BACHELOR OF SOCIAL SCIENCE IN

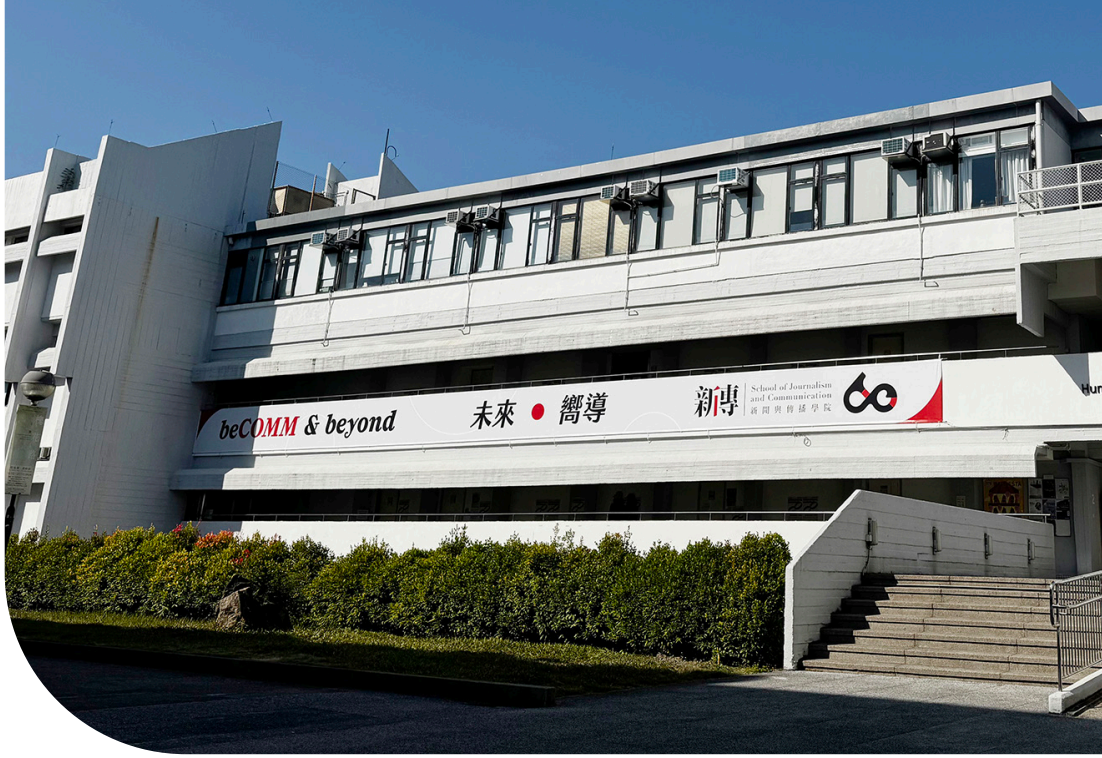
GLOBAL COMMUNICATION

新傳 School of Journalism and Communication 新聞與傳播學院

香港中文大學 The Chinese University of Hong Kong

JUPAS CODE **JS4858**

PIONEER IN MEDIA AND COMMUNICATION EDUCATION







ABOUT CUHK SCHOOL OF JOURNALISM AND COMMUNICATION

Established in 1965, the School of Journalism and Communication at The Chinese University of Hong Kong has the longest history of communication education and research in Hong Kong. Our School aims to educate students to become communication professionals with a global perspective who excel in practical skills and have analytical and innovative minds to generate high-quality communication content. We endeavour to instill a strong sense of social consciousness and commitment to professional ethics, freedom of expression and social responsibility. By upholding our motto to "inherit, inspire and innovate," we invite students to dive into the media world and equip them with solid knowledge that inspires new perspectives.



60

years since its establishment

World	Asia	Hong Kong
#12	#2	#1

QS World University Rankings by Subject 2025

2

Undergraduate programmes

2

Research postgraduate programmes

5

Taught postgraduate programmes

400+

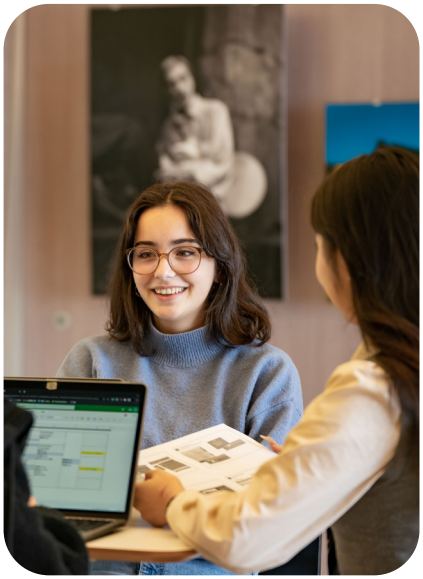
Undergraduates

300+

Postgraduates

9000+

Alumni in all programmes



PROGRAMME INTRODUCTION

The BSSc in Global Communication programme prepares students to become next-generation communication advocates for sustainable futures. Our programme offers a clear pathway for students to develop storytelling skills, understand how emerging technologies (e.g. platforms and AI) shape global communication landscapes, and assess the impacts of geopolitics on the global flow of media and information. Our integrated curriculum, combining communication theories, practical training, and experiential learning, empowers students to build expertise and cultivate their voice on pressing global sustainability challenges. Students will also be prepared to pursue communication careers within and beyond media industries.

PROGRAMME FEATURES

- Global Communication is the first-of-its-kind degree programme in Hong Kong that combines communication studies with a guaranteed overseas academic exchange. Students can go on exchange for one semester in an overseas institution: University of Southern California (USA), Erasmus University Rotterdam (The Netherlands), Cardiff University (UK), University of Navarra (Spain), International Christian University (Japan), etc.
- A wide range of courses and experiential learning opportunities covering storytelling techniques as well as theories about globalization, emerging technologies, and geopolitics
- Experiential learning activities: local field trips and overseas theme-based study tours (e.g. *Varsity* reporting trips, Singapore Advertising Tour, Seoul Creative Industries Tour and Hangzhou Smart City Tour)
- Global learning environment: 1:1 ratio of international to local students, all required courses are taught in English





STATE-OF-THE-ART FACILITIES









We are committed to providing an environment with up-to-date technology that will facilitate teaching and learning, as well as the production of creative media. Our professional facilities include 4K-UHD Virtual Set Studio, Digital Radio Studio, Black Box Studio, Creative Hubs, VO Lab and VR Lab.



LEARNING ROADMAP FOR NEXT-GENERATION COMMUNICATION ADVOCATES FOR SUSTAINABLE FUTURES

Our programme starts with an overview of global communication and fundamental media production training. In the second year, under our teachers' guidance, you will get a taste of real-life journalism and practice your storytelling skills by joining *Varsity*, our School's English news magazine. You will also participate in a theme-based overseas field trip to gain an in-depth understanding of global communication issues.



The third year provides you with an opportunity for self-exploration. You will go on an academic exchange for one semester at one of the School's partner universities in Asia, Europe or North America. Optional global internships are also provided. In the final year of the programme, you will critically reflect on the role of global digital platforms and conduct a final-year project of your choice.







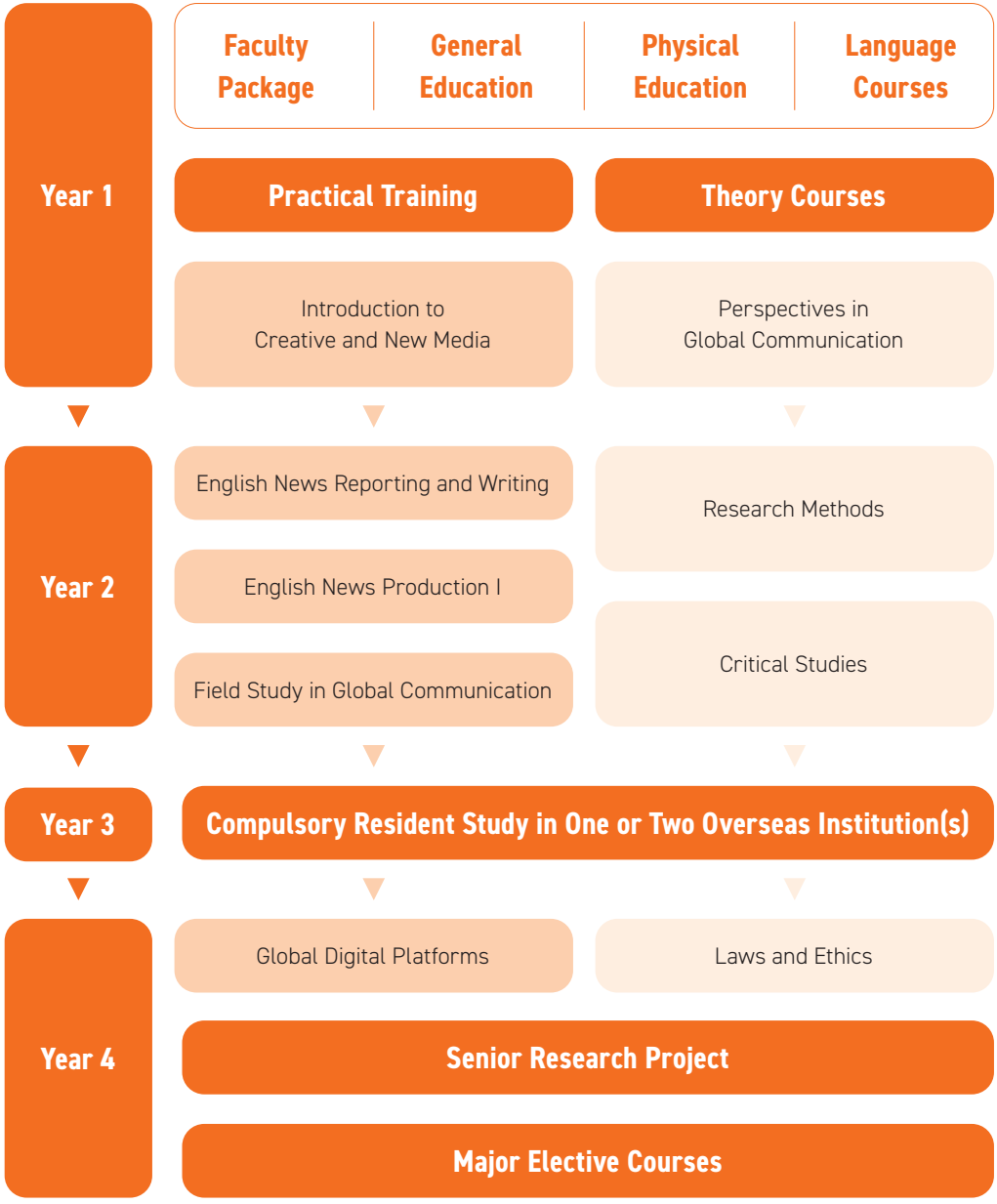
Cynthia Chan attending the 11th University Scholars Leadership Symposium at the United Nations Conference Centre, Bangkok
(August 1 to 4, 2023)





Phuong Linh Tran attending the 4th Global Peace Summit at the United Nations Conference Centre, Bangkok
(January 15 to 17, 2025)

STRUCTURE OF GLOBAL COMMUNICATION PROGRAMME





MAJOR ELECTIVE COURSES

After acquiring fundamental knowledge in global communication and storytelling techniques, you will have the opportunity to select from a diverse range of elective courses across three main areas:

Storytelling Techniques	Co-production of Emerging Technologies and Global Communication Landscapes	Impacts of Geopolitics on Global Media and Information Flows
English and Chinese Writing for Public Relations, Digital Video Production, Photojournalism, and Documentary	User Interface Design, Social Media Analytics, and Global Finance for Communication Professionals	Public Sphere and Global Media, Global Cinema, and Diversity Issues in Communication

At the same time, you will be able to design your own path by taking additional elective courses in streams including Advertising and Public Relations, Journalism, Creative and New Media, and Communication Studies offered by the School of Journalism and Communication.

OVERSEAS FIELD TRIPS

SO
KO





Varsity Reporting Trip

JAPAN







SINGAPOR

UTH
REA

Seoul Creative Industry Tour







CHINA

Singapore Advertising Tour







Hangzhou Smart City Tour

E

USA



Cynthia Hu
Exchange at University of Southern California, USA



Lilac Ye
Exchange at University of Southern California, USA

SPAIN



Tessa Yau
Exchange at University
of Navarra, Spain

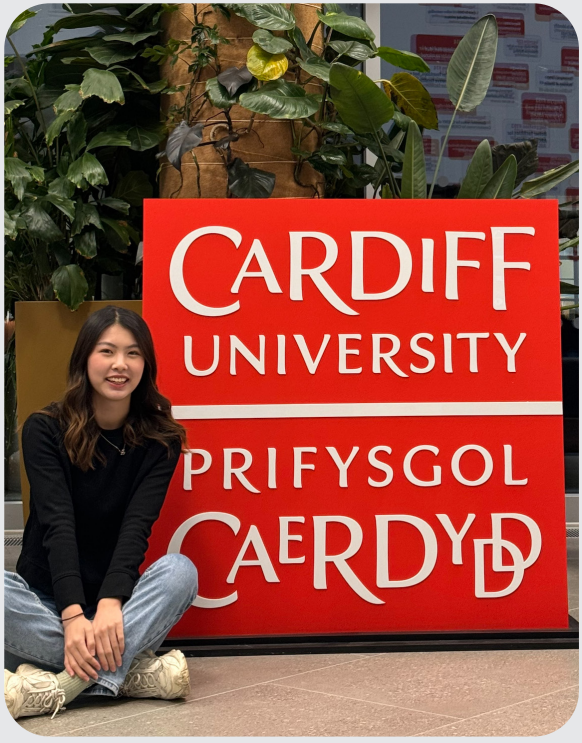
UNITED KINGDOM



Cynthia Chan
Exchange at University of Sussex, UK

Ryan Teh
Exchange at Cardiff University, UK





Nicole Li
Exchange at Cardiff University, UK



JUPAS ADMISSIONS

Minimum University requirements for applicants taking HKDSE:

Chinese	3
English	4
Mathematics	2
Citizenship & Social Development (CS)	Attained
1st Elective Subject	3
2nd Elective Subject or M1/M2	3

Selection principle: Best 5

Subject weighting: English Language x1.3

NON-JUPAS LOCAL AND INTERNATIONAL STUDENTS ADMISSIONS

Applicants can apply to this programme with international qualifications such as GCE-AL, International-AL, IB or other high school qualifications. For details, please visit the website of the Office of Admissions and Financial Aid: admission.cuhk.edu.hk.

SCHOLARSHIPS AND FINANCIAL AID

The School offers admission scholarships to students with outstanding academic achievements, details can be found on our website (com.cuhk.edu.hk). The Office of Admissions and Financial Aid also provides various scholarships and subsidies to qualifying students. For details, please visit: admission.cuhk.edu.hk.



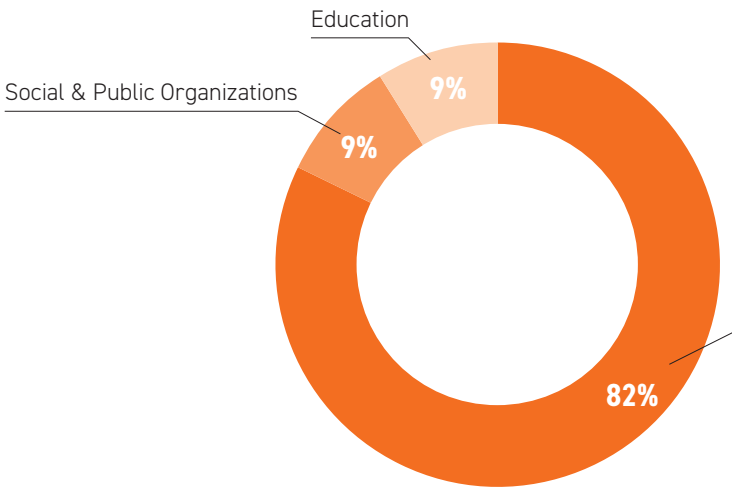




CAREER PROSPECTS

Employers include PricewaterhouseCoopers (PwC), Kakao Talk, Cathay Pacific, The Peninsula Hotels, the West Kowloon Cultural District Authority, Moov and Hong Kong Free Press.

EMPLOYMENT BY SECTOR



Commerce & Industry

- Administration / Management
- Advertising
- Art & Design House
- Banking / Finance
- Business Consultant
- Creative Media
- Electronics / Electrical Engineering
- Journalism & Broadcasting
- Real Estate
- PR / Marketing Agency / Mass Comm

2021-2023 graduation statistics (for reference only)







YIP NGA MAN, KARMEN (CLASS OF 2025)

The Global Communication (GCOM) programme has been the catalyst for my intellectual and professional growth. Its interdisciplinary nature introduced me to a spectrum of fields, from User-Interface Design to DEI storytelling, and gave me the freedom to pursue my curiosity.

Reporting on emerging topics in our English journalism practicum, *Varsity*, I found my passion at the intersection of AI creativity and ethics. That spark ignited my final-year project, "Navigating Ethics and Innovation: AI's Impact on Jazz, Music Creation, and Virtual Influencers," which drew from extensive research and interviews with AI experts and creative professionals through my work at *Varsity*.

As a non-STEM major, I embraced the challenge of deciphering complex AI concepts and translating them into clear, engaging narratives. This skill became one of my greatest assets, enabling me to bridge gaps between technical experts and general audiences.

GCOM has also equipped me with a powerful communication toolkit: the ability to ask incisive questions and design solutions that meet real human needs. Last summer, I applied these strengths as a Business Analytics Intern at a global bank, where I prototyped a UX/UI design for an AI-powered risk management platform. It was a vivid demonstration of how strategic communication and analytical rigor can drive innovation in traditionally data-driven environments.

As AI reshapes industries, the critical thinking and creative confidence I gained at CUHK have prepared me to navigate these changes. My courses taught me that innovation thrives when we build bridges between disciplines, communities, and ideas. I'm excited to carry forward this collaborative mindset as I continue exploring the evolving relationship between technology and human communication.

新傳 | School of Journalism and Communication 新聞與傳播學院

香港中文大學 The Chinese University of Hong Kong

School of Journalism and Communication
Room 206-207, Humanities Building, New Asia College
The Chinese University of Hong Kong
Shatin, N.T., Hong Kong

3943 7680

2603 5007

com@cuhk.edu.hk

com.cuhk.edu.hk

cuhkcom cuhkjlm | cuhk_globalcomm cuhkjlmcom