

# Department of Media and Communication

College of Liberal Arts and Social Sciences



香港城市大學  
City University of Hong Kong

Department of Media and Communication  
Options: BA Digital Television and Broadcasting  
BA Media and Communication

媒體與傳播系 選項: 文學士(數碼電視與廣播)  
文學士(媒體與傳播)

**Admission code: JS1106 (JUPAS) / 1106 (Non-JUPAS)**

Students apply for admission to first-year studies at the Department of Media and Communication with an undeclared major. They will enter a major after the first year of study.

BA in Digital Television and Broadcasting OR BA in Media and Communication

## Major Allocation

Students will choose a major after the first year of study

Tier 1: Top 40% - Free choice of major

Tier 2: Remaining 60% - Subject to availability of quota for the majors

## Entrance Requirements

### For JUPAS (HKDSE) applicants

Minimum Entrance Requirements for JUPAS Applicants:

1. Level 3 or above in Chinese Language and English Language; and
2. "Attained" Level in Citizenship and Social Development; and
3. Level 2 or above in Mathematics; and
4. Level 3 or above in any two elective subjects\*

\* - If students take both M1 and M2, they are counted as one subject only.

- Applied Learning subjects are not counted as elective subjects.


- Unspecified elective subjects may include "other languages" at grade E or above.

### For Direct (Non-JUPAS) applicants

Please refer to the website of the Admissions Office

(<https://www.cityu.edu.hk/admo>) for the general entrance requirements for direct (Non-JUPAS) applicants.



 [www.cityu.edu.hk/com](http://www.cityu.edu.hk/com)



Department of  
Media and Communication

香港城市大學  
City University of Hong Kong

# Department of Media and Communication

## College of Liberal Arts and Social Sciences



香港城市大學  
City University of Hong Kong

Address: 5/F, Run Run Shaw Creative Media Centre, 18 Tat Hong Avenue, Kowloon, Hong Kong

✉ com@cityu.edu.hk

## BAMDCM BA Media and Communication

文學士(媒體與傳播)



This major stands at the front of the field of media and communication in teaching and research. From an interdisciplinary perspective, it seeks to develop students' knowledge and critical abilities in discovering the processes and structure of media and communication in their daily lives. It prepares students for a broad range of careers in media and communication industries, placing particular emphasis on developing proficiency in new and emerging media technologies.



### Careers

市場與行銷經理  
Marketing/Sales Manager

媒體與傳播主管  
Media & Communication Executive

廣告部門主管  
Advertising Executive

公關從業者與主管  
PR Practitioner

## Direct (Non-JUPAS) Application (Admission code: 1341A)

### 2-year programme (Advanced Standing II)

Applicants are normally expected to have completed an Associate Degree / Higher Diploma with a Cumulative Grade Point Average (CGPA) of at least 3.0 or an equivalent overall mark, or a credit award, AND to have attained at least Level 3 or above in HKDSE English Language and Chinese Language or an equivalent qualification.

### 3-year programme (Advanced Standing I)

Associate Degree / Higher Diploma graduates who do not receive a senior-year (Advanced Standing II) place, or graduating students or graduates of high school following non-HKDSE curriculum (e.g. IB, GCE) / transfer students from local or overseas bachelor's degree programmes from other universities, may be considered for Advanced Standing I admission.



Department of  
Media and Communication

香港城市大學  
City University of Hong Kong

[www.cityu.edu.hk/com](http://www.cityu.edu.hk/com)



# Department of Media and Communication

College of Liberal Arts and Social Sciences



香港城市大學  
City University of Hong Kong

Address: 5/F, Run Run Shaw Creative Media Centre, 18 Tat Hong Avenue, Kowloon, Hong Kong

✉ com@cityu.edu.hk

## BATVB BA Digital Television and Broadcasting 文學士(數碼電視與廣播)



This major prepares students to be professionals in the digital television and broadcasting industry. As a niche program, it positions students at the forefront of broadcasting technology and enables them to acquire a broad range of digital media skills in content production. Students also learn key concepts, terminologies, and trends in media, thus becoming highly employable in this ever-changing industry.

Careers

主播  
Anchor

記者  
Reporter

製作人  
Producer

編導  
Director

編輯  
Editor

## Direct (Non-JUPAS) Application (Admission code: 1356A)

### 2-year programme (Advanced Standing II)

Applicants are normally expected to have completed an Associate Degree / Higher Diploma with a Cumulative Grade Point Average (CGPA) of at least 3.0 or an equivalent overall mark, or a credit award.

### 3-year programme (Advanced Standing I)

Associate Degree / Higher Diploma graduates who do not receive a senior-year (Advanced Standing II) place, or graduating students or graduates of high school following non-HKDSE curriculum (e.g. IB, GCE) / transfer students from local or overseas bachelor's degree programmes from other universities, may be considered for Advanced Standing I admission.



Department of  
Media and Communication

香港城市大學  
City University of Hong Kong

www.cityu.edu.hk/com

