

Students who have completed a total of 43 units and satisfy the requirements of the practicum and dissertation, and obtain (a) Grade C- or above in all subjects; and (b) a cumulative GPA of 2.5 or above will be awarded a Master of Chinese Medicine Degree. To be awarded Distinction for the course, student should attain a cumulative GPA of 3.7 or above, with no subject grade below B- and no repeated subjects. Students attaining a cumulative GPA between 3.40 and 3.69 will be awarded Merit.

Elective Subjects#

Medical Ethics	3 units
Medical Statistics	2 units
Ancient Chinese Medical Prose	3 units
Health Care in Chinese Medicine	2 units

- # 1. For students who do not have any prior exposure to the knowledge of the above four elective subjects must select at least two of them. For those who have studied one of these subjects, he or she may apply for exemption of the subject and select one out of the remaining three subjects.
2. The academic results of the elective subjects obtained by the students will be recorded in the students' transcript (Satisfactory/Fail) without GPA grading and the study units of the elective subjects will not be added to the total study units.
3. The tuition fees paid for the MCM course do not include those of the elective subjects. Students who take elective subjects have to pay additional fees according to the number of elective subjects chosen.

SCHOOL OF COMMUNICATION

4.11 Master of Arts (MA) in Communication

(One-year Full-time or Two-year Part-time)

Dr. Steve Z.S. GUO, Course Director, MA in Communication

Aims

The course aims at serving community needs for specialists in various areas of communication. It emphasizes the theoretical formulations of communication, the process of research in communication, and advances in new media technology and its impact on society. Students will learn to apply theory and research to communication problems in society, organizations, and the media. Specifically, the course is to achieve the following aims:

- to provide solid training in systematic evaluation of communication problems;
- to develop conceptual and analytical skills in applying advanced communication knowledge in the management of their organizations; and
- to bring individuals to the cutting edge of communication research and technology.

Admission Requirements

Applicants should possess a Bachelor's degree with honours from a recognized university or comparable institution. Relevant professional experience will be favourably considered.

Applicants should submit a 500-word essay outlining the applicant's academic interests and objectives, and a sample of publication or research paper written by the applicant, if any. Short-listed applicants will be interviewed.

Structure of the Course

(Subject to the approval of the University.)

The MA in Communication is a coursework programme

4 TAUGHT POSTGRADUATE PROGRAMMES

for full-time (one year) and part-time (two years) students. The course approaches communication at individual, organizational and societal levels with a focus on communication in Hong Kong, Mainland China and Taiwan. The total requirements will be 24 units, consisting of 9 units of Core Subjects, 12 units of Concentration Subjects, and 3 units of Project*

Requirements of the course are as follows:

Core Subjects	9 units
Foundations of Communication Study	3 units
Approaches & Methods in Communication Research	3 units
Perspectives on Media & Society	3 units

Concentration Subjects **12 units**
Students may take either Concentration of FOUR subjects to fulfill the specialization requirement.

Integrated Communication Management Concentration:

Issues in Intercultural Communication	3 units
Issues in Corporate Communications	3 units
Organizational Communication	3 units
Communication Campaign Workshop	3 units
Writing for Multimedia in Public Relations	3 units
Strategic Public Relations & Crisis Management	3 units
Advertising Management	3 units

Media Studies Concentration:

Media & Communication in Chinese Society	3 units
Media Law & Ethics	3 units
Issues & Cases in Mass Communication	3 units
New Media Workshop	3 units
Media Economics	3 units

Project* **3 units**
Students are required to complete a Project under a faculty member's supervision.

24 units

* Subject to course revision (may be changed to "OPTIONAL") and University's approval

Students who have satisfactorily completed all the above requirements and achieved a cumulative GPA of 2.50 or above will be awarded an MA Degree in Communication. To be awarded Distinction for the course, students should attain a cumulative GPA of 3.7 or above, with no subject grade below B- and no repeated subjects. Students attaining a cumulative GPA between 3.40 and 3.69 will be awarded Merit. A terminal postgraduate diploma may be awarded to those who have completed all the course work and attained a cumulative GPA of 2.50 or above with all subjects scoring grade C- or above (excluding Project), but have not completed a satisfactory Project within the normal study period for some reasons deemed acceptable by the Course Management Committee.

4.12 Master of Fine Arts (MFA) in Film, Television and Digital Media

(Three-year Full-time)

Dr. CHEUK Pak Tong, Course Director, MFA in Film, Television and Digital Media

Aims

To train and educate graduate students to international levels of accomplishment, who will go on to play leading roles within the media industry of the Greater Chinese region.

Admission Requirements

Applicants should possess:

- a Bachelor's degree or equivalent from a recognized university; and
- strong evidence of academic aptitude and strong interest in creative activities; and
- a minimum TOEFL score of 550 (for paper based examination) or 213 (for computer based examination) OR a minimum IELTS result of Level 6 can be used as an alternative to the TOEFL score.

Point (c) above is applicable to students originating from countries/institutions where English is NOT the major medium of instruction. (eg. Mainland China, Taiwan)

Structure of the Course

The MFA in Film, Television and Digital Media is a course