

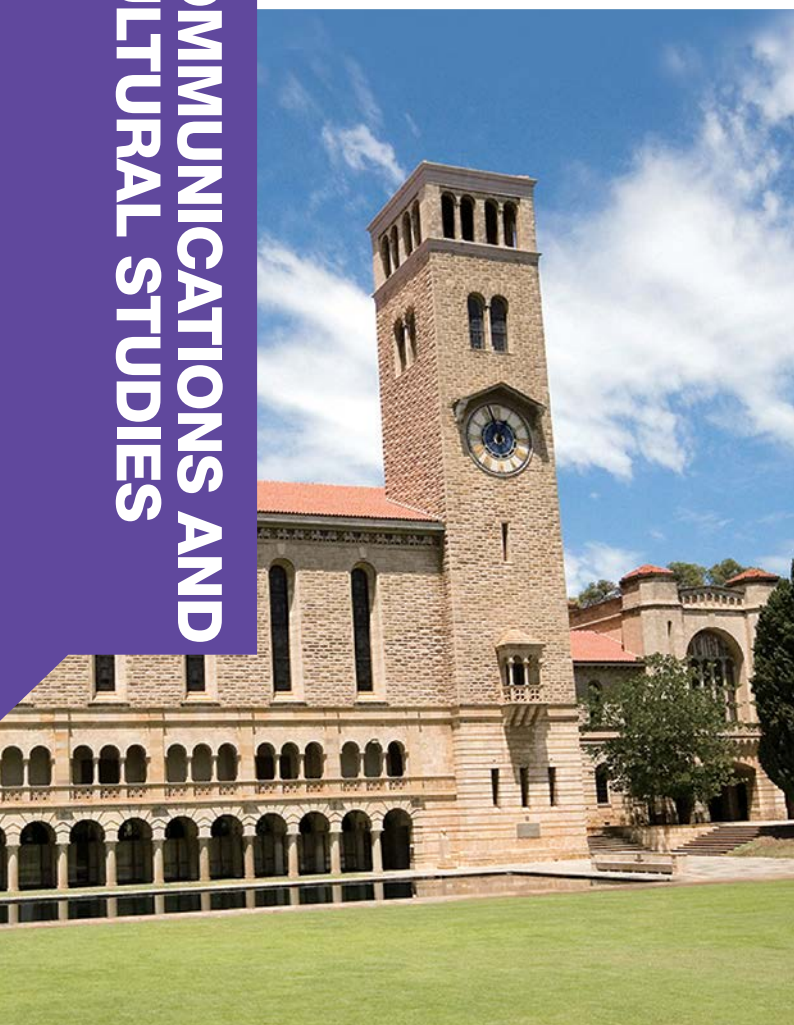
COMMUNICATIONS AND CULTURAL STUDIES



THE UNIVERSITY OF
WESTERN
AUSTRALIA



GROUP
OF EIGHT
AUSTRALIA



Bachelor of Arts - Communication and Media Studies major 文學士 – 傳播與媒體

Course Code: 1845-DP014A (CE 68-809-00/01)

Bachelor of Arts - Asian Studies major (Japanese units included) 文學士 – 亞洲研究

Course Code: 1845-DP018A (CE 68-846-00/01)



2020/21

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



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



Situated in Perth, the University of Western Australia (UWA) celebrated its 100th anniversary in 2012, making it one of Australia's oldest, 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 2020 places UWA at 86th 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, Business, Law and Education is one of the largest 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，唯一來自西澳洲的院校。

西澳洲大學屢次躋身全球大學一百強，位列於2020年度**QS世界大學排名第86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
25	HKU
32	HKUST
46	CUHK
52	CityU HK
86	UWA
91	HK PolyU
261	HKBU
591-600	Lingnan

Source: QS World University Rankings 2020

The University of Western Australia CRICOS Provider Code: 00126G

Bachelor of Arts - Communication and Media Studies major

文學士 – 傳播與媒體

Communication and Media Studies is one of the most exciting and rapidly evolving areas of study in today's media-driven world. This programme provides students with practical communication and digital media skills, along with essential theoretical knowledge, to help them engage with and develop a critical understanding of complex media environments. What we know of the world and how we act in it is critically related to our use of communication technologies, from language to screen, and from text to social networks. This programme also includes training in 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－傳播與媒體主修課程理論與實踐並重，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 2020** places **UWA at 86th internationally**, among the **World's Top 100** with HKU, HKUST and CUHK;
- **UWA professors will fly over to Hong Kong and deliver key lectures** on how media and communication work, how to write for local and specific audiences, and how media produce particular socio-cultural effects;
- **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**2020年度QS世界大學排名榜第86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**；
- **西澳洲大學教授來港面授部分課程**；
- 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:

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

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: 003005D



Bachelor of Arts - Asian Studies major

(Japanese units included)

文學士 – 亞洲研究

This programme provides knowledge and a solid basis for critically understanding the great diversity of cultures, societies and political systems of Asia, including China, Japan, Korea and Indonesia. It explores the impacts of the great religious and philosophical traditions of the region such as Buddhism, Hinduism and Islam, and investigates the dramatic changes colonialism, revolutions and modernisation have brought to the region. Students will also study the Japanese language in the programme.

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。學生有機會修讀日文，加深對日本文化的認識。

Programme Highlights

- This programme is **taught by UWA professors** who speak Asian languages and bring to their teaching a passion and deep understanding of Asian societies;
- A series of **Japanese language** components is taught by native Japanese instructors. The curriculum is designed to cater for beginners who have no background in the language;
- Unit topics covering Asian cultures and societies **with a focus on China, Japan and Korea** which prepare students for developing a 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**日籍導師**任教的初至中級日語語科目，專為修讀日本文化而完全沒有日語基礎的學生而設；
- 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:

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

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: 003005D



Entry Requirements

Applicants shall hold:

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

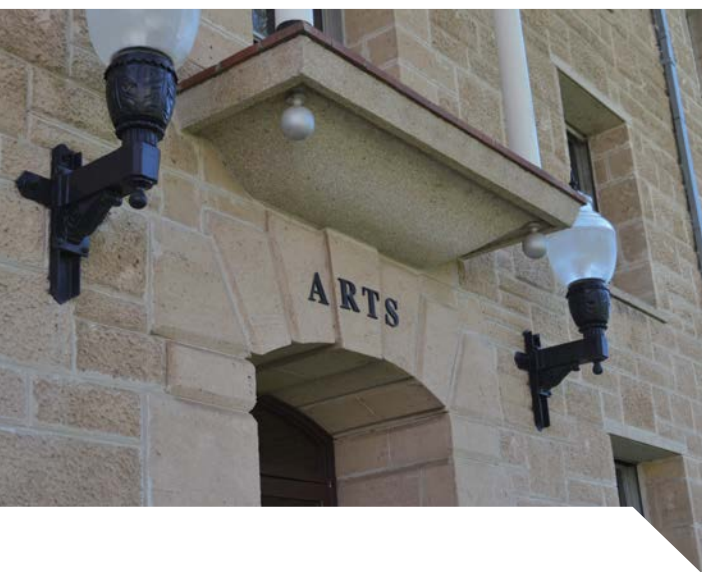
- Associate of Arts in Bilingual Communication/English for Professional Communication/Creative Communication/Language and Culture
- Associate of Arts in Legal Studies
- Associate of Applied Social Sciences/Associate of Social Sciences
- Higher Diploma in Public Relations and Corporate Communications
- 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 exemption 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.

[^] Work placement is not compulsory. It is not part of the degree programme.

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 widely recognised. Graduates of this BA qualification can pursue postgraduate study in education, management, public administration, social sciences, language studies, communications, media and cultural studies, including UWA Master of Strategic Communication, Master of International Relations or a Master of Commerce.

Tuition Fee

The tuition fee* for 2019/20 intake is HK\$70,000 per year, payable in 4 instalments.

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

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 2020/21 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 major



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. ”



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. ”



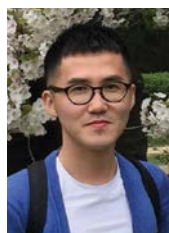
LAU Shing Fung

- Bachelor of Arts (Communication Studies)* (2013-15)
- Master of Strategic Communication, The University of Western Australia (2015-16)
- Marketing and Business Development Executive, Aston Education (2016-)

“ This programme focuses on theoretical knowledge with the development of practical communication skills. I chose to study abroad and finish my final year in Perth. The university life in Perth was an unforgettable experience as I met lots of new friends and professors during my study. Both UWA professors and HKU SPACE lecturers taught me full range of in-depth knowledge in the field of communication. They encouraged me to complete a master’s degree before returning to Hong Kong. ”

* Retitled to Bachelor of Arts - Communication and Media Studies major from 2019/20

Bachelor of Arts - Asian Studies major (Japanese units included)



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. ”



WONG Ho Yee, Chloe

- Associate of Arts in English Studies, HKU SPACE Community College (2014-16)
- Bachelor of Arts (Asian Studies)* (2016-18)
- Administrative Assistant, New Charm Corporation Limited (2018-)

“ The bachelor’s degree offered by UWA is inspiring and plentiful. It allows me to think and discover a lot. In visiting lectures, UWA professors encouraged students a lot and shared a variety of experiences which enlightened me. Lecturers in Hong Kong also provided students with academic advices. In short, I enjoyed my study in UWA and IC. Lastly, I’d like to share an Aristotle’s quote with you, ‘The roots of educations may be bitter, but the fruit is sweet’. Upon completion of the programme, you will believe in yourself more and you can achieve higher-level goals. ”




TAM Ho Chung

- Associates of Arts in Digital Visual Design, Community College of City University Hong Kong (2013-15)
- Bachelor of Arts (Asian Studies)* (2016-18)
- Masters of Arts in Social Anthropology, School of Oriental and African Studies, University of London (2018-)


“ This programme offered me various opportunities to further understand Asian cultures and societies, as well as a chance to upgrade myself by learning the Japanese language. Most importantly, lecturers in Hong Kong are so helpful that they are always willing to encourage and give advice to students. I would like to thank both Hong Kong lecturers and UWA professors for their guidance during my study. ”


* Retitled to Bachelor of Arts - Asian Studies major from 2019/20.

Apply NOW

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

Programme Enquiries

 2910 7613

 ug.comm@hkuspace.hku.hk (Ms. Stefanie Au)

General Enquiries

 2910 7555  ic@hkuspace.hku.hk

Programme Overview

Awarding University	University of Western Australia
Year of Establishment	1911
Duration	2 years (Full-time)
Full Tuition Fee (2019/20 Intake*)	HK\$140,000
Medium of Instruction	English/Japanese
Programme Commencement	September 2020

* Subject to revision.



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.