Welcome to

MA in Communication and New Media

傳播與新媒體文學碩士
our teaching team

- Dr CHEUNG, Ho Ming
- Ms CHEUNG, Hokling
- Dr HE, Zhou
- Dr JACOBS, Katrien
- Mr LAU, Lawrence
- Dr LEE, Betty
- Prof LEE, Chin-Chuan
- Dr LEE, Francis
- Mr LI, Yuk Hon
- Dr LIN, Wan-Ying
- Mr MA, Wang Wa
- Ms SO, Luka
- YAO, Mike
- ZHU, Jonathan

> more on staff profile
our program history

- Launched as a UGC-funded program in 1998, with you being the 9th class of the program
- First batch of students graduated in 1998, with the 8th batch coming out this summer and over 200 alumni from the program
- Changed to self-financed in 2004, offering both part-time and full-time modes of study

> memorables
our expected outcomes

- We don’t train computer programmers
- Nor do we train graphic designers
- We train specialists who can design, produce, deploy, and manage communication projects equipped with new media technology
our training approach

- We provide **breath** (instead of depth) training
- We strive for **integration** between theory and technology
- Our definition of **HTTP**: Harmony of Theory, Technology and Practice
our curriculum structure

- 30 credits required to graduate, including
  - 5 required courses + a final project (= 15 + 6 credits)
  - 3 elective courses (9 credits)

- Elective courses:
  - Of 11 elective courses listed, 1-3 will be offered each semester, balanced between student preferences and operation cost
  - A pre-registration will be arranged in the preceding each semester

> more on curriculum
our learning environment

- New Media/Video Labs are open to do exercises and projects
- Student are provided data space on newmedia web server (http://newmedia.cityu.edu.hk)
- “Paperless” mode of study: all course materials are available online; no hardcopy will be distributed
- Students are encouraged to get a notebook as one-stop solution to all study needs

> more on labs
our academic policy

- Attendance: “three strikes, you’re out” (if you miss four or more classes for a course, you’ll have to retake the course);
- Copyright: no piracy (illegal copy of books, software, and other intellectual properties are prohibited from all course activities);
- Ethics: plagiarism and other dishonest conducts are strictly prohibited

> more on university policy
newmedia.cityu.edu.hk