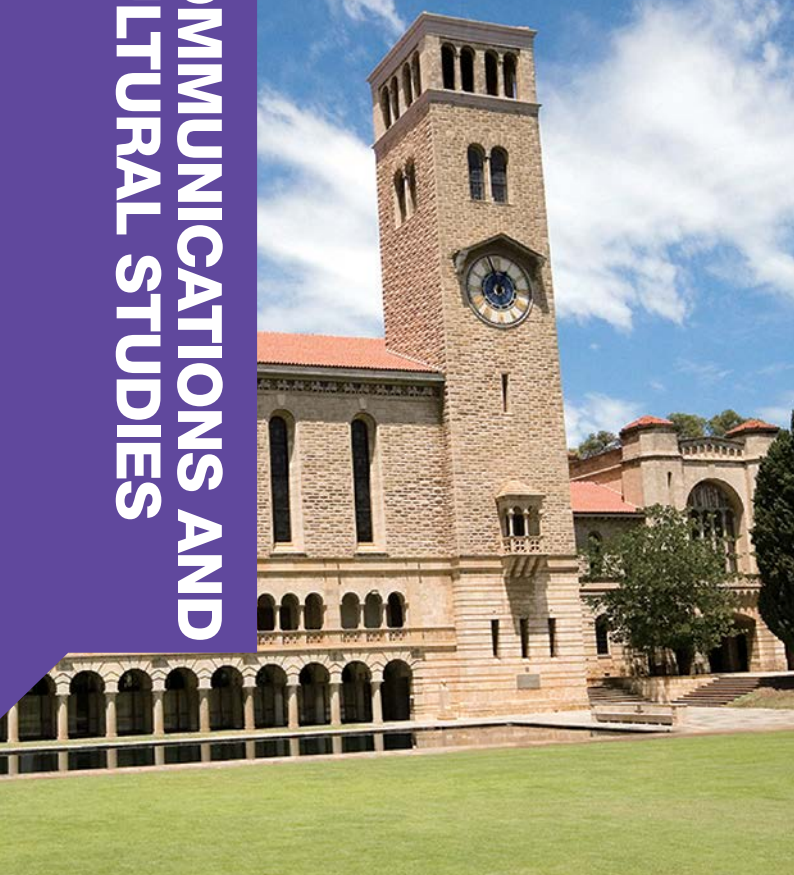


COMMUNICATIONS AND CULTURAL STUDIES



HKU SPACE
INTERNATIONAL COLLEGE
香港大學專業進修學院
國際學院



Bachelor of Arts (Communication and Media Studies) 文學士(傳播與媒體)

- Communication Studies Pathway
- Language Studies Pathway

Course Code: 1645-DP014A (CE 68-809-00/81)

Bachelor of Arts (Asian Studies) 文學士(亞洲研究)

- Japanese Language Pathway
- Korean Language Pathway

Course Code: 1645-DP018A (CE 68-846-00/81)



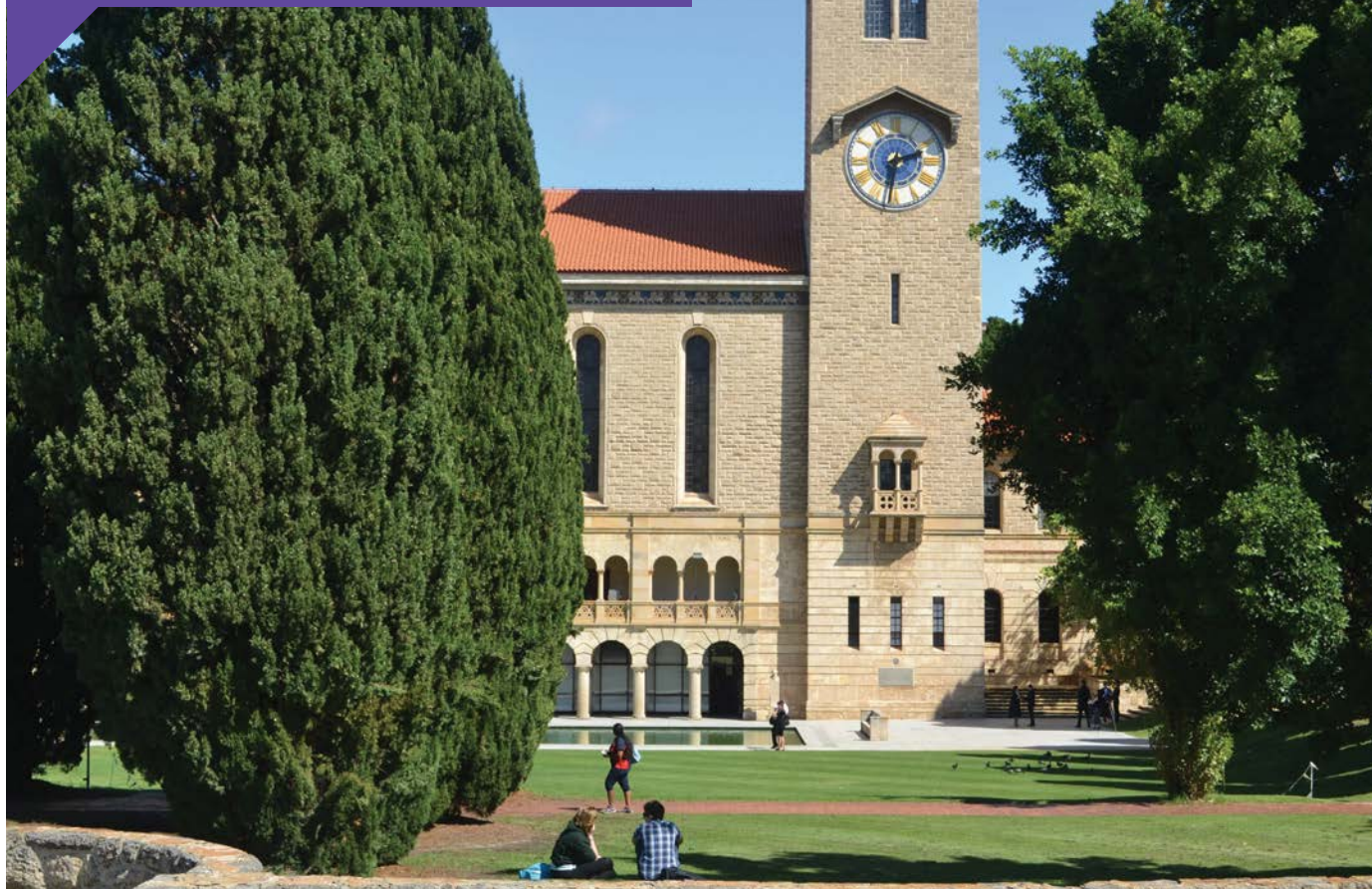
2018/19

Full-time Undergraduate Programmes
全日制大學學位課程

Credit Exemption for AD/HD Graduates
專為副學士/高級文憑畢業生而設



The University of Western Australia 西澳洲大學



Situated in Perth, the University of Western Australia (UWA) celebrated its 100th anniversary in 2012, making it one of Australia's long-standing, high quality academic institutions. UWA is recognised internationally as a leading university. Its groundbreaking research, quality academic staff and state-of-the-art facilities combine to offer a vibrant student experience.

The QS World University Rankings 2017/18 places UWA at **93rd internationally**, among the World's Top 100 with HKU, HKUST and CUHK.

UWA is the only Western Australian university to belong to the '**Group of Eight**' - a coalition of the top research universities in Australia - and it is one of only two Australian universities to belong to the Worldwide Universities Network, a partnership of 16 research-led universities from Europe, North America, North Asia and Australia.

The Faculty of Arts is one of the largest founding faculties at UWA, and has been offering a wide range of arts, humanities and social sciences programmes for almost a century.

位於西澳洲 (澳洲最大省份) 首府珀斯的西澳洲大學建校逾百年，是西澳歷史最悠久、最具聲望的高等學府。西澳洲大學的師資優良、研究出色，是公認的世界級大學。西澳洲大學是澳洲頂尖科研大學組成的「八校聯盟」(Group of Eight) 中，唯一來自西澳洲的成員大學。

西澳洲大學屢次躋身全球大學一百強，位列於2017/18年度**QS世界大學排名第93位**，與香港大學、香港科技大學及香港中文大學並列於世界排名首一百位。西澳洲大學也是著名「世界大學聯盟」的一份子。「世界大學聯盟」由16間來自歐洲、北美、北亞和澳洲享譽國際的頂尖研究型大學組成，全澳洲現時只有兩所大學為聯盟成員。

A World Top 100 University

Ranking	Institution
26	HKUST
30	HKU
46	CUHK
49	CityU HK
93	UWA
95	HK PolyU
299	HKBU
551-600	Lingnan

Source: QS World University Rankings 2017/18

The University of Western Australia CRICOS Provider Code: 00126G

Bachelor of Arts (Communication and Media Studies)

文學士(傳播與媒體)

- Communication Studies Pathway
- Language Studies Pathway

Communication and media studies is one of the most exciting and rapidly evolving areas of study in today's media driven world. The Bachelor of Arts (Communication and Media Studies) provides a multi-disciplinary approach to the study of communication together with a strong discipline based training in humanities, social sciences and language studies. Core units in the degree combine theoretical knowledge with the development of practical communication skills, which include the use of the latest digital multimedia technology.

傳播與社會發展息息相關。認識傳媒的運作並善用傳媒，是現今發展商貿事業不可或缺的技能。西澳洲大學文學士(傳播與媒體)課程的理論與實踐並重，旨在訓練學生對傳播媒介及語言的運用及分析。學生不單認識傳播及語言學理論，更有機會接觸專業寫作方法、以及多媒體製作等實用技巧。

Programme Highlights

- The QS World University Rankings 2017/18 placed UWA at 93rd internationally, among the World's Top 100 with HKU, HKUST and CUHK;
- This is a unique programme tailor-made for students who are interested in understanding how media and language works, how to write for local and specific audience, and how to use language to create particular socio-cultural effects;
- Work placement opportunities are available for students to enhance their communication skills in a professional working environment, further developing their competitive edge in the job market; and
- **On campus transfer opportunity is available** for students to finish their final year in Perth with all HK credits being counted towards the qualification.

課程特色

- 西澳洲大學位列於2017/18年度QS世界大學排名榜第93位，與香港大學、香港科技大學及香港中文大學並列於世界排名首一百位。
- 此課程特別為有興趣加深對語言認識的同學而設。同學除學習如何有效運用媒體和語言跟海外及本地受眾溝通，達致預期效果外，也可以了解到語文在不同媒體上的特色及其相關的社會及文化功用。
- 修讀此文學士的學生有機會到不同機構實習，進一步鞏固專業語言的應用能力，提升競爭力。
- 學生在港修畢一個學年後，可選擇到澳洲珀斯校園完成餘下課程。




Programme Structure


The entire BA programme consists of 24 units. Enrolled students will normally be granted exemptions from 8 units, and need to complete 16 units over 4 semesters as follows:

Communication Studies Pathway

Year	Semester	Unit Title
Year 2	Semester 1	Cultures, New Media and Communications
		Asia from Colonial to Modern
		Power, Participation and Meaning
	Politics of the Mass Media	
Semester 2	Popular Culture in Asia	
	Communication and Mass Media	
	Digital Media 	
Year 3	Semester 1	Asian Societies and Cultures
		Gender and Power in Asia
		Case Studies in Communication
	Semester 2	Media Production Project
		Journalism in Practice
		Issues in Japanese Society and Culture
	Social Issues in Contemporary China 	
	Media and Culture Industries in Hong Kong 	
	Designing Play	

Language Studies Pathway

Year	Semester	Unit Title
Year 2	Semester 1	Language, Culture and Society
		Power, Participation and Meaning
		Cultures, New Media and Communications
	Semester 2	Politics of the Mass Media
		Creative Writing: Theory and Practice
		Communication and Mass Media
Year 3	Semester 1	Digital Media 
		Asian Societies and Cultures
		National and Transnational Cinemas or Texting the Global
	Semester 2	Case Studies in Communication
		Media Production Project
		Journalism in Practice
	Issues in Japanese Society and Culture	
	Social Issues in Contemporary China 	
	Media and Culture Industries in Hong Kong 	
Designing Play		

 Selected units have been included in the list of reimbursable courses for Continuing Education Fund (CEF) purposes.

The above programme structure is intended for use as a guideline to prospective students. The University reserves the right to modify sequencing of units within the structure.

Bachelor of Arts CRICOS Course Code: 00305D

Bachelor of Arts (Asian Studies)

文學士(亞洲研究)

- Japanese Language Pathway
- Korean Language Pathway

The Bachelor of Arts (Asian Studies) introduces students to the many cultures, societies and politics of Asia including China, Japan and Korea. This programme examines topics as diverse as popular culture in Japan and Korea, the media boom in China, democratisation and gender relations in Asia. Regionalisation and globalisation are also explored, as is Hong Kong's increasingly important relationships with Asian nations. Students will also be able to choose to study either **Japanese or Korean language** in the programme.

西澳洲大學文學士(亞洲研究)課程專為有興趣深入了解亞洲的學生而開辦。課程內容涵蓋亞洲(特別是中國、日本、韓國)的社會、文化及政治研究;所探討的題目除了日本及韓國流行文化、中國媒體當代發展、亞洲的民主化與性別議題之外,也會談及區域化、全球化,以至香港與亞洲各國與日俱增的關係。學生有機會選修日文或韓文,加深對日韓文化的認識。

Programme Highlights

- This programme is taught by UWA professors who speak Asian languages and that brings to their teaching a passion and deep understanding of Asian societies;
- A series of **Japanese/Korean language** components is taught by native Japanese/Korean instructors. The curriculum is designed to cater for beginners who have no background in one of the two languages;
- Unit topics covering Asian cultures and societies with special focus on China, Japan and Korea which prepare students for developing career in this world's fastest-growing region; and
- On campus transfer opportunity is available for students to finish their final year in Perth, with all HK credits being counted towards the qualification.

課程特色

- 課程由熟悉亞洲文化及精通地方語言的西澳洲大學教授任教,讓學生對亞洲地區的文化有更深入的了解。
- 課程特別加入由日/韓籍導師任教的初至中級日語/韓語科目,專為修讀日、韓文化而完全沒有日語/韓語基礎的學生而設。
- 課程除重點探討中、日、韓三地的社會結構及文化特色外,也會觸及亞洲各地的文化議題,對有志在亞洲發展的學生具實際裨益。
- 學生在港修畢一個學年後,可選擇到澳洲珀斯校園完成餘下課程。

Programme Structure

The entire BA programme consists of 24 units. Enrolled students will normally be granted exemptions from 8 units, and need to complete 16 units over 4 semesters as follows:

Japanese Language Pathway

Year	Semester	Unit Title
Year 2	Semester 1	Japanese 1
		Asia from Colonial to Modern Cultures, New Media and Communications Power, Participation and Meaning
	Semester 2	Japanese 2
		Culture, Society and the State in Asia Popular Culture in Asia Asian Societies and Cultures
Year 3	Semester 1	Japanese 3A
		Japanese 3 Environment, Power, and Disasters in Asia Gender and Power in Asia
	Semester 2	Japanese 4
		Issues in Japanese Society and Culture Social Issues in Contemporary China  Democratisation in Asia

Korean Language Pathway

Year	Semester	Unit Title
Year 2	Semester 1	Korean 1
		Asia from Colonial to Modern Cultures, New Media and Communications Power, Participation and Meaning
	Semester 2	Korean 2
		Culture, Society and the State in Asia Popular Culture in Asia Asian Societies and Cultures
Year 3	Semester 1	Contemporary Korean Society
		Korean 3 Environment, Power, and Disasters in Asia Gender and Power in Asia
	Semester 2	Korean 4
		Issues in Japanese Society and Culture Social Issues in Contemporary China  Democratisation in Asia

 The unit *Social Issues in Contemporary China* has been included in the list of reimbursable courses for Continuing Education Fund (CEF) purposes.

The above programme structure is intended for use as a guideline to prospective students. The University reserves the right to modify sequencing of units within the structure.

Bachelor of Arts CRICOS Course Code: 00305D

Entry Requirements

Applicants shall hold:

Associate Degree/Higher Diploma qualification, with a minimum CGPA of 2.3 in:

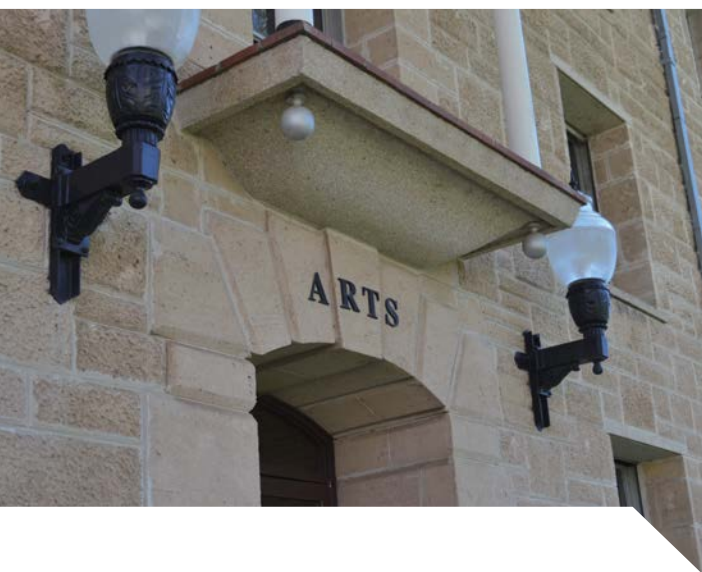
- Associate of Arts in Bilingual Communication/English for Professional Communication/Creative Communication/Language and Culture
- Associate of Arts in Legal Studies
- Associate of Applied Social Sciences/Associate of Social Sciences
- Higher Diploma in Public Relations and Corporate Communications
- Higher Diploma in Translation and Interpretation
- Higher Diploma in Library and Information Management

Graduates of the following institutions with a GPA of 2.7 (B-) or above in ONE of the English for Academic Purposes (EAP) courses, or equivalent, are recognised as demonstrating the required English proficiency:

- Community College of City University
- College of International Education (under Hong Kong Baptist University)
- Hong Kong Community College (under Hong Kong Polytechnic University)
- HKU SPACE Community College
- HKU SPACE Po Leung Kuk Stanley Ho Community College
- School of Continuing and Professional Studies (under the Chinese University of Hong Kong)

Other applicants must also demonstrate English proficiency by having ONE of the following results:

1. Core English Language (HKDSE) of Level 4; **or**
2. Literature in English (HKDSE) of Level 3; **or**
3. Use of English (HKALE) of Grade C; **or**
4. IELTS of 6.5 (no band less than 6.0); **or**
5. TOEFL of 570/230 (computer-based).



Duration of Study and the Degree Award

With full exemptions from the first year of study, students can complete the programme in 4 semesters.

Upon satisfactory completion of the programme, students will be awarded the **Bachelor of Arts** by The University of Western Australia.

Teaching Mode

The two programmes are taught jointly by UWA and HKU SPACE academic staff. All teachings will be complemented by iLectures, seminar discussions, and tutorials.

Assessment

Students will be assessed by a combination of group projects, individual essays, multimedia assignments, and examinations, depending on the subject areas.

On Campus Transfer

As the two BA programmes offered in Hong Kong is the same degree as those offered at the Perth campus of UWA, students may transfer after a year of study and take full credit for units completed in Hong Kong.

Work Placement Opportunities

Opportunities for work placement are available for students. Over the past few years, UWA students have been put in notable media corporations and establishments including Cable TV, Metro Daily, McCann Erickson, Men's Uno, RTHK, SC Media, SCMP and Sing Tao News Corp. etc.

Career Opportunities

Employers are increasingly on the lookout for an innovative and creative workforce. They are seeking people who can research, develop, analyse and communicate ideas in a world of technological, economic, political and social change. Graduates from the two BA programmes are ideally suited to take up this challenge with their ability to reason and communicate. This makes them an asset to most business, media and government organisations.

Further Studies

Qualifications from UWA are highly recognised. Graduates of this BA qualification can pursue postgraduate study in Education, Management, Public Administration, Social Sciences, Language Studies, Communications, Media and Cultural Studies.

Tuition Fee

The tuition fee* for 2018/19 intake is HK\$70,000 per year, payable in four instalments.

* The tuition fee is reviewed annually and is subject to change without prior notice.

Continuing Education Fund

Selected units in the programmes have been included in the list of reimbursable courses for CEF purposes. For details, please refer to <http://www.sfaa.gov.hk/cef>.

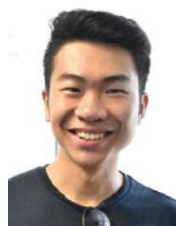
Extended Non-Means-Tested Loan Scheme (ENLS)

Students are eligible to apply for the HKSAR Government's Extended Non-means-tested Loan Scheme (ENLS). The maximum financial assistance under the ENLS is equivalent to the total tuition fee payable to the HKU SPACE in the academic year.

The University of Western Australia Scholarships

In the 2018/19 academic year, UWA will award two scholarships to new entrants. Award qualification will be based on their outstanding academic performance in their AD/HD studies. Each recipient will receive HK\$10,000.

Bachelor of Arts (Communication and Media Studies) - Communication Studies Pathway



CHIANG Fong Tsun, Jacky

- Associate of Arts in Legal Studies, HKU SPACE Community College (2011-13)
- Bachelor of Arts (Communication Studies)* (2013-15)
- Master of Strategic Communication, The University of Western Australia (2015-16)

“ This programme gave me opportunities to develop my interest and find my goal. The UWA professors’ lectures in Hong Kong are inspirational and enlightening. The on-campus transfer to Perth further enriched my university life. The precious moments with my international classmates will never be forgotten. ”

* Retitled to Bachelor of Arts (Communication and Media Studies) in 2015/16.



LEI Pik Kwan, Zoe

- Higher Diploma in Library and Information Management, HKU SPACE Community College (2011-13)
- Bachelor of Arts (Communication Studies)* (2013-15)
- Receipt of HKU SPACE Bursary (2013)
- Administrative Assistant, Japanese jewellery company (2015-17)

“ I gained a lot from the BA (Communication Studies)* programme, both in terms of academic knowledge and friendship. My study here not only deepened my understanding about communication studies, but also enhanced my global perspectives. ”

* Retitled to Bachelor of Arts (Communication and Media Studies) in 2015/16.

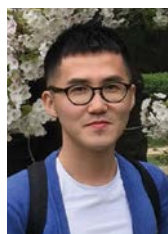
Bachelor of Arts (Asian Studies) - Japanese Language Pathway



CHAN Yi On, Elaine

- Associate of Arts (English Studies), HKU SPACE Community College (2010-11)
- Bachelor of Arts (Asian Studies) (2011-13)
- Production Administrator, Merrill Corporation Asia Limited (2013-)

“ This intellectual experience advances my knowledge about Asian societies, cultures and politics in the globalising era. Being a UWA graduate with a high calibre, I have started a promising career in an international law firm that recognises the academic credential of UWA, where I studied in both the Hong Kong and Perth campuses. ”



LING Kam Chun, Kenisu

- Higher Diploma in Business (Marketing and Media), HKU SPACE Community College (2012-14)
- Bachelor of Arts (Asian Studies) (2014-16)

“ The education and experience gained in this programme has equipped me with a working knowledge in Japanese language and culture. The internship programme at IC gave me a precious opportunity to work in a Japanese Inn for 2 months. Through this internship, I was able to develop and improve my Japanese especially with regard to my listening and speaking skills. ”

Bachelor of Arts (Asian Studies) - Korean Language Pathway



KWONG Wan Ning

- Associate Degree of Arts (Korean Studies), HKU SPACE Community College (2013-15)
- Bachelor of Arts (Asian Studies) (2015-17)

“ The programme has been a rewarding experience. It has enhanced my understanding of Korea and its role in Asian and global contexts. I would definitely mention this programme to my friends who are majoring or interested in Korean language and culture. ”




SHIU Wing Lam


- Associate Degree of Language and Culture, The Hong Kong Polytechnic University, Hong Kong Community College (2013-15)
- Bachelor of Arts (Asian Studies) (2015-17)


“ This programme offers me a wide range of knowledge about Asian societies and cultures. In particular I enjoy the language classes which allow me to learn Korean by engaging students in conversations that are fun and meaningful in different social settings. ”


Apply NOW

 <http://hkuspace.hku.hk/ic>

Programme Enquiries

 2910 7613

 ug.comm@hkuspace.hku.hk (Mr. Kelvin Wong)

 eric.kwong@hkuspace.hku.hk (Mr. Eric Kwong)

General Enquiries

 2910 7555  ic@hkuspace.hku.hk

Programme Overview

Awarding University	The University of Western Australia
Year of Establishment	1911
Duration	2 years (Full-time)
Full Tuition Fee (2018/19 Intake)	HK\$140,000
Medium of Instruction	English/Japanese/Korean
Programme Commencement	September 2018

HKUSPACE

Information in this leaflet is subject to change by HKU SPACE IC and The University of Western Australia without prior notice. Please refer to the IC website or contact programme staff for the latest information.

These are exempted courses under the Non-local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognise any qualification to which these courses may lead.

HKU SPACE is a non-profit making University company limited by guarantee.