### **Department of**

## **Media and Communication**

**College of Liberal Arts and Social Sciences** 



Address: 5/F, Run Run Shaw Creative Media Centre, 18 Tat Hong Avenue, Kowloon, Hong Kong

com@cityu.edu.hk

# BAMDCM BA Media and Communication 文學士(媒體與傳播) , —



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his major stands at the front of the field of media and communication in teaching and research. From an interdisciplinary perspective, it seeks to develop students' knowledge and critical abilities in discovering the processes and structure of media and communication in their daily lives. It prepares students for a broad range of careers in media and communication industries, placing particular emphasis on developing proficiency in new and emerging media technologies.

**Careers** 

市場與行銷經理 Marketing/Sales Manager 媒體與傳播主管

Media & Communication Executive

廣告部門主管

公關從業者與主管

Advertising Executive

PR Practitioner

# **Direct (Non-JUPAS) Application** (Admission code: 1341A)

#### 2-year programme (Advanced Standing II)

Applicants are normally expected to have completed an Associate Degree / Higher Diploma with a Cumulative Grade Point Average (CGPA) of at least 3.0 or an equivalent overall mark, or a credit award, AND to have attained at least Level 3 or above in HKDSE English Language and Chinese Language or an equivalent qualification.

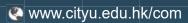
#### 3-year programme (Advanced Standing I)

Associate Degree / Higher Diploma graduates who do not receive a senior-year (Advanced Standing II) place, or graduating students or graduates of high school following non-HKDSE curriculum (e.g. IB, GCE) / transfer students from local or overseas bachelor's degree programmes from other universities, may be considered for Advanced. Standing I admission.



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## DATUD BA Digital Television and Broadcasting

₩ ▶ 文學士(數碼電視與廣播)



This major prepares students to be professionals

in the digital television and broadcasting industry. As a niche program, it positions students at the forefront of broadcasting technology and enables them to acquire a broad range of digital media skills in content production. Students also learn key concepts, terminologies, and trends in media, thus becoming highly employable in this ever-changing industry.

Careers

主播 Anchor <u>記</u>者 Reporter 製作人 Producer 編導 Director 編輯 Editor

# **Direct (Non-JUPAS) Application** (Admission code: 1356A)

2-year programme (Advanced Standing II)

Applicants are normally expected to have completed an Associate Degree / Higher Diploma with a Cumulative Grade Point Average (CGPA) of at least 3.0 or an equivalent overall mark, or a credit award.

3-year programme (Advanced Standing I)

Associate Degree / Higher Diploma graduates who do not receive a senior-year (Advanced Standing II) place, or graduating students or graduates of high school following non-HKDSE curriculum (e.g. IB, GCE) / transfer students from local or overseas bachelor's degree programmes from other universities, may be considered for Advanced Standing I admission.



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