

# Department of Media and Communication | 媒體與傳播系

## Media and Communication

(Majors: BA Digital Television and Broadcasting / BA Media and Communication)

媒體與傳播[主修: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)

The Department offers a range of innovative degree programmes designed to train versatile professional communicators for the age of media convergence and information integration. Graduates are well positioned for diverse careers in the media industry and communication sectors in businesses and government organizations.

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



### General Entrance Requirements

English Language	Chinese Language	Mathematics	Citizenship and Social Development	Elective 1	Elective 2
Level 3	Level 3	Level 2	Attained	Level 3	Level 3

### Weighted Admission Score for Main Consideration

<b>Admission Code</b> JS1106 Media and Communication (Majors: BA Digital Television and Broadcasting / BA Media and Communication)	<b>Subjects Included</b> Best 4 subjects (include English)	<b>Subject Weightings</b> Eng. Lang.: 1.25 Chi. Lang.: 1.25 Maths.: 1 Elective Subjects: 1
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### Entrance Requirements





















#### For JUPAS (HKDSE) applicants

- 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.

	DSE Students DSE Exam	Non-DSE Students IB/GCE/Overseas Exam	Non-DSE Students Asso. Degree Diploma Exam
YEAR 1	 <b>BDCOM</b> Admission Code: <b>JS1106</b>	  	  
YEAR 2	 <b>BAMDCM / BATVB</b>	 <b>BAMDCM / BATVB</b> Admission Code: <b>1341A/1356A</b>	  
YEAR 3	 <b>BAMDCM / BATVB</b>	 <b>BAMDCM / BATVB</b>	 <b>BAMDCM / BATVB</b> Admission Code: <b>1341A/1356A</b>
YEAR 4	 <b>BAMDCM / BATVB</b>	 <b>BAMDCM / BATVB</b>	 <b>BAMDCM / BATVB</b>
CAREER PATHS AFTER GRADUATION	 <b>BAMDCM</b> CAREER PROSPECTS • Media & Communication Executive • Advertising Executive • Marketing/Sales Manager • PR Practitioner	 <b>BATVB</b> CAREER PROSPECTS • Anchor/ Reporter • Producer/ Director • Editor	



**City University of Hong Kong**  
**Department of Media and Communication**

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# (BAMDCM)

## BA Media and Communication

文學士(媒體與傳播)

### Programme Features

BAMDCM 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.

### Career Prospects

- Media & Communication Executive
- Advertising Executive
- Marketing/Sales Manager
- PR Practitioner

### Direct (Non-JUPAS) Application

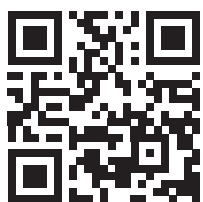
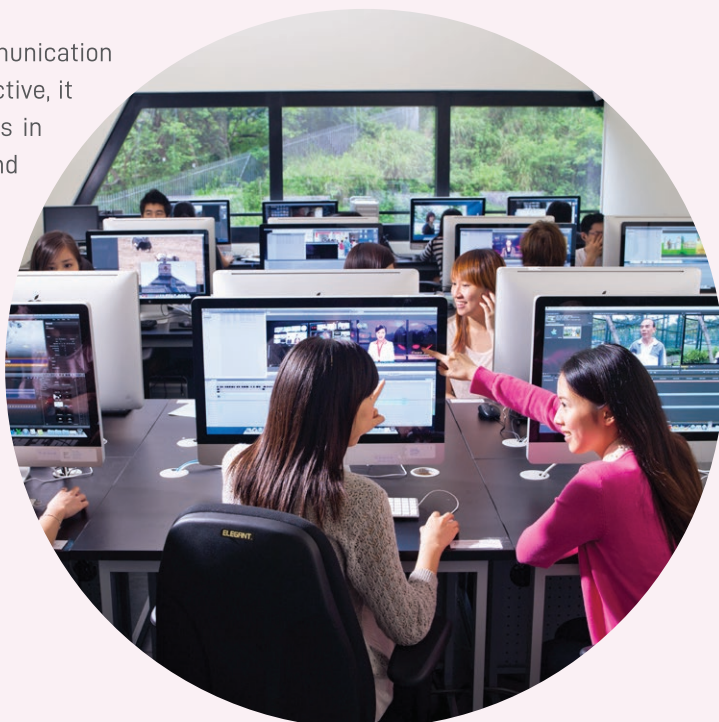
(Admission code: 1341A)

### 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.



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**(BATVB)**

## **BA Digital Television and Broadcasting**

文學士(數碼電視與廣播)

### **Programme Features**

BATVB 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.

### **Career Prospects**

- Anchor
- Reporter
- Producer
- Director
- 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.



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香港城市大學  
City University of Hong Kong

**Empowering  
Innovation** *with*  
**Communication**