University of Wollongong

One of the top 2% of universities in the world

(QS World University Ranking)
Bachelor of Communication and Media Studies
(Major in Global Communication and Media)


Tuition: $96,000* (2 payments of $48,000)
*CCCU graduates are eligible for a one-off $12,000 scholarship

Location: CCCU Telford Annex (MTR Kowloon Bay)
A question you may ask: Who will be my teachers?

• Academic staff from CCCU (the Division of Languages and Communication and the Division of Social Sciences).

• In other words, lecturers and tutors who know Hong Kong students and know how to help them and support them through their degree studies.
Another question you may ask: When I finish my Wollongong degree, am I eligible for UGCF Masters degree programme?

YES!

Once you have your Wollongong degree, you have the opportunity to study a masters degree, in Australia, or in Hong Kong, at a local university or an overseas University.
BCMS Entry Requirements

• A recognized Associate Degree or Higher Diploma or equivalent qualification in related disciplines.

• Applicants from unrelated disciplines but with demonstrated foundation knowledge in communication and media studies may also be considered.
Bachelor of Communication and Media Studies

- an interdisciplinary degree
- offers a broad introduction to the changing fields of communication and media.
- strong focus on international media
- encourages an understanding of how producers and consumers interact in a media-saturated world.
BCMS Intended Learning Outcomes

1. **Analyse** media and communication research and practice
2. **Synthesise** theoretical and practical knowledge of media and communication issues
3. **Apply** this to the changing dynamics of media and communication
4. **Demonstrate** an understanding of the ethical dimensions of media and communications.
5. **Design** possible solutions to unpredictable and complex communication and media issues How? By applying creative, technical and critical skills
6. **Communicate effectively** to a range of audiences through a range of media
These are the kind of jobs the skills and knowledge you have learned in BCMS open up for you:

- Corporate communication
- Promotion and PR
- Media services
- Advertising
- Cultural commentary and journalism
- Political analysis
- Education
- NGO work
- Consumer research
- Copyright industries
- Publishing
- Online activism (blogs)
- Television anchor
- Creative industries

Your bilingual (Chinese and English) skills will add to your marketability
Are you (Hong Kong AD graduate) eligible to apply for the BCMS?

Application form in brochure

University of Wollongong

YES!

University of Wollongong
Who will be selected for the BCMS?

When we get your application we will ask ourselves:

1. On the basis of your programme and academic record:
   **Will you be able to handle the demands of the BCMS degree?** We will give you lots of support.

2. The degree is taught in English, assessments and discussions are in English, and all teaching and reading material is in English:
   **We are looking for applicants who have confidence in their English ability and the potential to improve it as they move through the degree.** Do you have that? We will help you there as well.
You will study nine BCMS courses

Sem. A
Three courses

Sem B.
Three courses

Sem. C (summer term)
Three courses
BCMS Course descriptions

• The bullet points in the nine course descriptions below are not meant to be exhaustive; they simply give a general indication of what will be covered.

• Assessment is by coursework; no examinations
BCM210 Research Practices in Media and Communication (Sem. A)

• What is media research? Who does it?
• Why are ethics important?
• Surveys and questionnaires: how to analyse and interpret quantitative data.
• Using interviews in qualitative research.
• Choosing your approach: semiotic, rhetorical, ideological or psychoanalytic analysis.
• How to plan a project.

ASSESSMENTS (3) : two individual, one group
BCM240 Media, Audience, and Place (Sem. A)

• How media audiences have been analyzed.
• Understanding the audience measurement industry.
• What was/are the theories behind these various approaches to audience measurement?
• What assumptions do we make about audience motivation, behaviour and experience?
• Does it matter where the media are located or where you are in relation to the media?

• Television as a cultural object.

• ASSESSMENTS (3): three individual (two blogs + one project)
BCM232 Global Media and Social Justice (Sem. A)

• How have the media changed in the era of globalization?
• How influential are global media corporations?
• Who owns the global image banks? Why should we care about photos?
• How do global media represent refugees, servants, nannies, sex workers, migrant labourers?
• What is the global public sphere? Can we create a world public forum for constructive debate?
• Is Facebook out of control? Should it be controlled?
• Do the terms East and West really mean anything? Stereotyping the other who is different.
• Who gets the e-waste? The human cost of your smart phone and other Apple products.

• ASSESSMENTS (3): three individual (1 x 2 online quizzes; 1x 3 blogs; 1 x visual essay project)
BCM288 Transnational Media and Culture Industries (Sem. B)

- The overwhelming soft power of the United States’ cultural and creative industries.
- How consumers, media companies, and artists meet this challenge.
- Without borders: transnational impact of new technologies, film festivals and trade events.
- Rejecting the “few to many” broadcasting model: listening to alternative voices.
- The new horizons for media and cultural production.
- How much do the media know about your media consumption and usage? Should they?
- Why “business as usual” is no longer an option for the media and culture industries

ASSESSMENTS (3): two group; one individual, + participation (10%)
DIGC202 Global Networks (Sem. B)

• Understanding global nervous systems past and present – from the telegraph to cyberspace.
• What is immaterial production? “Liquid labour” and the global media industries.
• Explaining the long tail effect – why the Internet makes selling less of more big business.
• Technology and revolution - the role of social networks in regime change.
  
SNOWDEN, activists and whistleblowers: heroes or traitors?

Challenging the powers that be

• The underside of cyberspace – the dark web, cyberwar, botnets and zombie armies

• ASSESSMENTS (3) two individual; one group (research project)
BCM310 Emerging Issues in Media and Communication (Sem. B)

• Case studies of media reports on a wide range of topical issues and events.
• What are the ethics of documenting other people’s pain?
• Are documentaries on animal suffering exploitative?
• Is it acceptable to show the death moments of bad guy dictators?
• Net neutrality versus feudalization: keeping the Internet free from corporate media control.
• The media and gender balance - challenging the male-dominated newsroom.
• The media’s representation of people “who are not like us”.
• Diasporas and the media – how migrant communities use the media.

• ASSESSMENTS (3): three individual
BCM332 Global Media Interventions (Sem. C)

- The effective use of strategies and campaigns in citizens’ initiatives to ensure justice and equality for all.
- Minorities and media representation and coverage.
- Becoming a citizen of the world.
- Giving voice to those that are deprived of access to media.
- Ensuring the right to communicate.
- Humanitarianism and the media.
- Empowering the vulnerable through the media.

- ASSESSMENTS (3): 1 group (peer teaching); 2 individual
CST333 Hollywood and beyond: Genres across Cultures (Sem. C)

- Film genres in the global marketplace: Hollywood and Europe.
- What happens when a genre gets rewritten in a different cultural setting?
- Blockbusters and remakes - do the remakes work?
- Films and subversive comedy
- Japanese horror movies;
- Nordic noir movies (Girl with the Dragon Tattoo);
- Almodovar’s Spanish melodramas.
- ASSESSMENT (3): Three individual
DIGC330 Digital Asia (Sem. C)

• How have Asian digital media developed?
• Without borders: Japanese manga (漫画), anime, and Korean game cultures go international.
• Social media as international platforms for communication among manga fans.
• Blogs and political activism in the Philippines, Singapore and South-East Asia.
• The internet in China: a tool for democracy or just an illusion?
• Gender and mobile media use.
• Is autoethnography a tool for practice and education or not? (Don’t know this word? Don’t worry – we’ll explain it!)

• ASSESSMENT (3) One group, two individual
CCCU is proud to be part of this vibrant international university

先鋒
Why not be a pioneer?

By end of 2016 you could be among the first Hong Kong AD graduates to gain a BCMS degree.
Next step? A Masters degree.

See prospectus for Application forms