

# INSPIRING FUTURE JOURNALISTS



DEPARTMENT OF  
JOURNALISM

UNDERGRADUATE  
PROGRAMME (FOR 2020 ENTRY)



## Undergraduate Programme

The Journalism programme of Hong Kong Baptist University was launched by the then Department of Communication when it was founded in 1968, and remains one of the best-known degrees in the University. Today, the Department of Journalism is part of the School of Communication. It offers three Concentrations in its four-year undergraduate programme for students admitted in 2020/21: Chinese Journalism (CJ), International Journalism (IJ), and Data and Media Communication (DMC). Under the Concentrations, there are Broadcast Journalism (BJ) Stream, Financial Journalism (FJ) Stream and General Stream.

## Programme Details

Designed to cultivate first-class journalists, the curriculum is characterized by an equal emphasis on theory and practice, covering the full range of professional journalistic skills and knowledge, theoretical and conceptual subjects, critical thinking, analytical skills and media ethics. Students receive a Bachelor of Communication (Honours) degree after successfully completing 128 credit units as follows:

Concentration	Chinese Journalism Concentration	International Journalism Concentration	Data and Media Communication Concentration
School Core Courses	12 units	12 units	12 units
Major Core Courses	22 units	22 units	22 units
Concentration Bridging Courses	/	/	6 units
Concentration Required Courses	21 units	21 units	12 units
Concentration Elective Courses	/	/	3 units
Major Elective Courses	6 units	6 units	6 units
General Education Courses	31 units	31 units	31 units
Free Elective Courses	36 units	36 units	36 units
Total	128 units	128 units	128 units

## Programme Highlights

**Theory and Professional Practice:** Our students have to cover news in Chinese or English in various formats including text, photo, video and data image. The Department works closely with the industry to arrange internship positions for our students in local or overseas media organizations. Our students usually undertake their internship programmes at the end of their third year of studies. The professional education they receive ensures that they have the practical skills to embark on a career in journalism. In the newly launched interdisciplinary DMC Concentration, students will learn to analyse data collected from various sources, produce analytics according to journalistic practices and develop solutions and insights for media organizations and beyond.

**Integration of Newsroom and Classroom:** The Department frequently invites working journalists to give talks, seminars, workshops and lectures to students. It also organizes visits to local media organizations, reporting trips to the mainland and overseas, and short-term exchange programmes abroad.

**Small-class Teaching:** To maintain quality in both teaching and learning, the Department insists on small-group teaching to encourage more interaction and in-depth discussion among students and lecturers.

**Academic Exchange:** Many of our students join exchange programmes to study overseas at universities in Europe, the United States, Australia and Asia as well as the mainland and Taiwan. The Department's multicultural environment is also enhanced by the presence of exchange students from overseas.

**Language Skills:** Throughout the programme, students are trained to write in two languages – English and Chinese – and speak three – English, Cantonese and Putonghua. The Department's major medium of instruction is English, but skills courses may be taught in English or Chinese according to practical needs. All International Journalism and Data and Media Communication courses are taught in English.



## Professional and Social Engagement

**Pulitzer Prize Winners Workshop:** A group of Pulitzer Prize winners from the United States are regularly invited to the campus for a week-long series of intellectual activities involving our own students and those from elsewhere as well as journalists in Hong Kong and from around the region. The Pulitzer Prizes are regarded as the highest accolade that can be bestowed on journalists in the US and have worldwide recognition.

**HKBU-SOPA Award Winners Forum:** The forum aims to enhance the standard of journalism education and journalistic practice in Hong Kong and the Greater China region by inviting a panel of SOPA-award winners to participate in lectures and discussions on the journalism profession. The SOPA Awards for Editorial Excellence have been held since 1999 by The Society of Publishers in Asia as a tribute to editorial excellence in the region.

**Journalists-in-Residence:** Seasoned journalists are invited to spend one week on campus. They give lectures, lead small-group discussions, do demonstrations and share their experiences so that students can learn from them the latest developments in the news industry.

## Teaching Team

The Department has a strong teaching team that comprises committed full-time media academics who have rich experience in the news industry, media education and journalism research. To further diversify our courses, we have also recruited a number of frontline reporters and veteran media professionals to work as part-time lecturers or visiting scholars. This talented teaching team is also active in research, frequently publishing in international refereed journals as well as local and global media. Some sit on media-related committees and work for social organizations in Hong Kong and overseas.

## Facilities

The Department is well-equipped with resources for professional training. Our Journalism Laboratory has a full set of high-end computers with the latest software for print, web and broadcast news production. We also have a professional studio for television and radio broadcasting, a webcast studio as well as dedicated editing rooms. The Department has its own printing press along with a paper-cutting machine, which are used to produce in-house newspapers.

## Career Prospects

Many of our graduates become reporters, editors, correspondents and producers in print, electronic and online media. Others move into related fields such as public relations, marketing, business and commerce, government service and education. Some pursue further studies in Hong Kong or overseas. We have a good number of winners of prestigious media awards and scholarships for postgraduate studies abroad.

## Admissions Requirements

The School of Communication adopts a broad-based admission policy for its Department of Journalism and Department of Communication Studies. Under this policy, students will study general education (GE) core courses, general elective courses and school core courses in their first year of studies to gain an overall understanding of the relevant disciplines before opting for a Major and a Concentration in Year 2.

For Hong Kong students taking the Hong Kong Diploma of Secondary Education (HKDSE) for admission via JUPAS in 2020, the minimum entrance requirements are:

- (1) English Language: Level 3
- (2) Chinese Language: Level 3
- (3) Mathematics: Level 2
- (4) Liberal Studies: Level 2
- (5) 1st Elective: Level 3\*
- (6) 2nd Elective: Level 3\*

\*Please visit [www.comm.hkbu.edu.hk/admission/en/elective\\_subjects.html](http://www.comm.hkbu.edu.hk/admission/en/elective_subjects.html) for the subjects recognized as electives.

In addition to the HKDSE results, the following is also taken into consideration:  
High choice banding of Bachelor of Communication (Honours) in JUPAS application is preferred;  
Good results in Chinese Language and English Language are preferred.

## Programme Enquiry

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## Admissions

Academic Registry, Hong Kong Baptist University  
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