

**BEIJING NORMAL-HONG KONG BAPTIST  
UNIVERSITY**

**Faculty of Humanities and Social Sciences**

**Minor Programme in Journalism and  
Media Studies**

**2026-2027**

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## 1. General Information

### 1.1. Programme Title

Minor Programme in Journalism and Media Studies  
新闻媒体副修

### 1.2. Academic Unit Involved in the Delivery of the Programme

The Minor Programme is to be offered by the Media and Communication Studies (MCOM) Programme and administered under the Faculty of Humanities and Social Sciences.

### 1.3. Programme Aims, Objectives, and Intended Learning Outcomes

The general aim of the Minor Programme is to provide students with a foundation in hands-on journalism skills and/or critical media literacy for the rapidly changing and highly interdisciplinary media industries globally. Specifically, the programme objectives are to provide students with:

- (1) English competence in journalism and/or media representations with a global purview.
- (2) Writing, reporting, and creative skills that be applied in various subfields of the media industry as producers and/or analysts.
- (3) A critical and sociological perspective in understanding modern media institutions, texts, and cultures.

Table 1 outlines the Programme Intended Learning Outcomes (PILOs) of the Minor Programme in Journalism and Media Studies whereas Table 2 delineates the alignment of the PILOs with the Graduate Attributes (GAs) of BNBU.

**Table 1: Programme Intended Learning Outcomes (PILOs)**

|                                                                                |                                                                                                                                                                                                                  |
|--------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Upon successful completion of the Minor Programme, students should be able to: |                                                                                                                                                                                                                  |
| <b>PILO 1</b>                                                                  | <b>Develop</b> writing competence to report breaking news stories in print and multimedia formats according to professional standards;                                                                           |
| <b>PILO 2</b>                                                                  | <b>Interpret</b> the historical and social contexts of the professional practices in one or more of the following media industries: newspaper, magazine, radio, television, documentary film, and digital media; |
| <b>PILO 3</b>                                                                  | <b>Analyse</b> contemporary issues of global media with interdisciplinary perspectives of communication and media studies.                                                                                       |

**Table 2: Mapping of the Programme Intended Learning Outcomes (PILOs) with the Graduate Attributes (GAs)**

| PILOs                                  | GAs          |            |           |          |             |                |           | No. of GAs addressed by this PILO |
|----------------------------------------|--------------|------------|-----------|----------|-------------|----------------|-----------|-----------------------------------|
|                                        | Citizen-ship | Know-ledge | Learn-ing | Skills   | Creati-vity | Communi-cation | Team-work |                                   |
| PILO 1                                 | X            |            |           |          | X           |                | X         | 3                                 |
| PILO 2                                 |              | X          |           | X        |             | X              |           | 3                                 |
| PILO 3                                 |              | X          | X         | X        |             |                |           | 3                                 |
| <i>No. of PILOs addressing this GA</i> | <b>1</b>     | <b>2</b>   | <b>1</b>  | <b>2</b> | <b>1</b>    | <b>1</b>       | <b>1</b>  | <b>---</b>                        |

#### **1.4. Medium of Instruction**

The medium of instruction for the Programme is English.

#### **1.5. Target Students**

The target students of the Programme are students of all majors except for those in Media and Communication Studies (MCOM).

#### **1.6. Year of Implementation**

The Minor Programme in Journalism and Media Studies has been offered from the Academic Year of 2020-21.

### **2. Programme Requirements and Structure**

#### **2.1. Programme Requirements**

Students can claim the Minor Programme in Journalism and Media Studies if they can fulfil the following criteria:

- a) Complete 15 units in accordance with the stipulated programme structure; and
- b) Attain a minimum cumulative GPA of 2.0 for all the courses.

#### **2.2. Programme Structure**

Students of the Minor Programme in Journalism and Media Studies are required to complete one required courses and four elective courses as stipulated in the table below.

In particular, Minor applicants are encouraged to follow one focus in choosing Minor Required and Minor Electives on either category: I.) Media Studies; or II.) Journalism. However, to maximize the benefits for individual interests, the student can claim the Minor Programme as long as he/she finishes 3 required units and 12 elective units with a satisfying GPA regardless of the recommended logic.

Students are required to complete at least one course at level 3 or above.

**Table 3: Curriculum Structure of the Minor Programme in Journalism and Media Studies**

| Code                                                                                                         | Title                                       | Units | Level | PILO |   |   | Pre-requisite(s)           |
|--------------------------------------------------------------------------------------------------------------|---------------------------------------------|-------|-------|------|---|---|----------------------------|
|                                                                                                              |                                             |       |       | 1    | 2 | 3 |                            |
| Required Courses – students should complete 3 units (1 to be chosen out of the 2 listed below): <sup>1</sup> |                                             |       |       |      |   |   |                            |
| MCOM1003                                                                                                     | Introduction to Media Studies               | 3     | 2     |      | X | X | None                       |
| MCOM2033                                                                                                     | Foundations of News and Feature Reporting   | 3     | 2     | X    | X |   | None                       |
| Elective Courses – students should complete 12 units (4 to be chosen out of the 16 listed below):            |                                             |       |       |      |   |   |                            |
| I. Media Studies                                                                                             |                                             |       |       |      |   |   |                            |
| MCOM1013                                                                                                     | New Media, Culture and Society              | 3     | 3     |      |   | X | None                       |
| MCOM2013                                                                                                     | Communication Theories I                    | 3     | 2     |      | X | X | None                       |
| MCOM2043                                                                                                     | Documentary Film Classics                   | 3     | 2     |      | X | X | None                       |
| MCOM2073                                                                                                     | History of East Asian Media and Culture     | 3     | 2     |      |   | X | None                       |
| MCOM3003                                                                                                     | Media in China                              | 3     | 3     |      | X | X | None                       |
| MCOM3013                                                                                                     | Rhetoric of Communication and Media         | 3     | 3     |      | X | X | None                       |
| MCOM3043                                                                                                     | Culture, Media and Tourism                  | 3     | 3     |      | X | X | None                       |
| MCOM3123                                                                                                     | International Communication                 | 3     | 3     |      | X | X | MCOM1003<br>or<br>MCOM1013 |
| MCOM3163                                                                                                     | Study on Intercultural Communication Issues | 3     | 3     |      | X | X | None                       |
| MCOM3173                                                                                                     | Gender, Identity and the Media              | 3     | 3     |      | X | X | None                       |
| II. Journalism                                                                                               |                                             |       |       |      |   |   |                            |
| MCOM2053                                                                                                     | Reporting Laboratory (1)                    | 3     | 2     | X    | X |   | MCOM2033                   |
| MCOM2063                                                                                                     | Foundation of Photojournalism               | 3     | 2     | X    | X |   | None                       |
| MCOM2083                                                                                                     | Video Production for Journalism             | 3     | 2     | X    | X |   | None                       |
| MCOM2103                                                                                                     | Entertainment Journalism                    | 3     | 3     | X    | X |   | None                       |
| MCOM3033                                                                                                     | Internship (MCOM) <sup>2</sup>              | 3     | 3     | X    | X |   | None                       |
| MCOM3133                                                                                                     | Media Law and Ethics                        | 3     | 3     |      | X | X | None                       |
| MCOM3143                                                                                                     | Advanced Reporting and Writing              | 3     | 3     | X    | X |   | MCOM2033                   |
| MCOM3223                                                                                                     | International News                          | 3     | 3     |      | X |   | None                       |
| MCOM3243                                                                                                     | News Translation                            | 3     | 3     | X    | X |   | None                       |
| MCOM4063                                                                                                     | Business and Financial Reporting            | 3     | 3     | X    | X |   | None                       |

<sup>1</sup> If both Minor Required courses are completed then the second one will count as a Minor Elective.

<sup>2</sup> The Internship course will be open every Semester 1 for major students of Y4. For Minor students who have fulfilled all other 12 units (4 courses) under the Journalism category with a minimum GPA2.5 will be granted approval to finish his/her Minor programme with the capstone course of internship. However, the

*candidate will need to join the Internship Infor Session in March (Semester 2) before the registration to confirm the approval from the Department Head.*