

THE UNIVERSITY OF HONG KONG
FACULTY OF SOCIAL SCIENCES

LEARNING OUTCOMES

Bachelor of Social Sciences - Media and Cultural Studies (major and minor)

1. Aims

This programme seeks to nurture students to become knowledgeable, critical and caring users and producers of media and culture. The flexible programme structure draws on a wide range of related courses from the social sciences and humanities. It aims to:

- provide students with multi-disciplinary knowledge in the operation of the media and the state of culture;
- enhance students' critical understanding of the world of media and culture by exposing them to historical and comparative analyses of the subject;
- encourage students to appreciate and care for the continuing efforts to improve the state of media and culture and through this to improve social life as whole.

2. Learning outcomes

Programme Level Outcomes	Faculty Level Outcomes	University Educational Aims
On successful completion of the programme, students should be able to:	On successful completion of the curriculum, students should be able to:	Benchmarked against the highest international standards, the 4-year undergraduate curriculum at HKU is designed to enable our students to develop their capabilities in:
Programme Level Learning Outcome 1	Faculty Education Learning Outcome 1	University Educational Aim 1
- reflect critically on the core theories and concepts on media and culture as part of the basis to build a life-long capacity in critical thinking	- acquire and critically evaluate underlying theories and concepts through independent research in social science disciplines	- pursuit of academic/professional excellence, critical intellectual enquiry and life-long learning
Programme Level Learning Outcome 2	Faculty Education Learning Outcome 2	University Educational Aim 2
- apply theories and methods to creatively analyse complex media and culture issues in	- apply social science theories and methods in	- tackling novel situations and ill-defined problems

both the local and global contexts; integrate academic training with hands-on work experience by participating in media and cultural studies internships	analysing complex problems in a globalizing world	
Programme Level Learning Outcome 3	Faculty Education Learning Outcome 3	University Educational Aim 3
- develop deeper understanding of media and culture issues and the human condition by engaging in intensive, independent research projects	- reflect critically on learning through participation in social innovation internships to engage with the wider community	- critical self-reflection, greater understanding of others, and upholding personal and professional ethics
Programme Level Learning Outcome 4	Faculty Education Learning Outcome 4	University Educational Aim 4
- develop a sensitivity to the historical, multi-cultural and global nature of issues relating to media and culture	- embrace diverse learning environments through out-of-Hong Kong exchange and global citizenship programmes	- intercultural communication and global citizenship
Programme Level Learning Outcome 5	Faculty Education Learning Outcome 5	University Educational Aim 5
- acquire the skills to examine issues of media and culture from a variety of perspectives and to propagate the findings to fellow learners and the larger community	- work as effective team members and in group projects to enhance collaboration and communication skills	- communication and collaboration
Programme Level Learning Outcome 6	Faculty Education Learning Outcome 6	University Educational Aim 6
- engage with the wider community by demonstrating an awareness of current issues and problems in media and culture and be prepared to participate in debates on social change	- demonstrate an awareness of current social issues and problems and be prepared to act as advocates for social change	- leadership and advocacy for the improvement of the human condition