

MA in Global Communication (Full-Time)

Study Scheme Applicable to students admitted in 2025-2026

1. Coursework Requirement

Students are required to complete a minimum of 24 units of courses for graduation.

Required Courses

15 units

COMM 5120	Globalization and Communication
COMM 5520*	Applied Communication Research
COMM 5590	Communication in Intercultural Settings
COMM 5710	Seminar in Communication Theories
COMM 5711	Global Internet: Comparison and Critique

Elective Courses

9 units

COMM 5110	Topical Studies in Communication I
COMM 5111	Topical Studies in Communication II
COMM 5310	Statistical Analysis in Communication
COMM 5510	Media Management
COMM 5530	Crisis Management
COMM 5561	Topical Studies in Corporate Communication I
COMM 5562	Topical Studies in Corporate Communication II
COMM 5563	Topical Studies in Corporate Communication III
COMM 5564	Topical Studies in Corporate Communication IV
COMM 5565	Topical Studies in Corporate Communication V
COMM 5580	Strategic Public Relations in Greater China
COMM 5612	English News Writing and Reporting
COMM 5631	Topical Studies in Journalism I
COMM 5632	Topical Studies in Journalism II
COMM 5649	Analyzing Public Affairs
COMM 5650	Journalism Theory and Analysis
COMM 5690	Feature Writing
COMM 5723	Public Relations and Globalization
COMM 5725	Setting the Agenda through Social Media
COMM 5735	New Media and Society
COMM 5771	Topical Studies in Global Communication I
COMM 5772	Topical Studies in Global Communication II
COMM 5773	Topical Studies in Global Communication III
COMM 5775	Cultures in Media
COMM 6120	Topical Studies in Communication III
COMM 6121	Topical Studies in Communication IV
COMM 6330	Advanced Qualitative Communication Research
COMM 6420	Strategies for Integrated Communication Campaigns
COMM 6612***	Advanced English News Writing and Reporting
<u>Approval Needed and Special Requirements Required:</u>	
COMM 6900**	Graduation Project

The above elective course list is subject to changes by the School. Students will be advised to take courses that form a coherent whole relating to their career objectives.

Total: 24 units

- * Students who have taken research method course(s) in Social Science or related disciplines may apply for course exemption from the Division Head. The grade(s) obtained in the course(s) must be B or above. Supporting materials need to be provided by the student, including the official transcript with proof of grade(s) and the course syllabi of the course(s) taken.
- ** Students enrolled in this course must meet the criterion of scoring an average GPA of 3.3 or above for each of the two required courses for the first semester. This course is only available in the second semester.
- *** Pre-requisite: COMM5612

2. Specialized Streams

Students can declare a specialization by completing any two courses within the streams below. Students can also choose not to specialize.

Stream in “Global Media”: Upon completion of the stream, students will graduate with a specialization recognizing their knowledge and skills in analyzing global media systems and industries, ICTs, and managing global media content. Students who have taken any two courses from COMM5612, COMM5690, COMM5723, COMM5725, COMM5773, COMM5775, COMM6420 or COMM6612*** are eligible for graduation with specialization in this stream.

Stream in “Social Change and Advocacy”: Upon completion of the stream, students will graduate with a specialization recognizing their knowledge and skills in understanding and analyzing the mechanisms of social change and advocacy by focusing on the intersections between society, culture, communication, and politics within the China context as well as on a global scale. They will have studied current cultural, social, and political topics related to globalization and social change, mechanisms of marginalization, and issues pertaining to the human rights discourse. Students are able to reflect critically on ways of engaging in social change and on the role of new information and communication technology (e.g. social media) in social change. Students who have taken any two courses from COMM5510, COMM5530, COMM5649, COMM5650, COMM5725, COMM5735, COMM5771, or COMM5772 are eligible for graduation with specialization in this stream.

3. Remarks

With the approval of the Division Head, in lieu of the courses on the elective course list, students can take other COMM courses at 5000 level or above for graduation.

全球傳播文學碩士課程 (全日制)

修讀辦法

二〇二四至二〇二五年度入學學生適用

一．課程要求

學生須至少修畢 24 學分方可畢業。

必修科目

15 學分

COMM5120	全球化與傳播
COMM5520*	應用傳播研究
COMM5590	跨文化傳播
COMM5710	傳播理論研討
COMM5711	全球化下的互聯網：比較與批判

選修科目

9 學分

COMM5110	傳播專題研究 (一)
COMM5111	傳播專題研究 (二)
COMM5310	傳播研究之統計分析
COMM5510	媒介管理
COMM5530	危機管理
COMM5561	企業傳播專題研究 (一)
COMM5562	企業傳播專題研究 (二)
COMM5563	企業傳播專題研究 (三)
COMM5564	企業傳播專題研究 (四)
COMM5565	企業傳播專題研究 (五)
COMM5580	大中華區公共關係策略
COMM5612	英文新聞採訪寫作
COMM5631	新聞學專題研究 (一)
COMM5632	新聞學專題研究 (二)
COMM5649	公共事務分析
COMM5650	新聞理論與分析
COMM5690	新聞特寫
COMM5723	公共關係與全球化
COMM5725	透過社交媒體設置全球議程
COMM5735	新媒體與社會
COMM5771	全球傳播專題研究(一)
COMM5772	全球傳播專題研究(二)
COMM5773	全球傳播專題研究(三)
COMM5775	媒體與多元文化
COMM6120	傳播專題研究 (三)
COMM6121	傳播專題研究 (四)
COMM6330	定質傳播研究進階
COMM6420	整合傳播策略研究
COMM6612***	英文新聞採訪寫作進階

必須徵得同意並滿足一定要求方可修讀

COMM6900** 畢業報告

上述選修科目可能有所變更，惟原則上學生須選修與其事業目標密切相關的科目。

共 24 學分

* 學生曾修讀社會科學或相關學科研究方法課程，且相關科目獲得的成績達 B 級或以上，可向學部主任申請科目豁免。學生須於申請時提交證明文件，包括正式成績單及所修相關科目的課程大綱。

** 學生在第一學期必修科目修業平均成績(GPA)達 3.3 或以上方可修讀。

*** 須先完成 COMM5612。

二．專修範疇

學生可選擇修讀以下一個專修範疇其中兩科，也可選擇不修讀任何專修範疇。

“全球媒體”專修範疇：修畢此範疇的學生可掌握如何分析全球媒介、媒體行業和信息傳播媒體，及管理全球媒體信息的知識和技巧。學生需修讀下列課程中至少兩科：

COMM5612, COMM5690, COMM5723, COMM5725, COMM5773, COMM5775, COMM6420 或 COMM6612***。

“社會轉變與倡導”專修範疇：修畢此範疇的學生可明白和分析社會轉變與倡導的結構，以全球角度在大中華地區分析社會、文化、傳播和政治之間的關係。學生需要修讀與全球化及社會轉變、邊緣化結構和人權論述相關的最新文化、社會和政治議題。學生可批判反思參與社會轉變的方法，以及新資訊與傳播科技(如社交媒體)在社會轉變中的角色。學生需修讀下列課程中至少兩科：

COMM5510, COMM5530, COMM5649, COMM5650, COMM5725, COMM5735, COMM5771 或 COMM5772。

三．備註

如獲學部主任批准，學生可選讀本學部 COMM5000 或以上程度科目作為選修科目。