

賽馬會「知情達意育優才」計劃  
Jockey Club "Gifted in Bloom-Harmony in Heart & Mind" Programme**Creativity for Media Communication**  
**(J3CMC001C)****Introduction**

**Creativity for Media Communication** explores the scope and essential elements of media literacy, creativity, and the characteristics of a wide range of media. It covers basic communication theories and their application and analyses the application of media communication in daily life and its impact on target audience culture and society.

In the programme, the students learn basic communication theories and analyses a wide range of media and applications including social interaction, education, entertainment to persuasion. Through case study the students apply their learned knowledge to analyze and evaluate the expressions and interpretations made by media and the target audience. Students will also discuss how creative communications skills are used in diverse expressions and how effective these expressions are in creating impact on people, culture, and society.

**Programme  
Type / Level**Creativity and Media Communication Course (Level 3) ([Token-required](#))**Instructor(s)**Miss NG Lai Sim - Senior Lecturer (Creative Advertising and Media Design),  
The Open University of Hong Kong**Target  
Participants**

- S1 to S6 HKAGE student members
- Class size: 25
- Participants should be able to make commitment, be responsible to oneself as well as to the world, and willing to discuss, elaborate, present their in-depth thoughts.

**Medium of Instruction**

Cantonese with Chinese / English handouts

**Certificate****Certificate** will be awarded to participants who have:

- ❖ Attended **at least 5 sessions; AND**
- ❖ Completed all the assignments with satisfactory performance

**Intended Learning  
Outcomes**

Upon completion of the programme, participants should be able to:

1. Discuss some basic communication theories and review a wide range of media and their applications in daily life from social interaction, education, entertainment to persuasion.
2. Develop open-minded and creative thinking to accept diversity.
3. Empathize with the audience of different communication styles and adopt appropriate strategies to communicate with them.
4. Apply creative techniques to develop novel and original ideas to express their mind to achieve communication goals.



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#### Screening



**Please answer the screening questions in the online application form.**

\*The screening question is designed to help the applicants understand the course level and the course content. The questions must be answered by the student applicants and it can only be attempted once. The answer cannot be changed once the application is submitted. Selection is based on students' performance in answering the questions. **Only applicants who can demonstrate motivation and interest can be enrolled in the programme.**

#### Application Deadline

**26 February 2021 12 March 2021 (12n.n.)**

#### Application Result Release Date

**4 March 2021 16 March 2021 (Accepted applicants will be informed by the HKAGE via email. Please complete the confirmation slip and return it to the HKAGE by fax / email ([jc@hkage.org.hk](mailto:jc@hkage.org.hk)) / post within 3 working days of the application result release. (Late reply will be considered as withdrawal)**

If student members fail to submit the confirmation slip on time or withdraw from the programme after the Application Deadline, the token will be deducted.

#### Schedule



\*The sessions may be rescheduled and/or conducted online subject to the development of the coronavirus epidemic and EDB's latest announcement on face to face programmes. Please pay close attention to email notifications and announcements on the HKAGE website.

Session	Date	Time	Content	Venue
1	10 April 2021	9:30am – 12:30pm	<ul style="list-style-type: none"> <li>Process and key factors of media communication.</li> <li>Functions and applications of different types of communication media in society.</li> </ul>	Shatin / Shek Mun (TBC) HKAGE Room 203
2	17 April 2021	9:30am – 12:30pm	<ul style="list-style-type: none"> <li>The roles and characteristics of senders and receivers in media communication.</li> <li>Audience analysis and communication strategy.</li> </ul>	Shatin / Shek Mun (TBC) Conference Hall 3, 1/F, Building 1E, Core Building 1, Science Park
3	24 April 2021	9:30am – 12:30pm	<ul style="list-style-type: none"> <li>Message encoding and decoding in media communication.</li> <li>Basic concepts of semiotics</li> </ul>	Shatin / Shek Mun (TBC) Conference Hall 3, 1/F, Building 1E, Core Building 1, Science Park
4	8 May 2021	9:30am – 12:30pm	<ul style="list-style-type: none"> <li>The concept of creativity (Powerpoint slides, and discussion)</li> <li>Creative techniques for media expressions - Part 1 (Powerpoint slides, case study, in-class exercise, presentation and discussion)</li> </ul>	Shatin / Shek Mun (TBC) HKAGE Room 206
5	15 May 2021	9:30am – 12:30pm	<ul style="list-style-type: none"> <li>Creative techniques for media expressions -Part 2 (Powerpoint slides, case study, in-class exercise, presentation and discussion)</li> </ul>	Shatin / Shek Mun (TBC) Zoom – HKAGE Room 403



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6	22 May 2021	9:30am – 12:30pm	<ul style="list-style-type: none"> <li>● Presentation of creative ideas.</li> <li>● Ethics and social responsibilities of media communication</li> </ul>	<b>Shatin / Shek Mun</b> (TBC) <b>Conference Hall 6,</b> <b>2/F, Building 10W,</b> <b>Lakeside 2,</b> <b>Science Park</b>
Back-up date	29 May 2021	9:30am – 12:30pm		<b>Shatin / Shek Mun</b> (TBC)


\* Science Park will arrange staff at some assembly points and bring students to the venue. If student member has not shown up on time at the assembly point, they should go to the venue by themselves.

#### Assembly Point

Date	Time	Assembly Point
17 April 2021	9:15 a.m.	Big TV wall next to Starbucks @ G/F, Building 1E
24 Apr 2021	9:15 a.m.	
22 May 2021	9:15 a.m.	Big TV wall @ G/F, Building 10W

Reference: [How to get to Science Park](#) ; [Science Park Map](#)

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**Enquiries**  For enquiries, please contact us at 3940 0513 / 3940 0518 or email to [jc@hkage.org.hk](mailto:jc@hkage.org.hk).