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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:	
PILO 1	**Develop** writing competence to report breaking news stories in print and multimedia formats according to professional standards;
PILO 2	**Interpret** 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;
PILO 3	**Analyse** 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**
No. of PILOs addressing this GA	**1**	**2**	**1**	**2**	**1**	**1**	**1**	**---**

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 course 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): [1]							
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 18 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 or 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)[2]	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

[1] *If both Minor Required courses are completed then the second one will count as a Minor Elective.*

[2] *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.