

MA in Global Communication (Full-Time)

Study Scheme Applicable to students admitted in 2026-2027

1. Coursework Requirement

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

Required Courses

12 units

COMM 5120	Emerging Global Media and Cultures
COMM 5520*	Applied Communication Research
COMM 5710	Seminar in Communication Theories
COMM 5711	Reframing Narratives of the Global

Elective Courses

12 units

COMM 5110	Topical Studies in Communication I
COMM 5111	Topical Studies in Communication II
COMM 5510	Media Management
COMM 5530	Crisis Management
COMM 5590	Culture and Communication
COMM 5636	Beat Reporting in Technology, Health and Environment
COMM 5649	Analyzing Public Affairs
COMM 5723	Public Relations and Globalization
COMM 5725	Multistakeholder Decision Making and Media Practice
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 5838	Mastering Digital Media Content
COMM 5947	Data Science and AI in New Media
COMM 5992	Critical Data Studies
COMM 6120	Topical Studies in Communication III
COMM 6121	Topical Studies in Communication IV
COMM 6420	Strategies for Integrated Communication Campaigns

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.

2. Specialized Streams (optional)

Students can declare a specialization in one of the following streams. Students can also choose not to specialize.

Specialization Stream 1: “Challenges of Global Futures”

The specialization stream prepares students to work in a multi-stakeholder ecosystem, and recognise the roles and responsibilities of different actors and their local networks to building global futures. Students recognise the possibility and capacity of different fields and agents to address, support, and challenge SDGs as a part of collective future building.

Any 2 courses to be chosen from the following Critical Knowledge Courses

COMM5510, COMM5590, COMM5723, COMM5725, COMM5775, COMM5992

Any 1 course to be chosen from the following Expert Skill Building Courses

COMM5838, COMM5771, COMM5947, COMM6420

And the following Core Competence course

COMM5773

Specialization Stream 2: “Making and Measuring Impact”

This specialization orients the students to recognise the role of communication in developing meaningful narratives, measurements, assessments, and aspirations of impact by various stakeholders in our global future making. Students are equipped with critical theory, iterative tools, and the capacity to do comparative, cross-over, and comprehensive impact monitoring, evaluation, and assessment for intersectional actors building global futures.

Any 2 courses to be chosen from the following Critical Knowledge Courses

COMM5636, COMM5725, COMM5735, COMM5773, COMM5775, COMM5992

Any 1 course to be chosen from the following Expert Skill Building Courses

COMM5510, COMM5530, COMM5649, COMM5772, COMM5947

And the following Core Competence course

COMM5771

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

二〇二六至二〇二七年度入學學生適用

一・課程要求

學生須至少修畢 24 學分方可畢業。

必修科目

COMM5120	全球新媒體與文化
COMM5520*	應用傳播研究
COMM5710	傳播理論研討
COMM5711	重構全球化敘事

12 學分

選修科目

COMM5110	傳播專題研究 (一)
COMM5111	傳播專題研究 (二)
COMM5510	媒介管理
COMM5530	危機管理
COMM5590	文化與傳播
COMM5636	科技、健康與環境報道
COMM5649	公共事務分析
COMM5723	公共關係與全球化
COMM5725	多方決策與媒體實踐
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
COMM5838	數碼媒體內容創建深造課
COMM5947	新媒體：數據科學與人工智能
COMM5992	批判數據研究
COMM6120	傳播專題研究 (三)
COMM6121	傳播專題研究 (四)
COMM6420	整合傳播策略研究

12 學分

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。

二・專修範疇

學生可選擇修讀以下一個專修範疇，也可選擇不修讀任何專修範疇。

專修範疇（一）：“全球未來的挑戰”

此專修範疇旨在培訓學生於多方持份者的生態系統中工作，並辨識不同行動者及其本地網絡在建構全球未來中的角色與責任。學生將了解各領域及不同參與者在集體建構未來的過程中，如何具備能力與可能性去回應、支持及挑戰可持續發展目標（SDGs）。

學生需修讀下列“核心知識課程”中其中兩科：

COMM5510, COMM5590, COMM5723, COMM5725, COMM5775, COMM5992;

以及下列“專業技能培養課程”中其中一科：

COMM5838, COMM5771, COMM5947, COMM6420;

以及“核心能力課程”：COMM5773。

專修範疇（二）：“創造與衡量影響”

此專修範疇旨在引導學生透過具意義的敘述、測量、評估各方持份者在建構全球未來的產生的影響並提出建議，以認識傳播從中扮演的角色。學生將掌握批判理論、循環式分析工具，以及進行比較性、跨領域及全面性的影響監察、評估與分析的能力，以應對在全球未來建構中具交叉性角色的各類行動者。

學生需修讀下列“核心知識課程”中其中兩科：

COMM5636, COMM5725, COMM5735, COMM5773, COMM5775, COMM5992;

以及下列“專業技能培養課程”中其中一科：

COMM5510, COMM5530, COMM5649, COMM5772, COMM5947;

以及“核心能力課程”：COMM5771。

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。