

# Postgraduate Diploma in Media and Cultural Critique

(awarded within the HKU system through HKU SPACE)

## 媒體及文化分析深造文憑

(按香港大學學制·經香港大學專業進修學院頒授)

For local and non-local students  
本地及非本地學生均可報讀



HKU School of Professional and Continuing Education  
香港大學專業進修學院

The University of Hong Kong's Department of Extra Mural Studies (DEMS) was established in 1956/57, the first continuing education unit in a university in the region. In 1992, DEMS was renamed as the School of Professional and Continuing Education (HKU SPACE). As the continuing education arm of the University, HKU SPACE now fulfils its mission through providing learning opportunities for personal, professional and career advancement for people from all walks of life. With some 900 full-time staff members and over 2,000 part-time teachers, HKU SPACE is the leading local provider in continuing education. Annual enrolment often exceeds 100,000.

HKU SPACE is also privileged to collaborate with 62 institutions drawn from Hong Kong, Mainland China and overseas (principally the UK, the USA and Australia). The School continues to explore opportunities for cooperating further with reputable institutions, both local and overseas, in order to offer a greater variety of high-quality and relevant programmes to students.

香港大學校外課程部於1956/57年正式成立，是香港首個由大學開辦的校外持續教育部門，為廣大社會人士提供終生學習的機會，並於1992年易名為香港大學專業進修學院。學院目前約有900名全職工作人員以及2,000名兼職教員，每年的報讀人次均超過100,000，是本地最具規模的持續教育專上院校。

香港大學專業進修學院有龐大的國際網絡，現時與62所本地、中國內地以及英國、美國、澳洲等海外學術機構合作，並繼續積極開拓更多合作計劃，與海外及本地具學術質素的學府廣泛交流，以發展和引進多種優質課程予本地人士進修。



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While the preservation of cultural heritage frequently involves socio-political, economic and technical issues, there is a growing recognition that cultural heritage and its conservation is a shared responsibility amongst all levels of government, proponents and members of a community.

With the proposed development of Hong Kong as a cultural and creative hub, this postgraduate diploma would meet the demand for media and cultural professionals, with its interdisciplinary focus on sociology, cultural studies, the media and communications. The importance of prioritising the creative sector and cultural industries in Hong Kong will also enable degree holders from other academic disciplines (for example, Business and IT) to convert to this humanities based programme and to prepare for a second career in media and culture related industries.

近年社會對本土文化發展日益關注，由傳媒生態到文化保育，均成為大眾討論的重要議題。不論政府、工商或文化界別，也愈來愈重視具有相關學歷、具備對文化發展分析能力的專業人才。

自九十年代起，隨著媒體及文化研究在英國及澳洲等地興起，傳媒及文化對社會各個層面造成的影響，得到了較以往更加廣泛的關注。本港近年實施的新高中課程改革，通識教育成為必修科目，令社會對持有相關深造文憑或以上的學歷之專才十分渴求。



媒體及文化分析深造文憑課程，針對本地社會近年的文化發展，以及對媒體及文化專才的需要而設計。學員在修讀深造文憑期間，能夠接觸到人文及社會學中各個主要領域及批判的方法與理論，對媒體、傳播，以至普及文化現象等深入探討。本課程亦為已具有其他學士學歷（如商業及資訊科技）的專業人士提供培訓，以迎合經濟轉型及創意與文化產業發展對相關人才的需求。

## Programme Highlights

- Interdisciplinary focus on sociology, communication, media and cultural studies;
- Analytical skills and research methodologies specifically for art, media and cultural management;
- With exemption of up to 90 credits (half of the MA programme) to MA Media and Communications Management (awarded by Middlesex University London).

## Programme Structure

The programme aims to develop the study of media and cultural institutions, ideologies and policies as part of social and economic reality. Its design has a specific rationale, beginning from a first semester which aims to provide a comprehensive foundation in research methods and critical approaches to media and culture, through a second semester which allows advanced work on one of the following three areas:

- Image and Media Analysis
- Media and Social Inquiry
- Media Literacy

This programme provides a grounding in the media and then visual, socio-cultural and economic content, giving graduates the possibility of undergoing further study in media and cultural studies, creative industries, media management and advertising.

In fulfillment of the graduation requirement, students are required to complete four modules according to the following study schemes:

Semester 1	Semester 2
Students are required to take <u>TWO</u> compulsory modules as follows: <ul style="list-style-type: none"><li>• Researching Media and Culture</li><li>• Media and Cultural Critique</li></ul>	Students need to take any <u>TWO</u> of the following modules: <ul style="list-style-type: none"><li>• Visualising Cultures</li><li>• Media and Popular Culture</li><li>• Media Regulation &amp; Management</li><li>• Media Literacy</li></ul>

Notes: The above programme structure is intended for use by prospective students as a guide. HKU SPACE reserves the right to vary the structure.

## Alumni Sharing

### Beatrice CHEUNG

- BA (Hons) in Graphic and Media Design, London College of Printing (1992-95)
- Regional Graphic Manager (Asia Pacific), Imation Corporation Limited (2009-11)
- Founder, A Plus Workshop (2011- )

"As a SME founder, this subject area is entirely new to me and seems not directly related to my business. From being scared on how little I knew on the subject at the beginning, to now I am able to apply the knowledge of media and cultural critique in my business, I find the subject matters interesting and useful to my career and personal development."

### Gordon CHUNG

BEng (IETM), University of Hong Kong (2008-11)

"Studying media and cultural critique is exciting and challenging. Not only I am able to gain new perspectives of media culture, I have also got the chance to reflect on my way of thinking and to rethink my everyday life experiences. In short, this programme is definitely intriguing."

Course Code CE68-101-00/21



### Programme Overview

Study Mode	Full time
Duration	7 months (including semester break)
Medium of Instruction	English
Tuition Fee	HK\$16,000 per semester (2 semesters in total)
Application Fee	HK\$200
Programme Enquiries	2910 7607 emily.to@hkuspace.hku.hk (Ms. Emily To) christy.sn.chan@hkuspace.hku.hk (Ms. Christy Chan)
General Enquiries	2910 7555 cidp@hkuspace.hku.hk
Website & Online Application	<a href="http://hkuspace.hku.hk/cidp/">http://hkuspace.hku.hk/cidp/</a>
Programme Commencement	• June 2012 • September 2012

## Enquiries

Programme 2910 7607

emily.to@hkuspace.hku.hk (Ms. Emily To)  
christy.sn.chan@hkuspace.hku.hk (Ms. Christy Chan)

General 2910 7555

cidp@hkuspace.hku.hk

## Entry Requirements

Applicants should normally hold:

- a bachelor's degree in areas of Humanities, Social Sciences, IT, or Business, awarded by a recognised university;  
*or*
- a recognised sub-degree qualification, or equivalent, and have two years of relevant work experience;  
*and*
- an IELTS score of 6.5 (no band less than 6.0), or equivalent (for graduates of tertiary institutions where English is not the medium of instruction).

Applicants may be invited to attend a written test and/or an interview.

## Duration of Study & Award

Students who have successfully completed all four modules will be awarded the **Postgraduate Diploma in Media and Cultural Critique** within the HKU system through HKU SPACE.

## Teaching Mode

The unique research and critique nature of this programme enables a variety of teaching modes to be used, including lectures, seminars, tutorials, workshops as well as independent research and study.

Students should expect to take two classes per week, one on a weekday (evening), and one on Saturday.

## Assessment

Depending on the nature of individual modules, students will be assessed by a combination of individual essays, research assignments, article reviews, class and/or site visit reports, media lesson plans, photoblogs, quizzes, group projects and presentations, multimedia projects and written examinations.

## Further Studies

Postgraduate Diploma is widely recognised around the world by employers and academic institutions.

Graduates of the programme would also have the opportunity and required background to further their studies at master's level – thus, various options, both professional and academic would become available to them in the burgeoning fields of the media and cultural industries, PR, media management as well as in creative industries.

Graduates are eligible to apply for the MA Media and Communications Management programme offered by Middlesex University London, with an exemption of up to 90 credits given to successful candidates (half of the MA programme). They are thus required to take one additional module and finish a dissertation for the MA qualification.

Graduates can also apply for various MA/MSc programmes of the following universities:

- Edinburgh Napier University
- Middlesex University London
- University of the West of England, Bristol
- The University of Western Australia

## Tuition Fee

The tuition fee is HK\$16,000 per semester (two semesters for the entire programme).



Information in this leaflet is subject to change by HKU SPACE CIDP without prior notice. Please refer to CIDP website or contact Programme Staff for latest information.

Non-Hong Kong residents are eligible to study the Postgraduate Diploma programme leading to the award within the HKU system through HKU SPACE. No student visa is required.