

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

work programme for full-time students. The length for completion of the course is 3 or 2 years/6 semesters (19 subjects plus one MFA project).

Requirements of the course are as follows:

Common Subjects	21 units
Postgraduate Film & Video Production I	3 units
Postgraduate Television Studio Production I	3 units
2-D Computer Graphics Workshop	3 units
Postgraduate Film & Video Production II	3 units
Postgraduate Television Studio Production II	3 units
3-D Modeling & Rendering Workshop	3 units
Media Management	3 units

Track Subjects **15 units**

Either

Script Writing Track:

Postgraduate Script Writing	3 units
Creativity Workshop	3 units
Advanced Script Writing Workshop	3 units
Comedy: Theory & Practice	3 units
One Production Subject from Other Track	3 units

or

Film and TV Production Track:

Postgraduate Documentary Seminar	3 units
Postgraduate Dramatic Film/Video Production	3 units
Advanced Documentary Production Workshop	3 units
Advanced Dramatic Film/TV Production Workshop	3 units
One Production Subject from Other Tracks	3 units

or

Digital Media Production Track:

Postgraduate 3-D Animation Workshop	3 units
Interactive Multimedia Design	3 units
Advanced 3-D Animation Production Workshop	3 units
Sound Design for Media	3 units
One Production Subject from Other Tracks	3 units

Elective Subjects **21 units**

Students are required to take from the following lists, either a combination of FIVE non-production elective subjects and TWO professional workshop elective

subjects; or SIX non-production elective subjects and ONE professional workshop elective subject.

Non-Production Electives:

- World Cinema : History, Aesthetics & Cultural Issues
- Graduate Seminar on Chinese New Waves Cinema
- Critical Issues of Film Theory & Criticism
- Graduate Seminar on Hong Kong Television
- Hong Kong Media & Globalization
- Principles of Digital Video & Computer Graphics
- Current Issues of Asian Media
- Critique of Contemporary Arts
- Great Works & Human Condition Seminar

Professional Workshop Electives:

- Motion Graphics
- Computer Game Design
- Independent Study I
- Independent Study II
- Internship

Project	9 units
MFA Project I	3 units
MFA Project II	6 units
	66 units

Students who have satisfactorily completed all the above requirements and achieve a cumulative GPA of 2.50 or above will be awarded an MFA Degree in Film, Television and Digital Media. 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.

4.13 Master of Arts (MA) in International Journalism Studies

(Two-year Part-time)

(The offer of this course is subject to the approval of the University)

Dr Judith Clarke, Course Committee Chairperson, MA in International Journalism Studies

Aims

The objective of the course is to provide specialist