

4 TAUGHT POSTGRADUATE PROGRAMMES

postgraduate study in an increasingly important area that is little covered as a degree elsewhere, and to provide a particular emphasis on Hong Kong, China and East/Southeast Asia. More specifically the course aims to:

- provide an opportunity for mid-career journalists to reflect on their profession and develop their conceptual and analytical skills to inform their work;
- provide the basis for a future career in journalism, particularly in the international field;
- provide a scholarly introduction to the field of study for those contemplating further research for academic, professional or personal reasons; and
- bring together a group of students who can contribute different perspectives on the field of study.

Admission Requirements

Applicants should :

- hold a Bachelor's Degree with honours from a recognized university or comparable institution; OR
- have at least seven years' experience as a journalist or in another related profession that, in the view of the Department, constitutes a level equivalent to a first degree in subjects relevant to the MA course, and must show evidence of academic aptitude and achievement; AND
- be able to communicate in English at an advanced level.

Applicants should submit a 500-word self-statement in English outlining their academic interests and objectives, and a sample of piece of journalism or research paper or similar written by the applicant in English. Short-listed applicants will be interviewed.

Structure of the Course

The MA in International Journalism Studies is designed to combine theory and practice in the field of global news media. The course offers alternative streams for those who wish to concentrate on professional journalism and those who wish to concentrate on the academic field of international journalism. The two streams can also be combined. All students are required to complete a total

of 24 units for the award of an MA degree. The 24 units consist of 18 units of core subjects and 6 units of elective subjects.

Requirements of the course are as follows:

Core Subjects	18 units
International Relations Theory & Practice	3 units
Comparative News Systems	3 units
Introduction to International News	3 units
Research Methods in Media & Communication	3 units
Reporting International Conflict	3 units
International News Laboratory Or International News Project or Dissertation	3 units
Elective Subjects	6 units
Theories of Journalism & Communication	3 units
Newswriting for International Practice 1	3 units
Newswriting for International Practice 2	3 units
The Foreign Correspondent	3 units
Current Issues & Case Studies in International Journalism	3 units
	24 units

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 International Journalism Studies. 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.

4.14 Master of Social Sciences (MSocSc) in Media Management

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

Dr. Steve Z.S. GUO, Course Director, MSocSc in Media Management

Aims

The course, jointly offered by the School of Communication and the School of Business, aims at serving both the media industry and the society

by educating confident competent media managers. Graduates from the Course will be equipped with knowledge of the pan-Chinese region media industries and management and marketing strategies. Graduates shall be able to work as managers in the media industry and will be confidently prepared for career advancement as leaders in the media sector within a global context. For those interested in further pursuit of either media studies or management will find the degree a solid foundation on which to develop their research.

The course has designed its syllabus to illustrate how theory and research can be applied to the solution of various media and management problems. As a high quality professional program, the course is to achieve the following aims:

1. to develop professionals' conceptual and analytical skills in applying state-of-art media and management research knowledge;
2. to discipline media professionals with leadership and management acumen;
3. to cultivate media professionals to become executive leaders in the media industry; and
4. to lay a foundation for further advanced studies in media or management.

Admission Requirements

Applicants should possess a Bachelor's degree with honours from a recognized university or comparable institution and at least 2 years professional experience.

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

The MSocSc in Media Management is a coursework program for full-time (one year) and part-time (two years) students. The course integrates state-of-the-art knowledge about media and management. The minimum requirements will be 24 units, consisting of 18

units of Core Subjects, 2 or 3 units of Elective Subject, and 4 units of Application Project.

Requirements of the course are as follows:

Core Subjects	18 units
Introduction to Media Management	3 units
Media Policies & Regulations	3 units
Communication Technologies & Media Organizations	3 units
Global Marketing Strategy	3 units
Corporate Financial Management	3 units
Strategic Management & Business Policy	3 units

Elective Subjects	2 or 3 units
<i>(Chose any one of the following subjects)</i>	
Media & Communication in Chinese Societies	3 units
Globalization of Media & Communications	3 units
Media Economics	3 units
Issues in Corporate Communications	3 units
Organizational Communication	3 units
Corporate Governance	2 units
Global Human Resource Management	2 units
Managing Change	2 units
Services Marketing Management	2 units

Professional Seminar & Application Project **4 units**

24 / 25 units

For graduation, students must complete a minimum of 24 units of coursework that incorporates a group Application Project. Distinction may be awarded to a graduate who has attained an overall 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 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 cannot complete the Application Project owing to exceptional circumstances and for reasons deemed acceptable by the Course Management Committee.