學學士 (榮譽) 學位課程

PROGRAMME FEATURES

This programme combines training of multimedia practical skills (including audio video production, data visualisation, new media innovations, audio video broadcasting, media campaigning, and computer graphic design) with conceptual understanding of media and society for students who aspire to be media professionals in the age of new and social media.

- Develops students' understanding of media communication processes in the context of changing society, media environment and the trend of globalisation;
- Develops students' social consciousness and their sensitivity to the social, cultural and environmental issues in the changing society with both local and global communication perspectives;
- Develops students' ability to use media and communication strategies to promote the well-being of humans, thus contributing actively to positive social change;
- Develops students' specific skills required for planning, organising and implementing communication activities for good social causes;
- Develops students' ability to identify opportunities for corporations, public agencies and volunteer organisations to initiate communication projects related to corporate social responsibility and positive development of society.



CAREER PROSPECTS

The programme will equip graduates with academic training and advanced practical skills in media communication for pursuing careers in a wide array of professions. They include public relation officers specialising in corporate social responsibility; communicators in volunteer organisations and public agencies; editors, journalists and columnists in social news section; and welfare advocates and lobbyists of interest groups.

ALUMNI SHARING



LAM KING MAN (GRADUATE OF 2022)

I have been enjoying every fascinating lecture. Apart from the knowledge in the course, the MSC programme also teaches me the conduct of life. I know that these knowledge and memories are the wealth of my life forever.



MR. ALEX TANG
PROGRAMME DIRECTOR

The MSC programme continues to evolve in the radically changing media and social environment. Ranging from video production to data visualisation and AI, from PR campaigns to new media innovative projects, we believe that these media skill sets, together with a critical and multi-dimensional understanding of social issues, are crucial for students to embrace challenges in the contemporary world.

PROGRAMME STRUCTURE

MAJOR CORE COURSES (54 UNITS)

- Cases and Issues in Social Communication
- Digital Graphic Production
- Globalization and Social Change
- Health Communication
- Media and Integrated Marketing Communication
- Audio and Video Production for New Media
- Media Professional Practices
- Writing for Media and Community Resources
- Data Analysis and Visualization
- Communication Campaign Planning and Practices
- Media and Social Communication Honours Project I
- Media and Social Communication Honours Project II
- Communication Research Methods
- Media Consumption
- Public Opinion and Social Communication
- Communication Theory
- Media Law
- New Media Communication

MAJOR ELECTIVE COURSES (9 UNITS)

- Media Ethics
- Children, Elderly and Communication
- Communication and Sustainable Development
- Computer Animation
- Digital Photography
- Gender and Communication
- Negotiation and Lobbying
- Communication for Professional Purposes
- Media Practicum
- Analytical and Opinion Writing for Chinese Media
- AI and Digital Communication
- MSC Internship
- Social Media Marketing
- Audio and Video Production for Commercial Purposes
- Data Analysis with Python
- Studies in Film and Television Classics[^]
- Special Topics in Hollywood Cinema[^]
- Special Topics in Hong Kong Cinema[^]
- Studies in Non-Fiction Films[^]
- Media Business Environment[^]
- Television and Hong Kong Society[^]
- Financial Literacy[^]
- Strategic Public Relations Management[^]

[^] The course is offered by Bachelor of Arts (Honours) in Creative Writing for Film, Television and New Media or Bachelor of Social Sciences (Honours) in Integrated Communication Management.

GENERAL EDUCATION CAPSTONE COURSE (3 UNITS)

- One of the courses offered by other self-funded undergraduate programmes

Remarks:

1. This course has been included in the list of reimbursable courses under the Continuing Education Fund. This course is recognised under the Qualifications Framework (QF Level 5).
2. Individual courses may use Chinese due to particular course requirements. Either Cantonese or Putonghua may be used, depending on particular pedagogical strategy.
3. The College reserves the right to make changes to these courses without prior notice.



TUITION FEE

For local applicants:
HK\$43,643 per semester

Students are required to complete 66 units in two years at HK\$2,645 per unit.

For non-local applicants:
HK\$49,913 per semester;
at HK\$3,025 per unit.



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